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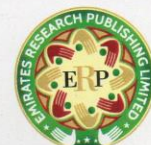
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Sinergy of Jakabaring Sport Center (JSC) as Sport Tour and creative economy development in South Sumatera Province

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Abstract

The purpose of this research is to analyze the role of Jakabaring Sport Center (JSC) as a sports tourism center in Palembang which has meaning as a means for individuals and or groups both nationally and internationally that active or passive participation in sports competition or recreation. Sport is the main motivation for travel, although travel elements can strengthen the overall experience (Gammon and Robinson in Jan Ottevanger, 2007). Sports tourism has developed even become an industry in developed countries, can give a significant influence for the growth of the national economy. JSC is also one of the supporters of creative industry growth where multi effect produced by JSC as sport tourism will give space and opportunity for business actor both culinary product and handicraft product as superior product of South Sumatera province with exploiting technology based on creativity and innovation growing. The purpose of this research is to analyze the synergy of

the role of JSC as a tourist attraction as well as a production market of business creativity results from the potential of regional products, especially the province of Palembang. Based on that, can be seen the potential of Indonesia's natural wealth is so great, has a role to increase the regional and national economy. So looking from this phenomenon the authors are interested to examine about the role of JSC as a center of sports tourism and means of improving creative industries in Palembang. Make Qualitative method approach by Bogdan and Taylor in Moleong (2005) defines qualitative research as a research procedure that produces descriptive data in the form of words, written or oral words of the people and behaviors observed. The results of this study indicate that the role of JSC the greater contribution in the development of creative economy with the target of the national and international sports tourists.

Keywords: JSC, Sports Tour, Creative economy

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Introduction

Since its appointment as the host of the first 2004 PON outside Java, and the organization was successful. Palembang gets the legacy of an integrated sports area in Jakabaring. With this complete sports facility, Palembang is believed to host international class events such as the Asian Cup of 2007. Gelora Sriwijaya Jakabaring Stadium at the Asian Cup, hosting Malaysia, Thailand and Vietnam. In 2011 again held Southeast Asian Games (Sea Games) to-26, which is the most prestigious sports match in Southeast Asia. This sporting event is held every two years. The competition is participated by countries that have joined in ASEAN which currently number eleven countries including Indonesia, Malaysia, Brunei Darussalam, Singapore, Thailand, Philippines, Cambodia, Myanmar, Vietnam, Timor Leste and Laos. Furthermore, the central government re-designate Palembang as host of ISG held on September 22 to October 1, 2013. The reason is because Palembang has good facilities and also has successful experience of hosting the Sea Games 2011 ago. In this ISG match, Indonesia finally managed to become the overall champion, exceeding the government's target. Possible psychological factors as a host to deliver Indonesia became the overall champion.

Suwantoro (2005) defines tourism as a temporary shelter for someone outside their place of residence for a reason and not for wage-earning activities. From this sense can be interpreted that tourism is a journey to meet the desire and curiosity of interests associated with pleasure. The tourism potential according Janianton Damanik and Helmut F Weber (2006) are objects (natural, cultural, artificial) that require a lot of handling in order to provide the value of attraction for tourists. The tourist attraction is everything that is in a tourist destination that is an attraction for people to come to the place. Palembang itself has many tourist attractions such as natural tourist objects, historical tours, culinary tours, cultural tourism etc. Therefore, the tourism sector at South Sumatra Province is a mainstay sector in increasing the Original Regional Revenue (PAD). So in the development plan put the tourism sector as the main component of development. In the Long-Term Development Plan (RPJP) 2005-2025 and in accordance with Regional Regulation No. 13 of 2010

Method

This research is Policy Oriented by using policy research approach that is research which focuses on identifying policy problems and giving pragmatic recommendation to policy maker so that it is perspective (Kusumanegara, (2010: 3) .As also mentioned policy research is research adopted for complete the academic research and have policy implications related to the

development of public policy (Nusa Putra and Hendarman, 2012: 57) The approach used in this study is qualitative describing and analyzing descriptive. In addition, this research is also analytical descriptive because the research is not only limited to the description of the object of the study but also analyzes how creative economic innovation. The technique undertaken by researchers is a survey of academic literature in the field of public policy scholarship to obtain concepts relevant to the study creative economy. While the data collection is done through searching various sources both from government documents and news mass media print and electronic as secondary data which then processed and described in the form of narration in accordance with the data needs. Then performed data analysis based on the theory and concept of public policy as well as subsequently conducted data interpretation process

Result and Discussion

Policy About Jakabaring Sport Center (JSC)

The policies of the provincial government of South Sumatra regarding the field of tourism consist of objectives, targets, strategies and policy directions. The vision of the government of South Sumatra Province is South Sumatra Prosperous, More Advanced and Competitive International. In order to realize the vision, one of the missions related to regional tourism is to strengthen the superiority of agropolitan area, regional tourism and other leading sectors, the increase of environmentally friendly investment as well as the improvement of regional facilities and infrastructures. The purpose of tourism is to realize economic growth and equity with the target of increasing the benefits of regional tourism through strategies to improve the management of regional tourism. The direction of tourism policy is improving the quality of tourism object infrastructure, increasing the promotion of regional tourism and increasing tourism partnerships / networks

Table 1. Tourist Visiting Data to South Sumatera Province

No	Year visits	Wisman (Tourist Abroad)	Wisnus (Tourist Nusantara)	Amount
1	2008	18.090	2.658.457	2.676.547
2	2009	29.900	2.301.760	2.331.660
3	2010	30.003	2.078.630	2.108.633
4	2011	42.953	3.162.169	3.205.122
5	2012	30.117	3.225.261	3.255.378

Source : Dinas Kebudayaan dan Pariwisata , RPMJD 2013-2018

Throughout the year 2008-2013, the number of tourist visits both foreign and domestic has a pretty good improvement. The increase in increase is very felt once in 2011, where there is a surge of tourists who come to reach 3.2 million people, which means an increase of approximately 1.1 million people. This is expected due to the 26th Sea-Games operation in Palembang. In the visible indicator development tourism in South Sumatra can be seen from the growth of star hotels in Palembang, as infrastructure supporting the growth of this sector. So with built and developed JSC as a center of international sports activities will increase the good opportunities in the field of tourism because it will visited by sports enthusiasts both domestically and abroad, local product marketting and creative economic development with the potential of existing areas.

Analysis of Creative Economy Potential based on Export

Creative economy is one of the sectors that become new hope for Indonesian economy. In contrast to other sectors that are heavily dependent on the exploitation of natural resources, the power of the creative economy is more based on the superiority of human resources. Artwork, architecture, books, technological innovations, and animations, derive from creative ideas of human thought. The development of creative economy would require data one of which is the data of creative economic exports. And below will be described export development of South Sumatera Province. Comparison with other provinces aims to assess the extent to which the Province of South Sumatra can compete with other provinces in Indonesia. According to Presidential Regulation of the Republic of Indonesia Number 72 Year 2015, creative economic activity covers 16 subsectors. The subsectors are: architecture; interior design; visual communication design; product design; movies, animations and videos; photography; crafts; culinary; music; fashion; application and game developer; publishing; advertising; television and radio; performing Arts; and fine arts. Each sub-sector consists of several five-digit Classification of Indonesian Business Enterprises (KBLI). The analysis and discussion of this research is oriented to the identification of policy issues giving pragmatic recommendations to policy makers so that they are perspective (Kusumanegara, (2010: 3) Identification and description of creative economic potential in South Sumatera Province will be analyzed and will further describe economic opportunities and challenges creative in South Sumatra Province

Opportunities and Challenges of Creative Economy

Can be described the opportunities and hands of creative economy in South Sumatra Province which can be the capital of development of creative economy policy that is as follows: (i).

Geostrategic position of South Sumatra located at the tip of Sumatra island position South Sumatra adjacent to the capital city of Jakarta as the gateway of Sumatra island and directly adjacent to the Capital of the Republic of Indonesia can be a driver of creative economy development (ii). Provincial Government of South Sumatera requested micro, small and medium enterprises (MSMEs) in this area to create creative economic products because the potential of this area is quite large. Micro, small and medium enterprises (SMEs) in South Sumatra is quite a lot so it is expected the product which is made more creative, Creative economic products are promising because South Sumatra will host the 2018 Asian Games. Later, guests from various countries will see and buy the existing superior products so that the creative industry should be able to read these potential opportunities. SMEs can make handicrafts from leather, rattan, cloth and so on to be more interesting. Actually the product of South Sumatra crafts is not less from the outside but still weak in the field of marketing so it needs to improve a good management system. (iii) The build of Sports suggestion with capacity built in Jakabaring and international standard that is Jakabaring Sport Center, which until now has been used 39 International Sport event and the last is going to be the Asian Games 2018.

Synergy of JSC and Creative Economic development

Tourism sector in particular Sport tourism for South Sumatera Province has an important role in the future of regional economic development in South Sumatera Province either direct contribution to Local Own Revenue (PAD) or multiple benefit from tourism activity in South Sumatera Province, especially creation of main job and employment opportunities. The idea of the importance of the tourism sector in supporting regional economic development is based on the important role of strategic tourism sector in the economy because it is cross-sectoral which has wide implications for various aspects related to the political-governmental sector, security-security, development-economy, and social-culture. Empirically-institutional, the leading sector with this flagship product has backward linkages and future linkages both locally, nationally and globally.

Various developments and events today bring great influence on the development of tourism, especially sports tourism within the scope of South Sumatra Province. Many potential as well as new problems and emerging issues that require a specific approach to treatment. Such dynamics need to be accommodated into existing provincial plan products so that new potential, problems and emerging issues can be accommodated and become the basis for formulating policies and programs of action. Therefore, the direction of development of tourism in South Sumatra Province should be sustainable development by involving every element and sector that exist in the order of Province. Each element and sector shoulder to shoulder synergistically to be able to pursue

the model of development of targeted tourism and in accordance with the culture and resource capabilities possessed by the Province of South Sumatra.

Conclusion

The province of South Sumatra has the capital and potential of the export quantities of creative economy products, that there are opportunities that can be utilized and the challenges that need to be overcome by stakeholders of creative economic policy of South Sumatra Province, the need to strengthen the synergy between various creative economic actors , government, academia / intellectuals, business people and creative community in encouraging the development of creative economy in South Sumatera Province through an innovative model of creative economy policy development. Through integrated creative economic governance between various policy actors, strategic implementation and action plan are right on target, the objective of developing creative economy as a driving force of the South Sumatra's economic drive can be achieved towards the realization of creative and innovative South Sumatera. Strengthening synergy between various creative businessman such as government, academic / intellectual, creative community and businessman in encouraging the development of creative economy in South Sumatera Province. Through the development and exploitation of JSC which continues to grow enabling South Sumatra Province is also known in the international world, this provides opportunities for businessman to continue to improve the quality and innovation of products that can be sold at any event in JSC can even be exported to various countries.

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