Image of sport tourism Kiara Artha Park Bandung

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ABSTRACT

Background: Sports tourism is a new approach to growing public interest in sports. Sports tourism is expected to foster interest in sports and build an image of sport tourism as a dual force that can help economic growth. **Purpose:** The research was conducted at Kiara Artha Park, one of the sports tourism sites in Bandung. The aim is to analyze the stages of forming the image of Kiara Artha sports tourism. **Methods:** Using a qualitative and phenomenology approach, involving 11 informants: Kiara Artha Park managers, tenants, and visitors. **Results:** The study results explain that the image built in Kiara Arta Park is a place of recreation with the concept of healthy living. The stages of building the image of Kiara Artha Park begin with the commitment of the management to prepare facilities in the form of green open land designed as a recreational park and exercise. They are also conducting socialization in conventional media, building sports community support, and managing community participation of social media users. **Conclusion:** The image of Kiara Artha Park as a tourist sport place is built through public awareness as users need a place to exercise and recreation. The two combined concepts encourage interest in maintaining a healthy life. Thus, the type of image formed is a user image or image built by consumers based on personal needs related to personality, lifestyle, and social status. **Implications:** The results of this study can provide input to the management and government of the city of Bandung as a policy in every tourist destination to provide sport tourism facilities as an additional public space that can improve the physical and mental health of the community.

Keywords: Image; Kiara artha park; sports tourism; sports public relations; tourism of sport

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INTRODUCTION

Kiara Artha Park in Kiaracondong is one of the new gardens in central Bandung, offering something different and present. Kiara Artha Park Kiaracondong Bandung is attractive because of its facilities and many entertainment rides. So that visitors can play sports and spend time With their relatives comfortably and hang out with friends in cafes with Korean themes. Also, the management considers the comfort of visitors with various public facilities like mushola, toilets, trash cans, and sitting areas. So visitors can do lots of positive and fun things in a moderately spacious area. Sports Tourism is one of the industries that can sustain the development economy movement to improve quality and visitors. One of the attractive and potentially huge tourist attractions to the development is sports tourism. Sports tourism is sport-related tourism that aims to promote tourist destinations through various sporting events. The trend toward sports tourism has been increasing and has become public interest.

Travel combined with sport, also known as sports tourism, has grown recently. Sport tourism in the future is hoped to become one of the driving motors of the tourism sector in Indonesia. Indonesia is considered one of the world's tourism icons with its natural and cultural wealth. This event also became an effective promotion of Indonesian tourism internationally. Moreover, various regions in Indonesia are competing to develop sports tourism to attract tourists.

The use of the image for sports tourism is relatable, as an image is a collection of public assessments of particular objects (Hidayat et al., 2018). Image is also defined as beliefs that encourage people's attitudes and actions toward an object (Fradito et al., 2020). In the context of this research, it can be interpreted as a collection of community responses built on the existence of sport tourism, such as Kiara Artha Park.
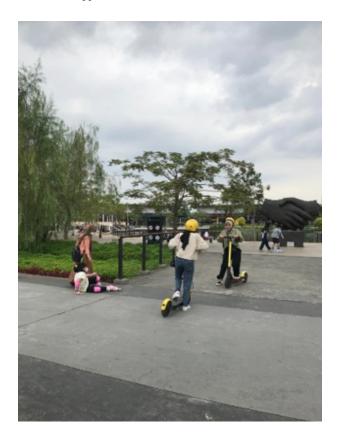
Sports tourism is currently an effort to increase and maintain interest in sports by traveling and exercising simultaneously. Sports tourism is also defined as recreational sports, namely, sports carried out by the community with awareness and need for health, fitness, and pleasure (Finahari et al., 2019). Both are inclusive so that anyone has the opportunity to do so. Nowadays, people value sports as physical activity, while tourism is increasingly seen as a quality of life and social welfare of families and individuals (Higham, 2020).

Sports tourism combines two disciplines, namely sport, and tourism, which are expected to have dual power and influence on economic growth (Astuti, 2015), including tourists and bicycle consumers (Holden et al., 2019). Based on the results of previous research, it

can be underlined that the community has a good understanding of sport tourism. They enthusiastically welcomed each location that offered the concept of sport tourism. Even in some countries, sport tourism events have become an industrial concept that can help state revenue in the last two decades (Hinch et al., 2001).

Sport tourism in the context of this research is Kiara Artha Park which is 1 of 6 instagramable tourist destinations in the city of Bandung (Simbolon, 2022). Kiara Artha Park offers two concepts, namely sports and tourism. The concept is described through various facilities that visitors can use. For example, green open spaces are used as sports arenas for various communities and individuals, such as healthy gymnastics, elderly gymnastics, jogging, relaxing bicycles, and scooters. At the same time, the arenas used for tours include dancing fountain shows, a mini zoo, a lantern festival, a lollypop's children's play area, and a Korean village.

Building the image of Kiara Artha Park as a tourism and sports park is still being carried out. It is a challenge for managers to clean up and improve Kiara Artha Park facilities as healthy places to benefit the people of Bandung and its surroundings. Therefore, analyzing the approach used in building the image is necessary. Change the previous image to a place that is not managed

Source: Private documentation

Figure 1 Playing scooter at Kiara Artha Park

properly. It is far said to be healthy, considering that the surrounding environment looks shabby, garbage is scattered, and factory buildings are not functioning properly. It is hoped that the results of the research in the form of visitor experiences can strengthen the image of Kiara Artha Park as a sports tourism park. Therefore, this research is important in order to obtain analysis results related to the types of images, motifs, and steps taken in building the image so that it can be used as a model in the formation of the image of sport tourism in every object in Indonesia considering that Indonesia is very

rich in natural resources, which can be managed as a tourist location as well as exercise.

RESEARCH METHOD

The research was conducted at Kiara Artha Park, one of the sports tourism sites in the city of Bandung. The research intends to analyze the type of images and the stages of image formation for sports tourism at Kiara Artha Park. Involving 11 informants consisting of Kiara Artha Park managers and visitors who were chosen purposively.

Using a qualitative approach to the study of phenomenology. Qualitative research emphasizes the reality that is built on the results of field observations that are natural or without settings (Pradsmadji & Irwansyah, 2019), (Yayu et al., 2019) and (Hidayat et al., 2021)but also understand in using their local languages. This is a communication and culture research. The purpose of this study was to determine the millennials assumptions about local languages and the teaching approaches needed. An integrated teaching approach is needed so that it can restore the millennials' interest and confidence in speaking their local languages. This research used a descriptive qualitative method with interview techniques, involving millennial generation from Jakarta, West Java and Lampung Provinces. The results

of the study show that some of the millennials can speak their local languages but not as active speakers. There are two major obstacles that prevent the millennials to speak their local languages, namely internal and external factors. Internal factor that prevents them from speaking their local languages is family, and the external factors include peers, environment and technology. To encourage the use of local language, the government has issued Regional Regulations (PERDA). The reality in question is the reality of the image of sport tourism in Kiara Artha Park. Researchers observe this reality through observation and interview techniques. Axiological phenomenology or phenomenology researchers aim to construct experiences between informants so that the experience can build a common consensus regarding the image of Kiara Artha Park sports tourism. Phenomenology aims to explore each individual's experience (Sari, 2020). Coffee was brought in by the Dutch during colonial times, since then coffee has become part of the culture and habits of the Indonesian people. Lately the trend of drinking coffee has begun to return to popularity. This can be seen from the large number of coffee shops that have emerged. The trend of drinking coffee and coffee shops also reaches Ambon. Coffee shops in Ambon are also a symbol of peace, that in coffee shops all groups are free to gather. This study examines

Table 1 Informant Profile

Informant Identity	Role
A1	Kiara Artha Park Manager
A2	Visitor
A3	Visitor
A4	Visitor
A5	Visitor
A6	Visitor
A7	Visitor
A8	Visitor
A9	Visitor
A10	Visitor
A11	Visitor

Source: Research results

intercultural communication that occurs in coffee shops in Ambon, and aim to describe how actors involved in communication create their social reality. The study elaborate CMM (Co-Ordinated Management of Meaning and (Christin et al., 2021).

In this study, interviews were conducted with visitors to Kiara Artha Park. Interviews do not participate because there is no involvement with the activities of the research subjects. Interviews consist of interviews with participation or involvement and interviews without participation (Yin, 2014). To complement the results of the interviews, the researchers also used literature reviews from various sources of articles or previous studies related to sports tourism.

Data analysis techniques were performed in stages, including reduction, display, and conclusion drawing (Hidayat, Anisti, et al., 2020). Reduction researchers conducted a transcript of the results of interviews and observations as well as discarding unnecessary data. The next stage is the display, where the researcher makes a data classification based on each research question so that each data group is expected to be able to explain the purpose of the research question. In the final stage, the researcher concludes, namely analyzing each main point of the research results that have been previously displayed. At this stage, the researcher must strengthen the theory relevant to the research results.

RESULT AND DISCUSSION

Since it opened in 2019, Kiara Artha Park continues to improve services as a form of commitment to consumers. The location before it became a place for recreation and exercise, Kiara Artha Park was a place that was not functioning even though its location is in the middle of the city of Bandung. This area was previously a factory and warehouse area that had no value or benefit to the community. But after it was built and arranged into a park over time, the community responded positively. This is under the following explanation of informant A1 as the manager of Kiara Arta Park.

This area used to be a former factory and

warehouse in the middle of the city. This place is considered a waste area of less value. But that's the image that wants to be changed with the concept of a garden that the community can use. And this is a tit for tat; it turns out that without being socialized, the community responded positively by coming to visit Kiara Artha Park for exercise and recreation. This means that the benefits have been felt by the community.

The explanation was given by the management of Kiara Artha Park after a cross-check was carried out to visitors, and they gave various assessments, but the response was still positive. Informant A2 commented that Kiara Artha Park is beautiful, beautiful, has a comfortable atmosphere. Informant A3 admits that the concept is cool, combining sports and tourist places. The same thing was also acknowledged by informants A4, A7, A8, A9, and A10. Meanwhile, informant A5 commented that Kiara Artha Park is an aesthetic place. Informant A6 gave a solid response, and A11 admitted that Kiara Artha Park was useful in having a clean and healthy environment.

A total of 6 informants of 11 informants responded that Kiara Artha Park was indirectly assessed as a place for sports and tourism. This means that they realize that the concept offered by the manager as a healthy environment can then indirectly be read by the public. The informants' acknowledgment also strengthened

Table 2 Visitor's response to Kiara Artha Park

Identity	Responses
A2	First, the impression is that it's a beautiful place
A3	It's really cool, and I can be addicted to coming here regularly
A4, A7, A8, A9 and A10	Have been here more than five times and the place is really comfortable, you can do bicycle sports, and jogging while having recreation too, complete with a place to eat, a fountain.
A11	It's clean now; it used to be shabby, but now it's beautiful and makes the environment healthy.

Source: Research results, 2022

the concept of Kiara Artha Park's sports tourism, although the managers admitted that they only branded the place as a clean and healthy environment. The following are the statements of the informants.

Informant A1 explained that they don't have a tagline, just the impression they want to build that Kiara Atha Park is now a clean and healthy place. But on the way, people give their own assessment that this place offers the concept of sport tourism. The following are the motives of informants visiting Kiara Artha Park. Informant A2 assessed that Kiara Artha Park provides sports services as well as tours. Likewise, informants A3, A4, A5, and A11 called it the term sports tourism. Informant A5 uses the term place to make the body and soul

happy. Informants A6, A7, and A9 responded by assessing Kiara Artha Park as a place for sports and family recreation.

Image Sports tourism Kiara Artha Park was built together with the community as a form of community participation as well as proof of public interest in sport tourism. A positive image strongly encourages visitors to come back to visit (Nugraha et al., 2021). A good sports tourism climate is also expected to help the economy in Indonesia. This is in line with the results of previous studies, which stated that when interest and participation in sports grew in the recreation industry, people's desire to travel and sport is an important element in world tourism and has become a very competitive good business (Lau et al., 2022) and (Hidayat et al., 2017). The participation of Kiara Artha Park visitors can also be proven through positive experiences after visiting. All informants gave positive experiences, such as the following. According to informants A2, A3, A4, and A6, they like the fountain after jogging to see the fountain. Informant A5 admitted that cycling is often done at Kiara Artha Park. Informants A7, A8, A9, A10, and A11 used Kiara Artha Park as a place to hang out, play, entertain, and relax to relax the body and mood.

All informants hope that the concept of sports tours in Kiara Artha Park can be managed as a virtual object for all Indonesians to enjoy. As

Table 3 Motives for Visiting Kiara Artha Park

Identity	Motives
A1	Changing the image from a place that has no value to a clean and healthy value
A2	The facilities are complete with a large area of land that can be used for exercise and travel.
A3, A4, A5 and A11	Kiara Artha Park that is felt is the concept of sport tourism; we can do sports and travel.
A6, A7 dan A9	Every time I go there, I can do sports, and I can also relax, eat, and see parks and fountains.

Source: Research results, 2022

a place for exercise and sightseeing, it certainly requires the involvement of digital media. It is also recognized by the manager of Kiara Artha Park. Informer A3 described, "everyone is busy, sometimes does not have time to exercise, and may be able to participate in sports virtually, yes." A6 informants want the same thing that virtual travel and sports are now awaited by the public. Similarly, A8 and A9 informers admit that "I'm very busy, so studying can be a practical solution." The expectation that the member's experiences will be reaffirmed by the manager of Kiara Artha Park; it has been necessary to provide valuable leisure facilities while on tour, but effectively, all can do virtually as well as provide technology on the ground, just like its digital media"(A1).

The experience of the informants described in the previous section confirms that the image

Table 4 Community Experience of Sport Tourism Kiara Artha Park

Identity	Responses
A1	Digi-tal media for the development of virtual travel and sports
A2	The fountain is very attractive and beautiful.
A 3	The atmosphere of the fountain can relieve fatigue after exercise. Virtual sport required
A4	Enjoying the fountain while cycling
A5	Bike rentals are cheap, and that's a sporting attraction
A6	The fountain is interesting; it can dance, and it can be made to create content while traveling. It takes practical exercise as well as virtual sightseeing
A7	The atmosphere is good for hanging out, eating with friends
A8	The price is affordable, the facilities are complete, and you can enjoy all sports and entertainment. Exercise is practically now required
A 9	Comfortable and can cool the heart to relax. Exercise is practically now required
A10	The atmosphere is comfortable, and lots of games
A11	The atmosphere and the fountain are good in color; the place can also be for children to play.

Source: Research results, 2022

of Kiara Artha Park's sports tourism is formed by itself through public perception. This means that they, as visitors assess that the Kiara Artha Park area can be used for sports tourism. The image built by visitors is theoretically relevant to sports public relations, namely the image formed by public awareness along with positive experiences during the visit (Mohamad et al.,

2017). The reality built by visitors related to sports tourism in Kiara Artha Park is also relevant to the assumptions of Jesse Delia's constructivist theory. This theory asserts that each individual understands the reality around him through a personal construction system that is driven by knowledge and experience factors so as to build perceptions (Hidayat et al., 2022). The relationship with the results of this study is that the image of Kiara Artha Park's sports tourism is built on the perceptions of the visitors to form an image of sport tourism.

Perceptions of Kiara Artha Park's sports tourism image are constructed based on visitor experiences. Experience in the form of information is not only conveyed by word of mouth but also constructed through social media so that the perception is getting stronger. This approach is made consciously and voluntarily by visitors. Interpersonal messages about Kiara Artha Park facilities that can be used for sports tourism are increasingly being constructed with social media so that visitors reach a wider range, not only from the island of Java but from the island of Sumatra. This is as stated by informant A1.

So what is needed is the experience of the people themselves; they make a statement about what Kiara Artha Park is like. Now that has happened since it was first opened in 2019, the public has known from their friends, neighbors

Figure 2 Stages of image formation of sport tourism Kiara Artha Park

and through word of mouth. Honestly, we are also grateful; this image was also built because of the participation of visitors from social media users; they often post when they are on location. This is very effective; it is proven that every day thousands of visitors, especially on holidays, many visitors come from Sumatra, Central Java, and East Java (Interview with informant A1, June 03rd, 2022).

The stages of forming the image of Kiara Artha Park's sports tourism, besides being built by word of mouth by visitors and visitor participation through posting on their respective social media, image formation also begins with the promotion in mass media about the opening of Kiara Artha Park. However, the frequency and intensity of promotions are very low, only at the beginning after the sports tourism spots are officially opened to the public. Even the

managers admitted that their intensity of using social media as a promotional tool was less than the information conveyed by visitors. The amount of information they receive per day reaches an average of 300-400 through hashtags on social media such as Tik-Tok, Instagram, and Facebook.

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The image of Kiara Artha Park's sports tourism is getting stronger because most of the visitors come from various sports communities such as rollerblading, rollerblading, casual bicycles, monowheel, jump rope, tianchi gymnastics, health gymnastics, Zumba, children's bicycles, commando gymnastics,

and others. The experience factor plus the visitor's background factor greatly strengthens the perception that is built in the community. The better the image, the better the number of visitors. This is in line with the results of research on the influence of sports tourism events, the image of halal destinations, and the perceived value of the behavioral intention of tourists to visit again, recommend to others, and positive word of mouth, which states that image has a large effect on tourism value (Nirwana et al., 2021). Halal destination image, and perceived value on behavioral intentions of tourists at the Mandalika International Marathon event. Data collection was carried out among both active and passive participants of the Mandalika International Marathon by using the associative quantitative method. Furthermore, the data collected was analyzed further. This study uses structural equation modeling analysis (SEM) analysis. Therefore, sports tourism should be developed in Indonesia because it has become an industry in other parts of the world. Even sports tourism is an important element in world tourism, and has become a very competitive good business (Lau et al., 2022) and (Ariastini, Ni Nengah, Ni Made Ayu Natih Widhiarini, 2017). Sports tourism is also very helpful for local, national, and international economies (Hemmonsbey et al., 2021). The role of local governments is also needed to encourage the

economy from the sports tourism industry sector (Sadi, 2018). However, related to the concept of sport tourism in Kiara Artha Park, visitors gave suggestions so that the concept was strengthened along with the development of the image of sports tourism. Among them are holding special events for sports and tourism. The informant's statement is in line with the results of previous research, which states that events are very helpful in efforts to introduce, promote, and strengthen the image of city destinations as sports tourism spots (Lagarense et al., 2019). Thus, the event is very important to be carried out as part of the concept of sport tourism.

Another motif of the informant's experience during a visit to Kiara Artha Park is the desire for a sporting facility while traveling virtually. This motive in phenomenological theory is referred to as the motive expected or desired by the informant. It is also claimed by the manager of Kiara Artha Park, which is currently preparing for digitalization. Although it has not yet been undertaken, the hopes of exercising and touring virtually can be enjoyed by Indonesians. Although recognized as requiring technological involvement to speed, information can be accepted and accessed by the public. This statement is relevant to previous research findings that stated that digital media is needed in order to speed up information

(Hidayat, Gustini, et al., 2020).

Digital media technologies help people explore sports spaces as well as online travel through advanced technologies like Virtual Reality (VR) and Augmented Reality (AR) (Gonçalves et al., 2022). AR is often linked to the metaverse in which the use of AR is presented with a variety of information about an object virtually, with the feel as if it were on the object's site, though there was no physical involvement (Estudante & Dietrich, 2020). The concept of a metaverse for leisure activities can be said to be the community's experience in that context to build up real-world experiences but done in a virtual environment (Siyaev & Sik Jo, 2021). In Indonesia, the metaverse was not known to most people until the covid-19 pandemic. The disaster spurred businesses, especially the tourism industry to think creatively and act quickly to allow the situation to recover quickly including in the tourist world (Choi et al., 2022). Digital media such as Virtual Reality (VR) and Augmented Reality (AR) are currently used as a means of promoting tourism and cultural objects (Gonçalves et al., 2022). Virtual media is considered able to build and restore tourist image through its excellence that is practical because it is easy to access by the public. In the context of this research is the object of sporting tourism in the city of Bandung West Java province, namely Kiara Artha Park. As one

of the tourist destinations, Kiara Artha Park is an attractive and potential location for virtual development. Facilities other than providing a tourist destination are also equipped with sports venues so that they are combined into the concept of sporting tourism. This concept has also certainly been owned by several big Indonesian cities, such as Jakarta, Surabaya, Jogjakarta, and others. However, the aspect of development has not been implemented virtually, especially with the concept of a metaverse in the context of digital tourism. Because of that, the result of this research is expected to contribute to local government so take care of and giving full support to tour management so that digital tourism can be enjoyed by the public. Digital tourism with VR and AR involvement may help in the recovery of the economy and in the recovery of tourism sustainably.

CONCLUSION

Based on the findings in the field, the image of Kiara Artha Park's sports tourism was built by visitors based on their motives and experiences so as to build a mutual agreement. An image like this is called a user image. This condition is also relevant to the stages of image formation that fully involve visitors, starting from direct word of mouth to the participation of visitors in conveying information through social media.

The new Kiara Artha Park sports tourism area provides open exercise areas for rollerblading, rollerblading, leisurely bicycles, monowheels, jump ropes, tianchi exercises, health exercises, zumba, children's bicycles, commando exercises, and others. Meanwhile, tourist facilities include dancing fountains, lantern festivals, fish ponds, lolly pops, and food tenants. Of course, to strengthen the concept of sport tourism, the Kiara Artha Park manager needs to add tourist areas such as eco-tourism, shopping places, special events, and others.

Virtual tourism is one of the offerings and is to be expected by today's society. Based on the communication experience of sporting tourism visitors KiaraArtha Park, digital tourism involves technological or digitalized Virtual Reality (VR) and Augmented Reality (AR). The presence of this technology is very helpful in realizing the concept of virtual tourism, so it can boost economic growth as well as the existence of a sustainable sports tourism industry. It is expected that the communication experience of the informants from this research result can be used as practical and theoretical advice as well. It is practical to contribute to the acceleration of the concept of virtual tourism that can be massively realized. Theoretically, the result of this research was heuristic and natural, so additional research result is needed. Of course, it was important to do this because of the limited results of the research and to further examine the need for further research related to digital tourism through the concept of the metaverse.

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