

**ANALISIS DAMPAK KEBIJAKAN *SPORT EVENT* “TOUR DE  
SINGKARAK” DI KABUPATEN KERINCI**

**DISERTASI**

diajukan untuk memenuhi sebagian syarat  
memperoleh gelar Doktor Pendidikan Olahraga



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# **Analisis Dampak Kebijakan *Sport Event* “Tour de Singkarak” di Kabupaten Kerinci**

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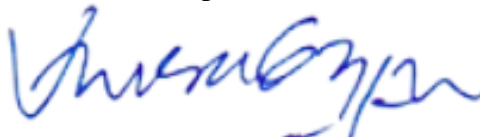
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## ABSTRAK

### ANALISIS DAMPAK KEBIJAKAN SPORT EVENT “TOUR DE SINGKARAK” DI KABUPATEN KERINCI

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*Sport for development* merupakan paradigma baru dalam dunia olahraga, istilah ini menitikberatkan pada penggunaan olahraga sebagai media untuk pembangunan dan pengembangan aspek-aspek diluar olahraga atau *development societal outcomes*. Dalam implementasinya *sport for development* bertujuan untuk mengembangkan kecakapan hidup individu, mengembangkan infrastruktur suatu daerah, meningkatkan ekonomi, serta dapat menjadi salah satu *instrument* untuk meningkatkan citra pariwisata negara. Oleh karena itu, penelitian ini bertujuan untuk menganalisis dampak kebijakan *sport event* Tour de Singkarak (TdS) di Kabupaten Kerinci. Penelitian ini mengungkapkan perspektif historis Tour de Singkarak (TdS) di Kabupaten Kerinci, kemudian melihat dampak Tour de Singkarak (TdS) secara ekonomi, sosial, dan angka partisipasi olahraga masyarakat Kerinci setelah *sport event* Tour de Singkarak (TdS). Metode yang digunakan adalah metode kualitatif dengan pendekatan studi kasus. Penelitian ini dilakukan di Kabupaten Kerinci Provinsi Jambi. Teknik pengumpulan data dilakukan dengan wawancara semi terstruktur, observasi dan studi dokumentasi. Data dianalisis menggunakan *software* NVIVO 12 Pro. Hasil penelitian mengungkapkan bahwa secara historis Tour de Singkarak (TdS) dimulai pada tahun 2009 di Sumatera Barat dan proses masuknya *sport event* Tour de Singkarak (TdS) ke Kabupaten Kerinci melalui perjalanan yang sangat panjang, yang dimulai pada tahun 2016. Dampak dari *sport event* Tour de Singkarak (TdS) di Kabupaten Kerinci memperlihatkan bahwa *event* olahraga ini mampu meningkatkan perekonomian di Kabupaten Kerinci, meningkatkan angka partisipasi olahraga masyarakat di Kabupaten Kerinci, dan memberikan dampak sosial yang baik bagi masyarakat Kabupaten Kerinci. Kesimpulan dari penelitian adalah *event* olahraga Tour de Singkarak (TdS) memberikan banyak dampak positif bagi Kabupaten Kerinci, oleh karena itu *event* olahraga ini perlu diselenggarakan secara kontinyu setiap tahun. Bagi Kabupaten Kerinci agar dapat membuat satu monumen atau situs Tour de Singkarak (TdS) agar nilai historis Tour de Singkarak (TdS) tetap terjaga.

**Kata Kunci:** *Sport for Development, Sport Event, Sport Tourism, Tour de Singkarak*

## ABSTRACT

### IMPACT ANALYSIS OF THE "TOUR DE SINGKARAK" SPORT EVENT POLICY IN THE KERINCI REGENCY

Wawan Junresti Daya<sup>1\*</sup>, Amung Ma'mun<sup>1</sup>, Vanessa Gaffar<sup>2</sup>, Nuryadi<sup>1</sup>

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*Sport for development is a new paradigm in the world of sports, and this term focuses on the use of sport as a medium for the development and development of aspects outside of sports or developmental social outcomes. In its implementation, sport for development aims to develop individual life skills, develop regional infrastructure, improve the economy, and can become an instrument to improve the country's tourism image. Therefore, this study aims to analyze the impact of the Tour de Singkarak (TdS) sports event policy in Kerinci Regency. This study reveals the historical perspective of the Tour de Singkarak (TdS) in Kerinci Regency, then looks at the impact of the Tour de Singkarak (TdS) economically, socially, and on sports participation rates for the people of Kerinci after the Tour de Singkarak (TdS) sports event. The method used is a qualitative method with a cases study approach. This research was conducted in Kerinci Regency, Jambi Province. Data collection techniques used semi-structured interviews, observation, and documentation studies. Data were analyzed using NVIVO 12 Pro software. The results of the study reveal that historically the Tour de Singkarak (TdS) started in 2009 in West Sumatra, and the process of entering the Tour de Singkarak (TdS) sports event to Kerinci Regency took a very long journey, which began in 2016. The impact of the Tour de sport event de Singkarak (TdS) in Kerinci Regency showed that this sporting event was able to improve the economy in Kerinci Regency, increase the number of people's sports participation in Kerinci Regency, and have a good social impact on the people of Kerinci Regency. The research concludes that the Tour de Singkarak (TdS) sporting event has had many positive impacts on Kerinci Regency. Therefore, this sporting event needs to be held continuously every year. It is for Kerinci Regency to be able to make a monument or Tour de Singkarak (TdS) site so that the historical value of the Tour de Singkarak (TdS) is maintained.*

**Keywords:** *Sport for Development, Sport Event, Sport Tourism, Tour de Singkarak*



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