



Development of Sport Tourism on Jalur Pipa Gas Bukit Batu Gas Trail Park Mountain Bike Bumi Serpong Damai (BSD) City, Pagedangan District, Tangerang Regency, Banten Province

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ABSTRACT

Jalur Pipa Gas Bukit Batu Gas Trail Park Mountain Bike BumiSerpongDamai (BSD) City is a new tourism destination in the BSD City area. Researchers develop sport tourism on the Bukit Batu Gas Pipeline Trail Park Mountain Bike BumiSerpongDamai (BSD) City because this destination has the potential to be developed into an attractive tourist destination. The purpose of this research is to see the potential and development of sport tourism on bicycle tourism on the Jalur Pipa Gas Bukit Batu Gas Trail Park Mountain Bike BumiSerpongDamai (BSD) City.

The research approach is descriptive qualitative by using qualitative data collection methods and techniques, namely participation observation, literature study interviews and documentation. The sampling technique using key informants was determined by purposive sampling. There were 3 key informants, namely 1 head of the Gas Pipeline community and 2 communities around Jalur Pipa Gas Bukit Batu Gas Trail Park Mountain Bike BumiSerpongDamai (BSD) City. This research uses the concept of physical and non-physical tourism potential using SOAR analysis. The data analysis technique uses qualitative data analysis techniques with descriptive data presentation. The results of the study show that there are several untapped potentials in Jalur Pipa Gas Bukit Batu Gas Trail Park Mountain Bike BumiSerpongDamai (BSD) City.

Namely, physical potential such as attractions that have not been utilized optimally and non-physical potentials consist of institutions that are not yet good and the involvement of the surrounding community is still not optimal. Therefore, it is important to do development using SOAR analysis techniques. Several development formulations were found, such as the development of integrated sport tourism including cycling, fishing jogging tracks, and international standard sightseeing. Development of sport tourism venues with natural thematics and national and international events, Development of integrated sport tourism that relies on natural beauty with the involvement of all stakeholders, With this finding, it is hoped that this finding can help managers and the surrounding community to jointly promote the development of sport tourism in the Jalur Pipa Gas Bukit Batu Gas Trail Park Mountain Bike BumiSerpongDamai (BSD) City

Keywords: Development, Sport Tourism, , Bsd City, SOAR

1. Introduction

Sport tourism is travel in which sporting activities are part of the purpose of the trip but they also continue that tourists can be participants or spectators. (Hall, 1992a; Weed and Bull, 1997b). Sports tourism is a form of activity that involves people who travel far from their main place of residence with the aim of participating in sports activities for recreation or competition. This includes traveling for the purpose of watching a sporting event or visiting a sporting attraction at a particular time (Gibson, 1998). According to Pi-geassou (2004), sports tourism emerges as a combination of services, as well as a

set of services that are presented or sold in various ways. More general indicators of this experience are: type of activity, level of expertise, and investment in activity, context and status of participants.

There is a need for in-depth discussion and analysis of what sports tourism is, its modalities, and its impact on destinations around the world. The popularity of Sport Tourism around the world has prompted tourism destinations and companies to formulate and commercialize more products and services related to this tourism. The challenge for stakeholders and government is to understand and meet the expectations of the needs of tourists and local residents. Sports tourism is a global phenomenon. For example, China hosts the Dragon Boat Race on the fifth day of the fifth lunar month. This event has grown rapidly to create international competitions that are celebrated annually by thousands and watched by millions of people (Standeven&DeKnop, 1999). Cycling Tour de France has become the most watched sporting event with more than 20 million spectators along the track and over a billion watching on television (Gunn, 2003). NASCAR started as a regional event and has grown to tracks in Mexico and Canada with exhibition races in Japan and Austral-ia. NASCAR is broadcast in 150 countries and attracts millions of viewers to events. Because of their universal appeal, sport and tourism are now among the most sought-after recreational experiences in the "developed" world (Ritchie & Adair, 2002). Higham and Hinch (2003) note that there is a considerable amount of tourism driven by attendance and participation in sporting events and activities.

In Indonesia, sport tourism is growing rapidly, even becoming one of the trends in driving the tourism sector in Indonesia. Indonesia is considered an icon of world sport tourism thanks to its natural and cultural beauty. Sport tourism is the fastest growing tourism sector, because more and more tourists are interested in sports activities (ke-menparekraf.go.id., 2020). Sport Tourism is very likely to develop in Indonesia because the potential for sports tourism in Indonesia has many competitive advantages in offering tourist attractions, among others, due to the tropical climate that is conducive to outdoor activities, offering various types of sports activities with the support of its natural wealth. In addition to economic benefits, the development of sports tourism will help the country to develop the sport itself, namely attracting people to participate in sports activities can also create prospective athletes in various sports (Soedjatmiko, 2015). The development of sports and tourism in Indonesia, activities such as diving or commonly known as sport diving are the main drivers in the development of tourism. There are many other types of recreational sports that can be explored in the development of sport tourism in Indonesia, such as surfing, outbound activities, para-gliding, traditional sports, horse riding, traditional wrestling, rafting, and rock climbing and cycling. (kemenparekraf.go.id., 2020).

The trend of cycling has spread to various circles of society in cities in Indonesia. Indonesians like this cycling trend because they think cycling can relieve boredom but still keep each other at a distance. This is why they choose to go cycling. However, there are several obstacles related to adequate infrastructure and facilities such as traffic regulation, utilization of cycling areas, and rider safety. However, currently in Indonesia there are not many sports tourism places that can channel the hobby of cycling. And it is expected to become a new tourist spot based on sport tourism in Indonesia not only for cyclists but for foreign and local tourists (Baron, 2020). Cycling tourism is a travel experience that focuses on bicycles as the main mode of transportation for tourist destinations. Cycling tours incorporate areas such as mountains, countryside or urban landscapes. According to Gazzola, et al. (2018), cycling can be a tourism feature to enhance the relationship between cycling and destination discovery. Cycling has the potential to contribute to the economic, social and environmental development of a destination (Faulks et al., 2007). As such, policymakers and destination planners have invested heavily in cycling-related infrastructure in their communities to promote the development of local cycling tourism (Pucher et al., 2010).

One of the locations that has the prospect of developing bicycle tourism is the Gas Pipeline, Gas Pipeline Community (JPG) which was established in 2000. This cycling path has a community that seems eager to develop sport tourism such as bicycle tours. This community started from a meeting of several groups and individuals who played mountain bikes or off-road bicycles, especially cross-country, in a shop located on the side of a village road which also happened to be in the area of Pertamina's gas pipeline. The Gas Pipeline Community is the oldest and largest mountain bike community in Indonesia today. The idea of building the first gas pipeline track was started in Perigi, South Tangerang, Banten province, because at that time there was no adequate track for bicycle enthusiasts. Until now, the Gas Pipeline Community, the Gas Pipeline Community (JPG), has become a barometer of cross-country mountain bike numbers in this beloved country. The facts on the ground show that this community inspires, communities in other areas that began to emerge after seeing that this community has positive values such as health, togetherness, friendship and especially in fostering a sense of friendship among cyclists, be they professionals or amateurs (Chairman Gas Pipeline Community., 2022).

Gas Pipeline Bukit Batu Trail Park Mountain Bike BumiSerpongDamai City (BSD City) is located on Jl. BSD Boulevard Barat – Jl. Kampung Sawah, BSD City (Behind the Mozia Cluster) LengkongKulon Village, Pagedangan District, Tangerang Regency, Banten Province, this place is intended for cycling lovers in particular. This area was previously agricultural land in the form of rubber gardens, rice fields and community fields. This area has good potential but has not been developed optimally. Communities need supporting infrastructure. BSD City as a big developer has a planned city with the largest total land area in Indonesia, which is 6,000 hectares, every year BSD City expands using its land reserves. The consequence of this development is that people who previously worked as land cultivators or farmers switched jobs as workers to support the settlements of BSD City residents as security, cleaning, household assistants, etc. as a responsibility and concern for the community around the Bukit Batu Gas Pipeline Trail Park Mountain Bike BSD City together to promote prosperity and the economy together by building new community-based tourism, namely the Bukit Batu Gas Pipeline Trail Park Mountain Bike BSD City using BSD City land which granted to the Bukit Batu Trail Park Mountain Bike Gas Pipeline BSD City. It is hoped that the Bukit Batu Trail Park Mountain Bike BSD City Gas Pipeline can become a new destination for sustainable national or international tourism and can provide opportunities for the tourism industry that can provide benefits to the economy of the community around the stakeholders.

BumiSerpongDamai (BSD) City is an independent city located in Serpong District, South Tangerang. Initially, BSD City was developed by the Ciputra Group in 1989, which later changed ownership to the Sinar Mas Group in 2004-2008. BSD City, which has a total land area of around 6000 ha, was originally designated as an independent city area with the largest land area in Indonesia today. Under the Sinar Mas group, BSD City offers an independent city concept that is very attractive to buyers to live and settle in this city. Various facilities, facilities, comfort and convenience BSD city is an independent city which is a satellite city of Jakarta. BSD City was built with the full support of one of the largest developers in Indonesia, Sinarmas Land. BSD City is designed to be an independent and sustainable satellite city. The BSD area has uniform office, commercial, business, public, residential and recreational facilities. BSD City is present as a parameter for cycling growth. BSD City is an area as a means to channel refreshing, to make and develop

the world of hobbies as a healthy lifestyle by exercising by developing the Batu hill area from a non-productive area to a productive area that is beneficial for Mountain Bike (MTB) hobbies and various trends other hobbies can also empower the community around the need for green open spaces as the lungs of the city and a green area for residents of BSD city and its surroundings. BSD City does not yet have many nature-based and hobby-based tourist destinations. There are only a few tourist destinations such as Ocean Park BSD City, AEON Mall BSD City, The Breeze BSD City, Teraskota, BSD Xtreme Park, City Park 1 BSD City, Froggy Floating Castle.

There is a role for the Bukit Batu Trail Park Mountain Bike Gas Pipeline community in BSD City (JPG Community Bukit Batu Trail Park MTB BSD City) and BSD City as a partnership for the Bukit Batu Trail Park Mountain Bike Gas Pipeline BSD City community to create new tourism destinations, especially in BSD City area and its surroundings. Efforts to develop cycling by the Gas Pipeline and BSD City cycling communities are driven by the Community Leader named Pangeran Ilham Baron who is concerned about advancing this area. BSD City is seen as very potential to become a new tourist destination based on Sport Tourism nationally and internationally. Seeing that tourist destinations on the Bukit Batu Gas Pipeline Trail Park Mountain Bike BSD City are just developing, this study chose the title "Development of sport tourism in the Bukit Batu Gas Pipeline Trail Park Mountain Bike BSD City". So that the tourism potentials of the Bukit Batu Trail Park Mountain Bike BSD City Gas Pipeline can be utilized as a Sport Tourism development strategy. Through the results of the research, it is hoped that in the future it will be able to advance cycling tourism destinations based on Sport Tourism. The form of development as a result of sports tourism research on the Bukit Batu Gas Pipeline Trail Park Mountain Bike BSD City can be in the form of strategies and recommendations for managers and new understanding for tourism stakeholders and the community.

2. Methodology

The data analysis technique in this study was descriptive and qualitative with a SOAR analysis pattern to analyze the Development of Sport Tourism in the Bukit Batu Gas Pipeline Trail Park Mountain Bike BSD City. SOAR analysis (Strengths, Opportunities, Aspirations, Results) as an alternative to SWOT analysis derived from the Appreciative Inquiry (AI) approach.

The SOAR matrix serves to compile strategic factors that describe how the external strengths and opportunities faced by the company can be adjusted to its aspirations and measurable results.

SOAR matrix explanation:

SA Strategy: this strategy is made by utilizing all strengths to achieve the expected aspirations

OA strategy: this strategy is made to find out and fulfill the aspirations of each stakeholder which is oriented to the opportunities that exist

SO Strategy: this strategy is created to realize the strengths to achieve measurable results

OR Strategy: This strategy is oriented to opportunities to achieve measurable results

1. Data Reduction

The process of summarizing, choosing the main things, focusing on the important things, looking for themes and patterns (Sugiyono, 2013: 247). Data from interviews, and documentaries are still complex, for that the data must be simplified and look for basic meanings. At this stage, researchers sort out data from interviews and documentation that are still complex and unstructured. In this study, I reduced non-physical potential data (social situations, community activities) due to the large amount of data obtained.

2. Data Presentation

Data display is done by looking at all the data obtained during the research. Then display the data by presenting data based on certain patterns either through tables or photos and then compiling them based on the formulation of the problem into narrative text. The data on the display will show the pattern of relationships so that it is easier to analyze and draw conclusions.

3. Conclusions and Verification

The final step in qualitative research is drawing conclusions. The data that has been obtained is then processed to get a conclusion. Then the conclusion in this study uses the inductive method where inductive inference is drawing conclusions from facts or special events into general conclusions to find out the answers to the problems.

3. Results

BumiSerpongDamai (BSD) City is an independent city located in Serpong District, South Tangerang. Initially, BSD City was developed by the Ciputra Group in 1989, which later changed ownership to the Sinar Mas Group in 2004-2008. BSD City, which has a total land area of around 6000 ha, was originally designated as an independent city area with the largest land area in Indonesia today. (Ban-ten. Suara.com, 2021).

Under the Sinar Mas group, BSD City offers an independent city concept that is very attractive to buyers to live and settle in this city. Various facilities, facilities, comfort and convenience BSD city is an independent city which is a satellite city of Jakarta. BSD City was built with the full support of one of the largest developers in Indonesia, Sinarmas Land. BSD City is designed to be an independent and sustainable satellite city. The BSD area has uniform office, commercial, business, public, residential and recreational facilities. BSD City has several tourist destinations such as Ocean Park BSD City, AEON Mall BSD City, The Breeze BSD City, Teraskota, BSD Xtreme Park, City Park 1 BSD City, Froggy Floating Castle. The target market for BSD City is the upper middle class with a home range of 1 billion to 30 billion with a modern minimalist home style. (rumah.com., 2021).

The Bukit Batu Trail Park Mountain Bike BSD City Gas Pipeline appears along with the development of cyclists' growth in Indonesia in general, where the BSD City area is a parameter for cycling growth. An area is needed as a means to channel refreshing, to make and develop the world of hobbies as a healthy lifestyle by exercising. Developing the Bukit Batu area from a non-productive area to a productive area that is beneficial for Mountain Bike hobbies and various other hobby trends can also empower the surrounding community. The need for green open spaces as the lungs of the city and green

areas for residents of BSD city and its surroundings, the increasing number of cycling enthusiasts, especially in the BSD area and its surroundings, requires an adequate and professionally managed container, which focuses on sports development. cycling as well as a place for hobby-bies& lifestyle centers.

The Bukit Batu track is a destination for cycling enthusiasts because of the easy access to the location and the characteristics of the Mountain Bike Trail Park that are different from other tracks in Indonesia. The Bukit Batu track has also become well-known throughout Indonesia as the best track for exercising and learning basic mountain biking education and also the process of cadre- ing national mountain cyclist athletes. Seeing the high number of bicycle retail stores in the BSD area and its surroundings (it can be said that the highest in the Jadebotabek area and its surroundings), an adequate platform will participate in the development of other businesses that are good for commercial players and can certainly be a good ground for cooperation. between the container and the commercial actors.

The popularity of the Gas Pipeline community is supported by a management team who is very experienced in cycling and the commercial part of cycling. It is certain that the development and management of the container can develop very well, from an operational and commercial perspective. Bukit Batu Gas Pipeline Trail Park Mountain Bike BSD City as a "one stop" container that supports sports and hobbies and covers market demand for healthy and active living trends. And can support market demand for supporting businesses, for example: bicycle shops and service centers, apparel and accessories, food, hobby equipment rental services and so on.

The potential of Sport Tourism is natural resources and human resources that can be the basic capital for the development of Sport Tourism and the survival of the surrounding community in a tourist destination. Potential is an ability that allows it to be utilized so that it becomes something more useful (Majdi, 2007). In this study, tourism potential is an important point in determining the development of sport tourism in the Bukit Batu Gas Pipeline Trail Park Mountain Bike BSD City. The tourism potential is physical and non-physical potential which will be described based on findings in the field.

The physical potential of the Bukit Batu Trail Park Mountain Bike Gas Pipeline BSD City is a natural resource that is suitable and can be utilized for the development of sport tourism on the Bukit Batu Trail Park Mountain Bike Gas Pipeline BSD City. Physical potential is the potential that is tangible and can be felt by the five senses (Damarjati, 2001). Physical potential on the Bukit Batu Gas Pipeline Trail Park Mountain Bike BSD City, namely:

1) Weather/climate conditions

According to Gibbs (2009), climate is a statistical opportunity for various atmospheric conditions including temperature, pressure, wind and humidity that occur in an area over a long period of time. Climate in the Bukit Batu Gas Pipeline Trail Park Mountain Bike BSD City Temperature Conditions are Relatively Hot with a maximum temperature of 32 degrees with a minimum temperature of 24 degrees due to natural conditions in the form of rocky hills and few trees.

the climate in the Bukit Batu Gas Pipeline Trail Park Mountain Bike BSD City in the rainy season the soil conditions become muddy and muddy and during the dry season the soil becomes arid and barren with an average humidity of 63 percent and average precipitation of 12 percent. During the rainy season, visitors who like adrenaline are very interested in the track because the track becomes very slippery and dangerous and during the dry season this track is very suitable for jogging or playing bicycles.

2) Landscapes

According to Rabbani (2022) Landscapes or natural appearances are everything that is above the surface of the earth, either on land or in waters. This landscape arises as a result of natural events that occur on the earth's surface. The landscape on the Bukit Batu Gas Pipeline Trail Park Mountain Bike BSD City is a hill covered with rocks, has beautiful views, is still natural with many wild plants that can provide a calm and comfortable atmosphere. has a track as far as 1.4 km with a rocky and dirt track contour. actually a track but users call it Circuit because it is often used for E-bike race events and tracks for playing R/C or remote control with land contours and has an artificial lake that can be used to play remote control and fishing. This place has a large parking lot

Previously on the Bukit Batu Gas Pipeline Trail Park Mountain Bike BSD City this land was owned by BSD City at that time this land should have been designated for housing in BSD City but because it has land contours that cannot be filled, namely rocky, this place became abandoned there are only wild plants such as weeds and many barren gamal trees there are also a few palm and kedondong trees in this area and an abandoned backfill lake. There are also fauna that are often found, namely jali/rice field snakes, sparrows and monitor lizards.

representation of natural conditions in the Batu Gas Pipeline Trail Park Mountain Bike BSD City. The untouched nature makes it very appropriate to carry out cycling sports activities, when around it is an urban center that is always busy and densely populated. This situation is a potential that has been seen to physically support the development of sport tourism such as cycling.

3) Topography

According to Suparno and MarlinaEndy (2005:139) the topography of the condition that describes the slope of the land, or the contour of the land, the larger the land contour means the land has a greater slope. Topography on the Bukit Batu Gas Pipeline Trail Park Mountain Bike BSD City stands at 45 meters at coordinates 6°17'4.26"S 106°37'18.94"E above sea level with a slope of 5 percent. This area has rocky soil and an artificial lake. an area of 1 hectare of backfill and natural conditions are still good. This causes this destination to be a different destination from others because it has rocky soil and is located in the middle of the city.

Non-physical potential, namely all human resources such as the abilities of the local community and their behavior that can be a potential for the development of sport tourism in tourist destinations. Non-Physical Potential on the Bukit Batu Gas Pipeline Trail Park Mountain Bike BSD City, namely:

1) Social Situation

According to Gerungan (2010: 78) aspects of social interaction are social situations. A social situation is any situation in which there is a mutual relationship between one human being and another. Social situations are closely related to the life of a society that has certain characteristics and patterns. Around the Bukit Batu Gas Pipeline Trail Park Mountain Bike BSD City, there are several settlements ranging from upper to middle-class settlements such as the BSD City Greenwich housing cluster, Vanya park, The Zora which are inhabited mostly by ethnic Chinese and immigrants from outside Tangerang Regency. with residents moving to BSD City, the dominant is people who are tired of life in Jakarta and want to move to the outskirts of

Jakarta with clean air and no traffic jams. The daily life of the immigrant population is young executives, newly married families and they mostly work in Jakarta. Kampung Sawah, LengkongKulon Village, Pagedangan District is a native settlement around the Bukit Batu Gas Pipeline Trail Park Mountain Bike BSD City.

According to Mrs. RT Kampung Sawah There are 5 RT and 1 RW in the Kampong Sawah area. The 5 RTs are inhabited by 1500 family heads, most of the people use Sundanese because before the existence of the Banten province. Banten region is included in the province of West Java. Not many immigrants live in this village. They are hereditary who live here. Prior to the existence of the Bukit Batu Trail Park Mountain Bike BSD City Gas Pipeline area, they spent all day farming and fishing in the artificial backfill lake. With the Gas Pipeline, BSD City began to develop around the Gas Pipeline area to build housing, therefore their daily life has changed 180 degrees because the land they use for farming has been used by BSD City to build housing. Now the profession is a teaching staff, being a household assistant, selling at the roadside selling market and there are some people who are now opening food stalls and stalls as well as a bicycle wash area in the Bukit Batu Gas Pipeline area, Mountain Bike Trail Park, BSD City.

2) Community activities

Community activities are behaviors, actions or actions carried out by a person or group to achieve certain social goals (Khrisna, 2013). Community activities have a close relationship with social situations, and the daily lives of individuals in society.

The tendency of community activities around the Bukit Batu Gas Pipeline Trail Park Mountain Bike BSD City is the local community by becoming teaching staff, becoming household assistants, selling at roadside selling markets and there are some people who are now opening food stalls and stalls as well as places to eat. bicycle wash in the Bukit Batu Trail Park Mountain Bike BSD City Gas Pipeline area. New residents/immigrants around the Bukit Batu Gas Pipeline Trail Park Mountain Bike BSD City have a busy day at work in the office, with this area the immigrant community and the native people meet and have social interactions. Local residents are also friendly and open to welcome anyone who visits the Bukit Batu Gas Pipeline Trail Park Mountain Bike BSD City. Visitors/visitors as well as the community are very enthusiastic and welcome and support development in these destinations. With this destination, visitors and local residents can use this bicycle track for sports such as cycling or walking or just relaxing.

3) Safety and comfort

Based on the report from the Central Statistics Agency (BPS), there were 6,454 crime cases reported by the public to the Banten Police in 2020. Of that number, only 3,977 or 61.62% of crime cases had been resolved. In 2020, the most cases occurred in South Tangerang City, which reached 1,402 cases. Only 442 cases or 31.52% of crime cases have been resolved in the city.

Security At the Bukit Batu Gas Pipeline Trail Park Mountain Bike BSD City there are guards who guard 24 hours by the surrounding community. There are also patrols from BSD City security officers who guard 24 hours using patrol cars as well as the Pagedangan Police Station which is 2.6 km away and the SerpongKoramil which is 7.2 km from the Bukit Batu Gas Pipeline Trail Park Mountain Bike BSD City. Gas Pipeline Bukit Batu Trail Park Mountain Bike BSD City also installs signs installed along the track, this is intended in addition to factors of safety and comfort as well as for educating mountain bike users (MTB). Signs are useful for marking certain points that need special attention such as Jump, Uphill, Descent, Drop, Skinny, Wall Ride, Jump Gap etc. Signs are installed at the point where mountain bike (MTB) users must recover and shift. There is also a tourist attraction that can develop if it is supported by adequate facilities. Convenience Until now on the Bukit Batu Gas Pipeline Trail Park Mountain Bike BSD City, it is supported by facilities, namely the presence of toilets, stalls, restaurants, prayer rooms, and a large parking area. As well as for the entrance ticket on the Bukit Batu Gas Pipeline Trail Park Mountain Bike BSD City, there is no charge. There are also health facilities such as Bethsaida Hospital which is 4.7 km away and Pagedangan Health Center which is 3.2 km from Bukit Batu Gas Pipeline Trail Park Mountain Bike BSD City.

4) Accessibility

According to Tjiptono (2014: 159), accessibility is a location that is traversed or easily accessible by public transportation facilities. Indicators of accessibility are: Distance; access to location, transportation; traffic flow Accessibility relates to the ease or difficulty of a tourist attraction to reach

To reach the Bukit Batu Trail Park Mountain Bike BSD City Gas Pipeline is very easy because the Bukit Batu Trail Park Mountain Bike BSD City Gas Pipeline is located in BSD City, visitors can access using various toll accesses such as the Jakarta - Merak toll road, Ulujami - BSD toll road, The BSD-Balaraja toll road and the JORR 2 toll road are also due to the Bukit Batu Trail Park Mountain Bike BSD City Gas Pipeline flanked by 3 major developers, namely Sinarmas Land, Summarecon and Paramount Land, making the Bukit Batu Trail Park Mountain Bike BSD City Gas Pipeline accessible. from South Tangerang via BSD City or from Tangerang city via SumarreconSerpong with Paramount land. The width of the road to the Bukit Batu Gas Pipeline Trail Park Mountain Bike BSD City is 3 lanes of highway width so that it can be accessed by all two-wheeled or four-wheeled vehicles.

5) Electricity and Clean Water Installation

Electricity and water components have an important role to support tourism destinations. Visitors and the surrounding community need clean water to meet their needs such as bathing, cooking water, and so on. In addition, electricity is a prerequisite for the development of a destination to be able to provide products that can be offered to tourists. The potential of a tourist destination must be supported by adequate clean water and electricity facilities.

According to the local community, there are 150 watts of ampere/kwh or 2 amperes for electricity flow on the Bukit Batu Trail Gas Pipeline Trail Park Mountain Bike day - day in the stalls and facilities - facilities such as prayer rooms and toilets. There is also a gasoline generator that is used if there are big events such as to illuminate the entire track if there is a race taking place at night.

For the installation of clean water for the Bukit Batu Gas Pipeline Trail Park Mountain Bike BSD City because in the Gas Pipeline area it is difficult to make wells or drill due to rocky soil conditions so rely on lake water and then distilled using beach sand, coconut shell charcoal, Injuk and silica sand to make clear water that can be used for washing and for ablution. For waste disposal there is a septic tank which is only 1.5 meters deep due to rocky soil conditions and difficult to dig.

For waste processing on the Bukit Batu Gas Pipeline Trail Park Mountain Bike BSD City, waste is only burned.

SOAR method (Strengths, opportunities, aspirations, results), is a new method compared to the old SWOT The SOAR model changes the SWOT analysis, which is already very well established, in terms of internal organizational weaknesses and external threats faced into the aspiration factors of the company

and the measurable re-sults to be achieved. Development of Sport Tourism in the Bukit Batu Gas Pipeline Trail Park Mountain Bike BSD City based on SOAR Analysis.

In using SOAR analysis, it begins by identifying and taking an inventory of the elements of strength, opportunity, and aspiration. Then formulate the results (results) that can be measured from the strength of the opportunities and aspirations that have been obtained.

a. The development of integrated sport tourism includes cycling, fishing jogging tracks, and international standard sightseeing. in order to become an area that can be better known by many local and foreign tourists.

These results are obtained from SOAR analysis, Has a bicycle circuit that has a bicycle track with a natural concept (S1), Has the opportunity to become an attractive sport tourism destination that is different from others in Banten, Jakarta and West Java (O1), As a hangout destination for connoisseurs cycling, as well as other hobbies that can be enjoyed by all ages (A1). With the need to develop the potential of international standard sport tourism, it is hoped that it will become one of the world's famous bicycle track destinations and attract many foreign tourists.

b. Development of sport tourism venues with thematic nature and national and international events.

These results are obtained from SOAR analysis, supportive weather conditions, when the dry season the soil becomes arid and when the rainy season becomes muddy (S2), has the opportunity to become a sport tourism destination with its unique natural character (O2), as a "Hobbies Center & Lifestyle Recreation". "The first area in Indonesia that is managed professionally (A2). With the need to create a venue that presents the world of sports, the world of hobbies and lifestyle recreation to be used as land for large events, it can make the Bukit Batu Gas Pipeline Trail Park Mountain Bike BSD City a benchmark or become a trendsetter in the tourism sector, especially sports tourism. As well as being able to advance the area around the Bukit Batu Gas Pipeline Trail Park Mountain Bike BSD City due to a large event being held in this area.

c. Development of integrated sport tourism that relies on the beauty of nature with the involvement of all stakeholders

These results are obtained from SOAR analysis, rocky hills, artificial lakes, palm trees, gamal, kedondong and snakes, birds and monitor lizards (S3), have the opportunity to become a sport tourism destination with minimal artificial attractions (O3). but rely on the government (A3). With the need for the development of integrated sport tourism that relies on natural beauty with the involvement of all stakeholders in order to take advantage of the existing natural beauty so that it can be recognized by the wider community.

d. Development that is supported by all stakeholders and opens opportunities for outside investors to get involved so that they can accommodate market share according to trends

This result is obtained from SOAR analysis. Standing at 45 meters at coordinates 6°17'4.26"S 106°37'18.94"E above sea level with a slope of 5 percent this area has rocky soil and artificial lake as a result of backfill and natural conditions (S4), Opportunity to become a sport tourism destination from amateur to professional levels from within and outside the country (O4), Expanding facilities and infrastructure as a support in developing Sport Tourism (A4). With the need for development supported by all stakeholders and opening up opportunities for outside investors to get involved so that they can accommodate market share according to trends so that there are many institutions that can become sponsors during events and to support facilities on the Bukit Batu Gas Pipeline Trail Park Mountain Bike BSD City.

e. Marketing and digital imaging development

Based on the results of the SOAR analysis, these results are obtained from the SOAR analysis. Has very good and easy access (S5), Has the opportunity to become a sport tourism destination that is of interest to local visitors, domestic tourists and foreign tourists with good access (O5), Increased tourist visits to Bukit Batu Trail Park Mountain Bike BSD City Gas Pipeline (A5). With the need for the development of marketing and digital imagery so that it can be known more by local and foreign tourists.

f. Development of tourism information center

Based on the results of SOAR analysis research Located in BSD City (S6), it has the opportunity to attract sports touriststourism as a series of multitrips (not only cycling but also BSD with complete facilities (O6). Increasing information on tourist destinations in the BSD City (A6) area with the need for the development of a tourism information center so that tourists are not confused when get lost or look for new tourist spots around the gas pipeline or within the gas pipeline itself.

g. Integrated public relations development with BSD City management

Based on the results of the SOAR analysis, these results were obtained from the SOAR analysis. It has supporting facilities such as toilets, stalls, restaurants, prayer rooms. As well as a large parking area (S7), the opportunity to bring in tourists from local to foreign countries (O7), making the BSD City area an area famous for sport tourism (A7). with the need for the development of integrated public relations with the management of BSD city in order to instill an understanding of what a gas pipeline is and what is in it and can also establish cooperation with organizations in BSD city in particular.

h. Institutional development with professional management (vision, mission, tagline, job desk, responsibility, integrity, income)

Based on the results of the SOAR analysis research, these results are obtained from the SOAR analysis There is adequate security and there are signs installed along the track, for educating mountain bike users (MTB-) (S8), Opportunity to attract sports tourism tourists because of its safety (O8), Making a pipeline gas into a safe, clean and beautiful area (A8) with the need for institutional development with professional management so that it can be managed properly and directed.

i. Community Tourism Development (CBT) based development in synergy with management

Based on the results of the SOAR analysis research, these results are obtained from SOAR analysis. Support from the local community (S9), Opportunity to attract tourists' attention with its convenience as a sport tourism destination (O9), Developing a fitting pipeline to become a sports tourism-based tourist area with World Tourism Destination standards (A9), with the need to make development based on Community Tourism Development in order to establish cooperation between management and the community.

j. Development of several tour packages with sport tourism icons as the implementation of Community Tourism Development (CBT)

Based on the results of the SOAR analysis, these results are obtained from the SOAR analysis. Having adequate clean water and electricity installations and telecommunications facilities (S10), has the opportunity for sport tourism tourists because the facilities are guaranteed and make it a recreational place

that can be accepted by all people, including being a one-stop destination. stop community (O10), Empowering the surrounding community to increase tourist attraction (A10) with the need for the development of several sports tourism packages in collaboration with the government and stakeholders so that they can become an attractive package.

k. Development of Public relations and Corporate Social Responsibility (CSR) that pays attention to sustainable development aspects (economic aspects, environmental aspects and social aspects)

Based on the results of the SOAR analysis research, these results are obtained from the SOAR analysis There is adequate security (S11), the opportunity to open new fields for the surrounding community and the importance of the role of local communities for the sustainability of a tourist attraction (O11). with the need for the development of Public relations and Corporate Social Responsibility (CSR) which pay attention to aspects of sustainable development in order to create cooperation between the government and stakeholders by paying attention to strategies such as economic aspects, environmental aspects and social aspects.

The formulations of the developments above include answering table 4.3 Potential that has not been exploited. The untapped physical potential is attractions (there is still a piece of land that has not been used for cycling paths). Non-physical potentials that have not been utilized are institutions (there is still one institution) and the surrounding community (there are several communities that only support but not all participate or take part in the management of sport tourism). So that in the future, according to the formulation of developments in the Bukit Batu Trail Gas Pipeline, the Park Mountain Bike BSD City above can be derived (specific strategies are made) and realistic work programs to be realized. (1)

4. Conclusion

Based on the results of the research conducted, several conclusions were obtained as follows:

1. There is some untapped potential on the Bukit Batu Trail Park Mountain Bike BSD City Gas Pipeline. Namely, the physical potential for attractions has not been used optimally and the non-physical potential consists of institutions that are not yet good and the involvement of the surrounding community is still not optimal.

2. The results of SOAR analysis show that there are several development formulations for the Bukit Batu Gas Pipeline Trail Park Mountain Bike BSD City in the future. The development of integrated sport tourism includes cycling, jogging track fishing, and international standard sightseeing. Development of sport tourism venues with thematic nature and national and international events, Development of integrated sport tourism that relies on the beauty of nature with the involvement of all stakeholders, Development supported by all stakeholders and opportunities for foreign investors to enter. Development of digital marketing and imaging, Development of tourism information center, Development of integrated public relations with BSD City management, Institutional development with professional management, Development based on Community Tourism Development (CBT) in synergy with management, Development of several CBT-based tour packages. Development of Public relations and Corporate Social Responsibility (CSR) which pays attention to aspects of sustainable development (economic aspects, environmental aspects and social aspects. With this finding, it is hoped that it can help managers and the surrounding community to jointly promote the development of sport tourism on the Bukit Batu Trail Gas Pipeline). Park Mountain Bike BSD City

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