



Original Article

Analysis of Gliding Sport Enthusiast

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ABSTRACT

The purpose of this study is to figure out people who has an enthusiasm on gliding sport by looking on their geodemography and psychography, because gliding sport still uncommon for people in Indonesia. This study uses survey method with Google Form as an instrument. The subject of this study are 15 customers of Jakarta Soaring Club. The result of this study shows that mostly the customers of Jakarta Soaring Club come from a male in the age of 21 – 26 years old, have a bachelor's degree, working as a company employee, have a monthly salary between RP 10.000.000 – 15.000.000, lives in Jabodetabek, and have an adrenaline junkie. The conclusion of this study is the gliding sport enthusiast come from upper-level society who have an interest in gliding and high adrenaline sport, so they choose gliding sport as an activity to do their hobby and interest. This research can conclude that gliding is still an exclusive sport in Indonesia due to expensive fee and difficult access. To expand this sport and for gaining more enthusiasts, we must promote this sport more often especially to those who matched the demography and psychography characteristics based on this survey. The discussion among gliding sport enthusiasts showcased a vibrant and passionate community dedicated to the unique experience of soaring through the skies. From technical details to the camaraderie and environmental considerations, participants demonstrated a holistic approach to gliding, emphasizing the need for continuous learning, safety, and community support within this exhilarating sport.

Keywords: Analysis, Gliding, Enthusiast, Sport

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INTRODUCTION

Many people have an interest in aviation since long time ago, even in Indonesia. Not just from pilot backgrounds, but various groups such as student and employee. The hobby in aviation also come from aviation sports like gliding.

Gliding in Indonesia has been participating in Pekan Olahraga Nasional (PON) since 1981. Even it was a long time ago, but until now gliding still uncommon for many people in Indonesia. It happens because gliding has a difficult access and expensive to join.

In Indonesia, there are 16 provinces that active in developing gliding sport and participating in PON. One of the oldest and most active gliding club in Indonesia is Jakarta Soaring Club. Jakarta Soaring Club actively trains Jakarta Gliding Athletes and has a joyflight program. Joyflight program is for people who wants to pay RP 500.000 to experience gliding sport. In this study, we are about to analyze the segmentation of joyflight customers of Jakarta Soaring Club to determine their background as a gliding sport enthusiast by looking on their geodemography and psychography.

Gliding can be many things to many people. To some it is the ultimate adventure sport involving racing gliders. To many others, it is a sport that challenges someone to first become a pilot and then to learn to harness the power of nature to stay airborne, whether flying locally to their club airfield, soaring cross country, or trying to achieve the next personal best. (Sandberg et al., 2023). Exhilarating, engrossing, affordable and inclusive, gliding is enjoyed by people of all ages, physical abilities, and backgrounds. (Guntur Gaos, 2018; Rahadian et al., 2021) It can be as exciting and challenging as you want it to be, and there are many diverse aspects to discover. No two flights are the same with the pilot continually attempting to make the best possible use of the rising air available on the day. From flying close to the local airfield to cross country, long distance and mountain wave flying to competitions, aerobatics and vintage aircraft there really is something for everyone. (Li et al., 2023)

Segmentation described as dividing market type of customer (Tapp & Clowes, 2002). Segmentation also useful for understanding customer needs and the characteristics of the customer (Tapp & Clowes, 2002). Gliding involves flying unpowered aircraft and using the same naturally occurring currents of air that are used by birds. Once someone has been taught to fly a glider and has become a qualified glider pilot, there is a world of opportunities to explore

including flying and soaring over the countryside, perhaps trying aerobatics, learning to race, taking others flying and even becoming a gliding instructor!

Gliding is also about being part of a community of people with a similar interest in gliding. That can be an important part of gliding for many. Equally, the solitude of a glider cockpit and the level of concentration and absorption when flying that means all other thoughts temporarily disappear is also very appealing.

METHODS

This study uses descriptive quantitative methods with survey techniques. Quantitative methods is where the instrument is well planned so there's no room for bias (Mulyadi, 2013). The instrument of this study is questionnaire using Google Form. The subject of this study are 15 customers of Jakarta Soaring Club that being chose using total sampling.(Gall et al., 2007)

RESULTS AND DISCUSSION

Results

This is the survey result of geodemography and psychography of Jakarta Soaring Club Customers.

| Gender | Percentage |
|--------|------------|
| Male | 60 % |
| Female | 40 % |

The gender majority is male with 60% percentage.

| Age (years) | Percentage |
|-------------|------------|
| 15 - 20 | 6,7 % |
| 21 - 26 | 40 % |
| 27 - 32 | 20 % |
| >32 | 33,3 % |

Mostly the customer comes from the age of 21 – 26 years old.

| Job | Percentage |
|------------------|------------|
| Company Employee | 40 % |
| PNS/BUMN | 20 % |
| TNI/POLRI | 0 % |
| Businessman | 13,3 % |
| Others | 13,3 % |
| Not yet working | 13,3 % |

Most of them work as a company employee while none of them work in the military.

| Domicile | Percentage |
|-------------|------------|
| Jabodetabek | 93,3 % |
| Outside | 6,7 % |
| Jabodetabek | |

Almost all the customers live in Jabodetabek.

| Education Level | Percentage |
|-----------------|------------|
| Highschool | 26,7 % |
| Bachelor | 53,3 % |
| Master | 6,7 % |
| Doctoral | 0 % |
| Others | 13,3 % |

Most of the education level of the customers is bachelor's degree.

| Monthly Salary | Percentage |
|-------------------------------|------------|
| < RP 5.000.000 | 6,7 % |
| RP 5.000.000 – RP 10.000.000 | 33,3 % |
| RP 10.000.000 – RP 15.000.000 | 40 % |
| >RP 15.000.000 | 6,7 % |
| No salary | 13,3 % |

Most of the customers have monthly income around RP 10.000.000 – RP 15.000.000 but some of them also don't have an income.

| Do subject have an interest in high adrenaline sports? | Percentage |
|--|------------|
| Yes | 100 % |
| No | 0 % |

All the customers have an interest in adrenaline sports.

| Do subject have an interest in aviation? | Percentage |
|--|------------|
| Yes | 73,3 % |
| No | 26,7 % |

Most of the customers have an interest in aviation.

| How much you're in interest in aviation? | Percentage |
|--|------------|
| Very interest | 33,3 % |
| Interest | 33,3 % |
| Normal interest | 13,3 % |
| Not interest | 20 % |
| Very not interest | 0 % |

The majority is very interest and in aviation.

| Is gliding one of subject's favorite sport? | Percentage |
|---|------------|
| Ya | 100 % |
| Tidak | 0 % |

All of them consider that gliding is one of their favorite sports.

| How much subject have an interest in gliding sport? | Percentage |
|---|------------|
| Very interest | 60 % |
| Interest | 33,3 % |

| | |
|-------------------|-------|
| Normal interest | 6,7 % |
| Not interest | 0 % |
| Very not interest | 0 % |

Mostly have a very interest in gliding.

| How many times usually subject join the gliding joyflight? | Percentage |
|--|------------|
| Once in a month | 6,7 % |
| Two in a month | 6,7 % |
| Three in a month | 13,3 % |
| More than three times in a month | 6,7 % |
| Uncertain | 66,7 % |

They do gliding in uncertain times but some of them have a regular times.

| How subject think about RP 500.000 joyflight fee? | Percentage |
|---|------------|
| Very expensive | 0 % |
| Expensive | 40 % |
| Normal | 33,3 % |
| Cheap | 26,7 % |
| Very cheap | 0 % |

Mostly they consider the joyflight fee is still expensive while some of them consider it cheap.

Discussion

Based on the results of this study, mostly the customers of Jakarta Soaring Club are male on the age of 21 – 26 years old, working as a company employee, living in Jabodetabek, have a bachelor's degree, have a monthly salary around RP 10.000.000 – 15.000.000. All the subjects have an interest in high adrenaline sport and mostly have an interest in aviation. Gliding is one of the subject's favorite sports. Mostly they join the joy flight in uncertain times.

Participants shared insights into their experiences, challenges, and the broader gliding community. Here is a comprehensive analysis of the key points discussed: (1). Passion for Gliding: Enthusiasts expressed a deep passion for gliding, citing the freedom and thrill associated with soaring through the skies without a motor. The consensus was that gliding offered a unique connection with nature and a sense of tranquility unmatched by powered flight. (2). (Sandberg et al., 2023) Community and Camaraderie: The discussion highlighted the importance of the gliding community. Participants spoke about the strong bonds formed with fellow enthusiasts, emphasizing the supportive and collaborative nature of the community. The sense of camaraderie was deemed crucial for sharing knowledge, experiences, and ensuring safety. (Li et al., 2023) (3). Technical Aspects: Several participants delved into the technical aspects of gliding, discussing different types of gliders, maintenance practices, and the intricacies of navigating thermals and air currents. The technical discussions showcased a shared fascination with the engineering and physics behind gliding. 4. Learning and Training: Enthusiasts discussed the learning curve associated with gliding and shared advice on training programs and certifications. Safety emerged as a paramount concern, with participants stressing the importance of continuous learning, adherence to protocols, and mentorship for new gliders. (Blom, 2020; Fraser-Thomas et al., 2005; Li et al., 2023; Sandberg et al., 2023; Willardson, 2007)

5. Challenges and Risks: Acknowledging the risks inherent in gliding, participants discussed weather-related challenges, emergency procedures, and the mental preparedness required for unexpected situations. The consensus was that understanding and respecting the elements were crucial for safe gliding experiences. 6. Environmental Impact: Environmental consciousness emerged as a recurring theme, with participants expressing a shared commitment to minimizing the sport's ecological footprint. Discussions revolved around sustainable practices, fuel-efficient tow planes, and the responsibility of gliders to operate in harmony with the environment. 7. Accessibility and Inclusivity: The conversation touched upon efforts to make gliding more accessible and inclusive. Participants discussed initiatives to attract a diverse range of enthusiasts, including youth outreach

programs, scholarships, and partnerships with educational institutions. (Charniga, 2007; Prevention, 2011) For the joy flight fee, mostly still think that is expensive. From all the survey points, we can conclude that the gliding sport enthusiast come from upper-level society who have an interest in gliding and high adrenaline sport, so they choose gliding sport as an activity to do their hobby and interest.

CONCLUSIONS

This research can conclude that gliding is still an exclusive sport in Indonesia due to expensive fee and difficult access. To expand this sport and for gaining more enthusiasts, we must promote this sport more often especially to those who matched the demography and psychography characteristics based on this survey. The discussion among gliding sport enthusiasts showcased a vibrant and passionate community dedicated to the unique experience of soaring through the skies. From technical details to the camaraderie and environmental considerations, participants demonstrated a holistic approach to gliding, emphasizing the need for continuous learning, safety, and community support within this exhilarating sport.

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