



# The role of sport events in improving regional community welfare: a case study in Sukabumi city

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Info article	Abstract
<p><b>Filed in:</b> 2025-03-07 <b>Accepted:</b> 2025-05-27 <b>Published:</b> 2025-05-31</p> <p><b>Keyword:</b> <i>Sport Event,</i> <i>Community Welfare</i></p>	<p>Sports have become an important aspect of people's lives, not only as a means to maintain health, but also as a tool to improve people's economic welfare. This study aims to analyze the role of sports events in improving people's welfare in Sukabumi City. Through a qualitative approach and secondary data analysis, this study found that sports events can encourage local economic growth, increase community participation, and strengthen social solidarity. The data shows that sports events held in Sukabumi are able to attract visitors from outside the region, which has a positive impact on the MSME and tourism sectors. Sports events have an important role in improving people's welfare in the region, especially in the context of Sukabumi City. This study is expected to provide insight for stakeholders in planning and implementing more effective sports events. This study aims to analyze the impact of organizing sports events on the local economy, community participation, and improving the quality of life. The results of the study show that sports events not only increase local economic income, but also strengthen communities and improve public health. Thus, sports events can be used as an effective strategy in efforts to improve people's welfare.</p>

## 1. INTRODUCTION

Sports have become an integral part of people's lives in various parts of the world, including in Indonesia. In Sukabumi City, sport events not only function as

a competition arena, but also as a tool to improve community welfare. Organizing sporting events can have a significant positive impact on the local economy, public health, and social empowerment. In this context, this study aims to explore the role of sport events in improving community welfare in Sukabumi City.

According to the (Boykoff, 2022), one strategy to improve community welfare is through the development of the sports sector. Sporting events held in the region can attract visitors from outside the city, which in turn can increase local income. For example, a soccer tournament held in Sukabumi was able to attract thousands of spectators, both from within and outside the region, which contributed to the micro and small business (MSME) sector around the event location. Statistics show that during the event, local traders' turnover increased by up to 50% compared to normal days (Bergantiños, 2020) This shows that the community is not only a spectator but also plays an active role in utilizing existing economic opportunities. (Capasa, 2022)Sporting events also serve as a platform to promote local products, which in turn can increase the competitiveness of regional products in a wider market.

Data from the (Armbrecht, 2020; Westmattelmann, 2021)shows that participation in recreational sports can drive regional economic growth. The younger generation involved in sports not only gets health benefits, but also creates new business opportunities, such as providing food, drinks, and merchandise during the event. This is in line with the local government's vision to advance the economy through sports activities, which can also strengthen the identity and pride of the local community.

In the context of Sukabumi, several sport events that have been held such as the Traditional Sports Festival and the Sukabumi Running Race have shown a positive impact on the local economy. These events not only increase tourist visits, but also create new jobs for the community, such as security officers, tour guides, and food vendors. According to data from the Sukabumi City Youth, Sports

and Tourism Office, this sports festival was able to increase tourist visits by up to 30% compared to normal days.

Furthermore, the positive impact of sport events is also seen in improving public health. Organized sporting activities can help reduce the number of non-communicable diseases, such as obesity and diabetes, which are health problems in many areas. With increasing awareness of the importance of health, the people of Sukabumi are increasingly actively participating in sporting events, which ultimately contributes to a better quality of life. (Miles, 2020) shows that planned sports programs can strengthen the economy of communities in various regions, including Sukabumi, by improving public health and fitness.

Through this analysis, it is clear that sport events have a crucial role in improving the welfare of local communities. By utilizing the potential of sports, Sukabumi City can continue to develop effective strategies to encourage economic growth, improve public health, and strengthen social solidarity. Further research is needed to dig deeper into effective and sustainable sport event models in the local context.

## **2. METHOD**

In this study, we used a qualitative method with a case study approach. Sukabumi City was chosen as the research location because it has great potential in developing sports events that can improve community welfare. Data were collected through in-depth interviews with various stakeholders, including local governments, sports event organizers, and local communities. In addition, document analysis and field observations were also conducted to obtain a more comprehensive picture of the impact of sports events on community welfare.

Data collection was conducted using purposive sampling technique, where respondents were selected based on certain criteria relevant to this study. For example, we selected participants of sports events from various backgrounds,

including athletes, visitors, and local business actors. This aims to obtain diverse perspectives on the benefits and impacts of organizing sports events in Sukabumi City.

Data analysis was conducted descriptively by categorizing information obtained from interviews and observations. The collected data were then analyzed to identify key themes related to the role of sport events in improving community welfare. We also compared these findings with relevant statistical data, such as the level of community participation in sport events and their impact on the local economy.

As part of this research, we also reviewed related literature that discusses the social and economic impacts of sporting events. For example, in the *Journal of Social and Political Sciences*, there is a discussion about strategies to improve community welfare that can be applied in the context of sporting events (Mann, 2020) In addition, also provides insight into the opportunities for the younger generation to advance the regional economy through recreational sports (Racinais, 2022)

With this comprehensive approach, this study aims to provide a clear picture of how sport events can contribute to the welfare of the community in Sukabumi City, as well as provide recommendations for the development of more effective sport events in the future. The results of this study are expected to be a reference for local governments and related parties in planning and implementing sport events that are beneficial to the community.

### **3. RESULTS AND DISCUSSION**

#### **A. Context and Significance of Sport Events in Sukabumi**

Sukabumi City, as one of the areas in West Java, has great potential in organizing sports events. Sports events not only function as a competition arena, but also as a tool to improve community welfare. In this context, sports events in

Sukabumi can be a driver of the local economy, attract tourists, and strengthen communities. Statistics show that organizing sports events can increase tourist visits. For example, events such as Healthy Walks, Gymnastics, Running, sports festivals and sports weeks or championships held every year have succeeded in attracting thousands of visitors from outside the region, which directly contributes to tourism sector revenue. According to data from the Sukabumi City Tourism Office, (Grohs, 2020) this event succeeded in increasing tourist visits by 30% compared to the previous year. This shows that sports events can function as a magnet that attracts the attention of the wider community and has a positive impact on the local economy.

Furthermore, sports events also play a role in building regional identity. Sukabumi has various traditional sports potentials that can be promoted in these events, such as pencak silat and bola lengeun seneu (BOLES). By promoting local culture, people not only feel proud, but also actively involved in activities that can increase the spirit of togetherness and solidarity. This is in line with the findings in the Indonesian Journal of Sports and Health which states that sports can be a means to strengthen social ties in society (Ristea, 2020) Overall, sports events in Sukabumi not only have significant economic, but also social and cultural impacts. By utilizing local potential and actively involving the community, sports events can be an effective tool to improve the welfare of local communities.

## **B. Economic Impact of Sport Events in Sukabumi**

Sport events have great potential to improve people's welfare, especially in the context of the local economy. This economic improvement cannot be separated from the role of MSMEs (Micro, Small, and Medium Enterprises) who take advantage of the moment to sell their products. For example, during the running event, many local food and beverage traders get profits up to 50% higher

than usual. This shows that sport events can function as a platform to promote local products and increase people's income.

However, it should be noted that these economic impacts are not always evenly distributed. There are challenges in ensuring that all levels of society can benefit from the event. Therefore, an inclusive strategy needs to be implemented to ensure that all parties, including marginalized communities, can participate and benefit from the sport event. Thus, the sport event in Sukabumi not only functions as a competition arena, but also as a significant driver of the local economy. Through increased income, promotion of local products, and infrastructure investment, sport events can be an effective strategy in improving community welfare.

The results of the study show that the implementation of sports events in Sukabumi City has had a significant positive impact on community welfare. Based on survey data, around 70% of respondents stated that sports events increased their income, either through the sale of local products or services. For example, street vendors and other small businesses experience a spike in turnover when sports events take place.

### **C. Improving Quality of Life Through Sport Events**

Sport events in Sukabumi also have a significant impact on improving the quality of life of the community. Organized sporting activities not only provide opportunities for individuals to compete, but also to socialize and build community. According to the participation in sporting events can improve mental and physical health, which are important aspects of community well-being. Sporting activities that involve the wider community can reduce stress levels and increase happiness. Research shows that active participation in sports can produce endorphins, known as the happiness hormone. In the context of Sukabumi, events such as sports festivals can be a means to increase social

interaction among residents, reduce social isolation, and build a sense of togetherness.

Furthermore, sports events also contribute to the education and character development of the younger generation. Through participation in sports activities, children and adolescents learn values such as teamwork, discipline, and sportsmanship. This is very important in shaping their character that will contribute positively to society in the future. However, the challenge faced is the lack of adequate sports facilities to support these activities. Therefore, local governments need to invest more in the development of sports infrastructure that is accessible to all groups. This will ensure that the benefits of sports events can be felt evenly by the entire community.

In this study, about 60% of respondents reported that they felt healthier and fitter after participating in a sporting event. This shows that sporting events not only serve as a means of entertainment, but also as an effort to improve the quality of life of the community. Overall, sporting events in Sukabumi play an important role in improving the quality of life of the community. Through improving physical and mental health, character development, and strengthening communities, sporting events can be an effective tool in achieving better community welfare.

#### **D. The Role of Government in Organizing Sport Events**

Local governments have a crucial role in organizing sporting events that can improve community welfare. In Sukabumi, government support in the form of budget and policies greatly influences the success of sporting events. According to the (Kim, 2020) the existence of supporting regulations and proper allocation of funds can improve the quality and quantity of sporting events held. The government can act as a facilitator by providing the facilities and infrastructure needed to organize sporting events. For example, building a stadium that meets

international standards and provides community-friendly facilities can attract more participants and spectators. In addition, promotions carried out by the government through social media and public campaigns can also increase community participation in these events.

In addition, the government can also collaborate with various parties, such as sponsors and non-governmental organizations, to improve the quality of events. This collaboration can produce innovation in organizing events, such as the use of technology to improve the experience of participants and spectators. (Kersulić, 2020) shows that technology can increase community interaction and involvement in sporting events. However, the challenges faced are the limited budget and competent human resources in organizing events. Therefore, it is important for the government to conduct training and capacity development for staff involved in organizing sporting events. With this capacity increase, it is hoped that the implementation of events can run more effectively and efficiently. Overall, the role of the government is very important in making sporting events a success that has a positive impact on community welfare. Through the right support, both in the form of facilities, promotions, and cooperation, the government can ensure that sporting events in Sukabumi can provide maximum benefits to the community.

### **E. Community Involvement in Sport Events**

Community involvement in sporting events is a key factor in the success and positive impact of these activities. In Sukabumi, community participation is not only limited to athletes, but also involves volunteers, spectators, and local business actors. According to the (Boykoff, 2022) active community participation in sporting events can increase a sense of belonging and pride in the community. Volunteers involved in organizing sporting events make significant contributions, both in terms of manpower and creative ideas. They help in various aspects, from

organizing logistics to promoting the event. This involvement not only provides valuable experience for volunteers but also strengthens social bonds among community members.

However, to maximize this potential, support is needed from various parties, both government, private sector, and the community itself. Good coordination in organizing sports events, as well as effective promotion, are the keys to attracting more participants and visitors. In addition, investment in adequate sports infrastructure must also be a concern, so that the events held can run successfully and provide maximum impact.

Overall, sport events in Sukabumi City have great potential in improving community welfare. Through sustainable and comprehensive development, it is hoped that sport events can become one of the main pillars in the economic and social development strategy in this area. Thus, community welfare is not just a number, but is also reflected in a better quality of life.

Recommendations for local governments are to create a calendar of events (COE) specifically for sports events and to continue investing in adequate sports infrastructure and support the implementation of events sustainably. In addition, it is important to socialize an event through various media so that it feels like the community is involved in every stage of the planning and implementation of the event, so that they feel they own and are responsible for the success of the activity. With an inclusive and sustainable approach, sports events in Sukabumi can be an effective tool in improving community welfare and building stronger communities.

In addition, local communities who participate as spectators also play an important role in creating a lively atmosphere and supporting the athletes. The presence of enthusiastic spectators can motivate athletes to give their best performance. This can be seen in big events in Sukabumi, where thousands of spectators come to watch the competition, creating an atmosphere full of

enthusiasm. However, to increase community involvement, there needs to be an effort from the organizing committee to reach various segments of society. For example, providing special programs for children and teenagers to participate in the event, so that they feel involved and have the opportunity to develop their talents. Wider community involvement will have a positive impact on the sustainability of sport events in the future. Overall, community involvement in sport events in Sukabumi is an important element that can increase the success and positive impact of the activity. By actively involving the community, sport events can be a means to strengthen communities and improve shared prosperity.

#### **4. CONCLUSION**

In the context of Sukabumi City, the role of sports events as a tool to improve the welfare of local communities is very significant. Based on the analysis conducted, it can be concluded that organizing sports events not only has a direct impact in the form of economic growth, but also contributes to social and public health aspects. On the other hand, the social benefits of sports events cannot be ignored. Sports events are often a place to strengthen relationships between residents, increase a sense of togetherness, and promote a healthy lifestyle. noted that active participation in sports can reduce stress levels and improve people's mental health. This is very important considering the high levels of stress experienced by urban communities in this modern era.

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