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THE ECONOMIC IMPACT OF SPORT TOURISM ON MSMEs IN THE YOGYAKARTA REGION TOWARDS A SPORTY LIFESTYLE (Agoge Coffee Case Study)

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Abstract

The aim of this research is to determine the economic impact of sport tourism on MSMEs in the Yogyakarta area on sporty lifestyles. In this research, qualitative research and descriptive methods will be used. This research only looks for the impact felt by gathering places or gathering points for "sport tourism" activists and wants to find other facts that support this research. Then this research will also use SWOT analysis. The research results show the impact given to MSMEs by the very massive sporting events in Jogja is very good. So it can create a new market in the development of coffee shops in Jogja. that the runners' lifestyle creates a new market in the coffee shop business line in the region, because according to this research, many runners like to run in a community, then like to gather in one place and like to chat after exercising. These habits are all part of the lifestyle carried out by runners, so if you look at it from a business aspect, they can be utilized as agoge does.

Keywords: *sport tourism, run, life style, coffee shop*

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INTRODUCTION

Tourism is a mainstay industry that generates foreign exchange in Indonesia, even other countries feel the same way (Setiadi & Indardi, 2022). The growth of tourism and industry can improve the community's economy quickly so that it can stimulate other economic sectors (Purwanti et al., 2022). Currently, tourism in Indonesia is starting to develop again rapidly since it was affected by Covid 19 (Y. H. D & Prakoso, 2022). Judging by the large number of cultural and tourist events in each tourist area, this causes people to travel for different purposes, for example, travel for holidays with the family. Friends, to exercise which is now very popular with people in big cities and fortunately, Indonesia has many beautiful landscapes that support doing this (Satriana & Faridah, 2018).

Sports and tourism are one thing that can be combined as one unit, because these two things can complement each other so that they are always linked to each other (Susanto & Purnomo, 2022; Pradana et al., 2020). The combination of these two activities is felt to be able to increase the attractiveness of tourists visiting an area to channel their hobbies and have fun enjoying the tour. Recreation is a common term in sports circles (Mardiyanto & Okfitasari, 2023; Sudiana, 2019). Many professional athletes always do recreation after

or before they compete, both at home and abroad. Because by doing recreation, humans can get a sense of pleasure so that it can provide psychological and spiritual value to these humans (Nirwana et al., 2021).

Sports in this case are running and cycling. Running is the simplest sport compared to other sports. The history of running began when Greek soldiers ran 40 km from Greece to Athens to announce their victory over Persia. To recognize this, a running sport was created at the first Olympics at that time. After this incident, the sport of running grew and attracted many people (Isnaini & Hasbi, 2020). Running is a movement that has been known for a long time, this sport does not require special equipment and can be done anywhere. You only need shoes, even some athletes are 'barefoot'. It is not uncommon for some people to consider running to be a routine activity for their health and fitness, to the point of making running their hobby.

Along with this development, many running communities have spread across the archipelago, one of which is Indo Runners which has communities in almost all cities. In their social network, almost 40,000 people from amateur to professional runners are members of this community. Yogyakarta is a city that has many members, so their activities are very massive in the city of Jogja. Yogyakarta has a friendly place for running, because there are still many village roads with views of villages, rice fields, and even temples, so this is one of the attractions for running in the city of Jogja. Several international events have been held in the Yogyakarta area, such as the Mandiri Marathon, Borobudur marathon, Maliboro marathon, and others. This is also what makes many Sport Tourism tourists come to Jogja and the community in Jogja is growing very rapidly.

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THEORETICAL BASIS

The book "Sports tourism" written by Weed (2008) states that sports tourism is all forms of a person's involvement, whether active or passive, in carrying out sports activities, then participating as a participant or organizer of an activity with business or commercial purposes. An example of collaboration between sport and tourism occurred at the 1992 Olympics in Barcelona. This international event can attract up to one tourist and visitor to the area. In fact, within 10 years after the event, Barcelona and its surroundings saw visits double every year (Weed, 2008).

Because of the above, many international events are often contested by every country. Because it's not just the prestige you get, but many things support this, one of which is tourism. Other things, such as the selection of home-away matches in football, basketball, and other sports, will certainly have an impact on the region that holds the match. The latest example in Indonesia we can see the Moto GP which was held in Mandalika, Lombok. With this event, it is proven that the economy in Lombok continues

to improve, investors dare to pave the way to build infrastructure so that it becomes an acceleration to improve the regional economy (Kusumayani et al., 2023).

RESEARCH METHOD

In this research, qualitative research and descriptive methods will be used. This research only looks for the impact felt by gathering places or gathering points for "sports tourism" activists and wants to find other facts that support this research. Then this research will also use SWOT analysis so that it can evaluate existing problems. Then the researcher will focus on internal and external factors that have a direct impact on the economic aspects of Agoge Coffee as a gathering point for running enthusiasts. Data and information will be obtained by observation and interviews, as well as looking at similar literature studies. The research location is at Agoge Coffee Jl Bima Panggungsari No. 164 Wonorejo, Sariharjo, Ngaglik, Sleman, Yogyakarta. In October – November 2023, twice a week, when runners gather and when there are a lot of customers at the place, the researcher will conduct interviews.

In this research, the population object is Agoge Coffee customers who are running hobbyists and of course, the researchers will ask Agoge Coffee owners about the impact they felt when they created this running community, and whether there was an economic increase. A sample is a part of the whole and the characteristics possessed by a population (Sugiyono, 2015). The samples chosen were Agoge Customers and their Owners. Researchers will take samples using the snowball technique. With this technique, researchers can search for as much information as possible so that they get valid and clear information.

The data collection technique in this research is divided into 2 data, namely primary data and secondary data. For primary data, observations and interviews will be used. Observation is a very complex process, the aim is to confirm whether the previous information is valid or not. So that based on this, decisions can be made when providing results and conclusions. Then, interviews in this research are used to collect data if you want to know more details, but the sample of respondents should be small in scope. In this research, we will conduct interviews with Agoge owners, customers and running enthusiasts.

Then secondary data, researchers will document and use other accredited sources. In this technique, the researcher wants to explain that this research is true and without engineering, the aim is to be a reference in the future. And other accredited sources such as accredited journals, e-books that are in line with research, and official supporting websites.

The use of the SWOT technique has been used very often in previous research and this research also uses the same analysis. Because looking at the pattern, the SWOT technique is suitable to use. After carrying out this analysis, the results will usually show the strengths, opportunities, weaknesses, and threats. Researchers will show whether there is an economic impact from sport tourism on MSMEs in Yogyakarta City, the case study is Agoge Coffee where the Lari community usually gathers, determined by data processing which results in a combination of internal and external factors.

RESULT AND DISCUSSION

Data collection, researchers collected data using questionnaire techniques and offline interviews at Cafe Agoge. Following are the respondent data.

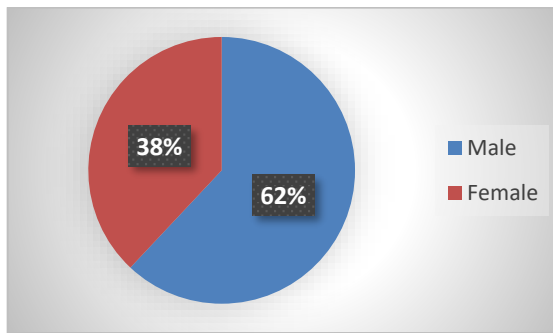


Figure 1. Description of Respondents Based on Gender

Based on Figure 1, it is known that the characteristics of respondents are based on gender, as many as 38 are female (38%) and 62 are male (62%).

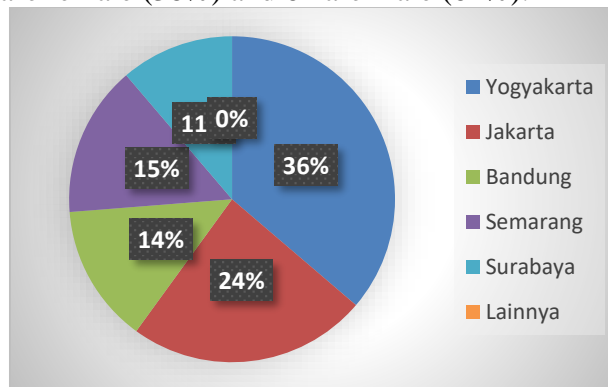


Figure 2. Description of Respondents Based on Their Origin

Based on Figure 2. It is known that the characteristics of respondents are based on origin, Yogyakarta with 29 people, Jakarta with 19 people, Bandung with 11 people, and the others are from several regions such as Sumatra, Singapore, Malaysia, Australia, Bali and Kalimantan.

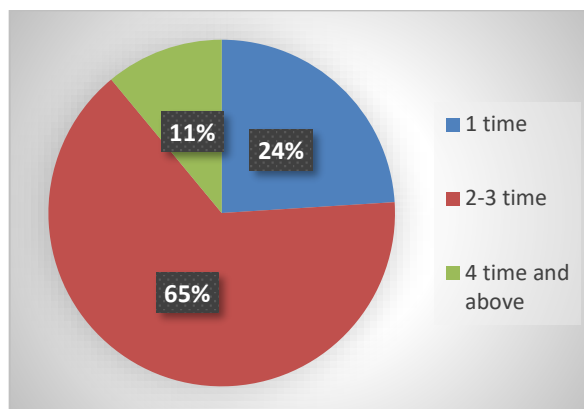


Figure 3. Description of Respondents Based on Running Intensity (per week)

Based on Figure 3, it can be seen that the characteristics of respondents are based on the intensity of their running per week. From the data above, 24 people ran once a week, then 2-3 times a week 65 people and 4 times or more a week 11 people.

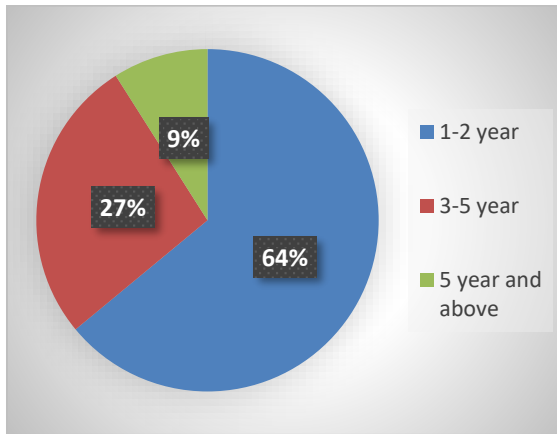


Figure 4. Description of Respondents Based on How Long They Have Been Pursuing Running as a Hobby

Based on diagram 4, it can be seen that the characteristics of respondents based on the length of time they have been pursuing a running hobby, the most is 1-2 years.

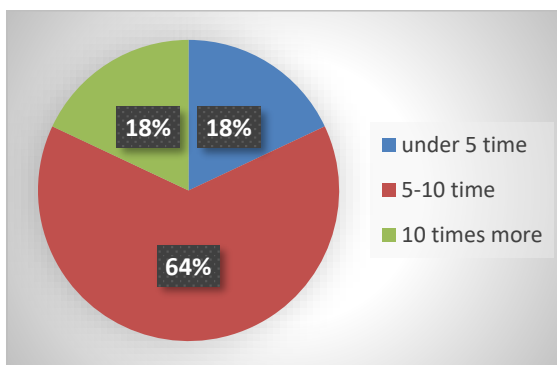


Figure 5. Description of Respondents Based on Number of Participants in Running Events

Based on Figure 5, it can be seen that the characteristics of respondents based on the number of participants in running events, on average, they have participated in events 5-10 times.

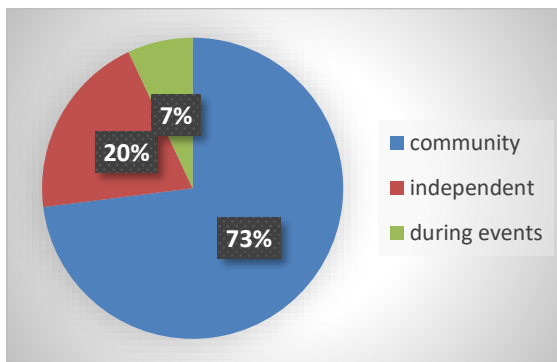


Figure 6. Description of Respondents Based on Type of running

Based on diagram 6, it can be seen that the characteristics of respondents are based on different types, namely that there are still more of them who are with the community.

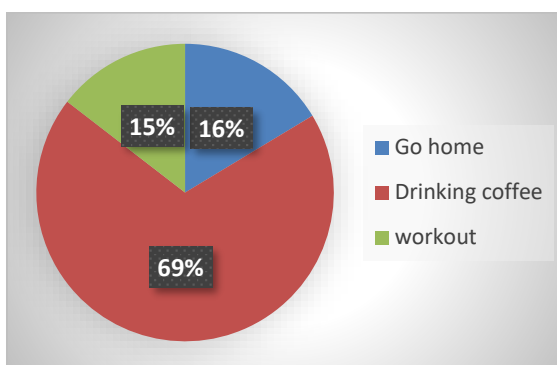


Figure 7. Description of Respondents Based on Activities After Running

Based on Figure 7, it is known that the characteristics of respondents based on their activities after running, there is coffee at the gathering point which is mostly done, namely 76 people with a percentage of 69%.

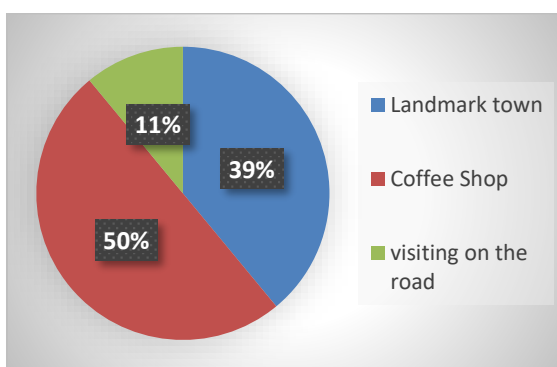


Figure 8. Description of Respondents Based on Their Most Preferred Gathering Point

Based on figure 8, it is known that the respondents' characteristics are based on the most preferred gathering point, namely the coffee shop.

Influence of Environmental Factors

Influence of Internal Factors

The facilities, at agoge, the existing facilities are all good. Judging from the large and clean toilets for runners, large space for runners to gather and warm up, AC and non-AC, very fast WiFi, and of course healthy menus (for diets) suitable for runners to gather. Apart from that, they also have a fairly large meeting room and the newest thing is that they have a kid's playground, making the market even wider and more diverse.

Accessibility: Access to Agoge Coffee is located in the north of the city of Jogja, in a fairly strategic area, namely on Jalan Palagan, but this often makes runners who live in the southern area of Jogja a bit lazy about going to agoge coffee because the distance is quite far. This is also why agoge cannot take all the market runners in the center of Jogja city and its surroundings.

Services, Agoge is a coffee shop that is open from 6 am, the aim is that every sports activity that starts at Agoge can be facilitated. Like being a gathering point for runners and cyclists. Some of the baristas at Agoge are involved in running and cycling, so in terms of communication, they can be close to the customers there, who in fact are fellow hobbyists. After I asked the owner, they were deliberately looking for employees like that, because basically, they wanted to make this agoge a landmark coffee shop that was "really sporty". Every day agoge always provides free refreshments for runners after exercising at agoge, this is a very good movement.

HR, and human resources at the agoge are all very competent in their fields, such as in the kitchen with healthy food, they can sell these things so that agoge has its own value. Then for the bar, there is a wide variety of coffee and non-coffee drinks, so runners can choose.

Funding, for all funding at Agoge is private and comes from only one person. Since Agoge renovated the place to make it bigger, the impact has become more real with the concept offered.

Potential, the problem of existing potential, agoge really has huge potential to be able to dominate the market they are targeting, namely sporty people in the city of Jogja. All sports that have many communities are centered here, such as cycling, running, yoga, tennis, basketball, and others. The concept created is already mature, just consistency and breakthroughs that are in accordance with the path must always be made.

Table. 1 Internal Factor

	Internal factors	Strength(Strength)	Weakness(Weakness)
A	Good facilities are quite complete	✓	-
B	Easy access to the northern Jogja area	-	✓
C	The service is very good	✓	-
D	HR is competent in their field	✓	-
E	Funding Use is still private	-	✓
F	The potential to dominate the market they have targeted	✓	-

Influence of External Factors

Competitors, from interviews conducted by researchers, managers and owners of agoge, said that currently, agoge's competitor has a similar concept, namely a coffee location in a new city. And competitors have a more strategic location in the heart of Jogja, so this makes the development of agoge not so fast.

Target market, the target market targeted by agoge is sporty urbanites. They are people who have a sports routine and have a very social life. Both in Yogyakarta and outside Yogyakarta, agoge continues to intensify its health campaigns more widely and agoge is its base camp.

Promotions have been carried out using digital marketing techniques, conventional marketing and community marketing. Everything is integrated with each other, so that promotions carried out by agoge move quickly. For digital marketing, it is done with content on social media and advertising. Then for conventional, agoge often participates in sporting events to open a booth at the event. Then for community marketing they always invite the sports community to carry out sports activities at their place.

Technology, the technology at Agoge is appropriate and adequate, the location is covered by the internet, then you can see CCTV in every corner, the POS application is used, you can pay using CC and QRIS.

Table 2. Faktor Eksternal

	External Factors	Opportunity (Opportunity)	Threat (Threat)
A	Agoge has similar competitors The target market is focused on people who like sports	–	✓
B	Offline and online promotions are often carried out by Aoge Technology is adequate and	✓	–
C	has been maximized by Agoge	✓	–

SWOT Analysis

After breaking down the results of internal and external factors, the following table appears for analysis using SWOT to determine the impact of sport tourism on the city of Yogyakarta, whether it affects MSMEs or not. Analysis carried out using the SWOT technique focuses on problems such as strengths, weaknesses, opportunities and threats. Here's the table,

Table 3. Swot Analysis

<i>Strengths (S)</i>	<i>Weakness (W)</i>
1. Has facilities that support sportsmen	1. Access only covers the North Jogja area
2. Very good service	2. Funding still uses personal funds
3. Human resources who are competent in their fields	
4. The market is strong and clear	

Opportunities

Get a more diverse market, because the facilities at agoge are quite complete so they should be able to increase their market and not just focus on athletes. With intensive digital promotions and participation in big events. The hope is that we can continue to invite

runners who are taking part in events in the Jogja area to come to Agoge to run with the community or just have coffee and hang out. Technology has been used as best as possible, so we just have to wait for the results from the engagement of the content that has been produced.

WO Strategy

Enlarging the land so that it can accommodate more people, so that we can create private events that can attract audiences from the south. Looking for an injection of funds so that everything can be realized quickly and in a timely manner.

Threats

They have competitors with exactly the same concept, and they have a place right in the center of Jogja (New City). You have to control the northern area so that later you can expand to the southern area or the city of Jogja.

ST Strategy

Immediately carry out a mindset takeover to the market, so that runners want and want to run in the northern area of Jogja. Do branding quickly, and be consistent with it.

WT Strategy

Seeing competitors' methods in running their social media, then immediately adopting and modifying the method so that the system is the same. Using a digital agency so that the focus is not divided.

Data Analysis

Based on the internal and external factors that the researcher has processed, the researcher can develop a strategy for development using the S-O, W-O, S-T, and W-T interaction formula, as follows.

S-O, focuses on strengths and opportunities to obtain offensive alternatives by using internal strengths to take advantage of external opportunities. In this research, the following results: Strengthening branding, what if runners can always stop by agoge after there is an event in the Jogja area; If possible, use influencer runners and invite them to come to agoge and then create a community event at Agoge so they can get a good impact. Ensuring the runners, agoge has a place, facilities and menu that supports them.

W-O, focuses on weaknesses and opportunities by supporting internal weaknesses to take advantage of external opportunities. In this research, the following results: Expanding the existing place, and creating a large space so that it can accommodate runners who have a large community; Providing opportunities for investors to enter the business, so they can expand the business even faster.

S-T, focuses on strengths and threats by using internal strengths to reduce external threats. In this research, the following results: Maximizing the existing branding at this time, and always being active in any sporting activities around Jogja, whether it's participating as a sponsor or joining in as a booth at the event.

W-T, focuses on weaknesses and threats to obtain defensive alternatives by exploiting internal weaknesses to reduce external threats. In this research, the following results: See and read what competitors have done so they can break down the market they have previously created. Apart from places in the city of Jogja, what factors influence runners to gather at competitors' places. Then studied, observed and modified then applied.

Based on the results of observations that have been made, the recent massive impact of sport tourism events has had a positive impact on the development of MSMEs in the city of Jogja. Especially places or coffee shops that have branding and persona for runners or cyclists to gather.

Researchers have carried out observations, interviews and distributed questionnaires to selected places that have the branding "Coffee shop sporty" and according to the owners, the results were very noticeable before and after the events took place. The event participants can spend time at their place, besides being able to meet friends on the same frequency, they also enjoy the healthy food that is served, so that the participants don't worry about their intake after or before the event takes place.

The government has a very big fair here, because it holds these events. Like the Borobudur marathon, the impact reached the city of Jogja, because perhaps in the Magelang area some facilities were not very supportive so many participants and families stayed in Jogja. Then there was the Mandiri Marathon which was held in Prambanan, this event also had an extraordinary impact because the event had up to 6000 participants. The same thing was done in several other events in other cities and the events above were held in one year only a few months apart. So the growth of MSMEs that support this lifestyle, one of which is Coffee Shop Sporty, has been very good in the last few months. The hope is that this will last a long time, and that this event will also have a positive sporting nature.

CONCLUSION

The conclusions that can be drawn from the results of this research are as follows: The impact given to MSMEs by the very massive sporting events in Jogja is very good. So it can create a new market in the development of coffee shops in Jogja. Sport tourism events should continue to be held on a regular basis, because their impact is very large and extensive on the surrounding community. Agoge was one of the first coffee shops to have this concept, now it has competitors. This also allows this sporty market-based business line to develop more quickly. The runners' lifestyle creates a new market in the coffee shop business line in the region, because according to this research, many runners like to run in a community, then like to gather in one place and like to chat after exercising. These habits are all part of the lifestyle carried out by runners, so if you look at it from a business aspect, they can be utilized as agoge does. Apart from regional communities, communities in several cities also often come if there are big sports tourism events being held. So this could also have great potential for an area.

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