

The Correlation of Socio-Economic Status towards Participation of Rafting Doers

La correlación del estatus socioeconómico con la participación de los practicantes de rafting

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Abstract. The role of rafting in the development of adventure tourism influences local social, economic, and environmental structures community. This study aims to determine the relationship between socioeconomic status/income level (X) with the participation of rafting athletes (Y). This research is observational research. To achieve the research objectives, intervening variables are needed, namely: the attractiveness of rafting, the intensity of rafting sports activities, the fun of whitewater rafting, activities to obtain information through print media, activities to obtain information through electronic media/TV, and personal development. The research sample used accidental sampling or convenience sampling technique as many as 73 rafting athletes. The research instrument used a questionnaire. Data analysis uses the chi square technique or also known as chi square. Based on the results of the chi square test recapitulation above, the p-value is 0.001. The results of this study found that the p-value was less than 0.05, meaning that there was a significant relationship between socioeconomic status/income level and participation frequency. This study can be concluded that there is a relationship between socioeconomic status/income level (X) with the frequency of participation in rafting (Y).

Keyword: Socioeconomic status/income level, Sports, Rafting

Resumen. El papel del rafting en el desarrollo del turismo de aventura influye en las estructuras sociales, económicas y ambientales locales de la comunidad. Este estudio tiene como objetivo determinar la relación entre el estatus socioeconómico/nivel de ingresos (X) con la participación de deportistas de rafting (Y). Esta investigación es una investigación observacional. Para lograr los objetivos de la investigación, se necesitan variables intermedias, a saber: el atractivo del rafting, la intensidad de las actividades deportivas de rafting, la diversión del rafting, actividades para obtener información a través de medios impresos, actividades para obtener información a través de medios electrónicos/TV, y desarrollo personal. La muestra de la investigación utilizó una técnica de muestreo accidental o de conveniencia de hasta 73 atletas de rafting. El instrumento de investigación utilizó un cuestionario. El análisis de datos utiliza la técnica del chi cuadrado o también conocida como chi cuadrado. Según los resultados de la recapitulación de la prueba de chi cuadrado anterior, el valor p es 0,001. Los resultados de este estudio encontraron que el valor p era inferior a 0,05, lo que significa que había una relación significativa entre el estatus socioeconómico/nivel de ingresos y la frecuencia de participación. De este estudio se puede concluir que existe una relación entre el estatus socioeconómico/nivel de ingresos (X) con la frecuencia de participación en rafting (Y).

Palabra clave: Estado socioeconómico/nivel de ingresos, Deportes, Rafting

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Introduction

The development of sports tourism today is at the crossroads of contemporary trends which include: the evolving demographic profile of sports participants (Nugroho et al., 2021); increasing interest in health and wellness in western society since the 1970s (Nasrulloh et al., 2020); increasing demand for active involvement in recreational activities while on vacation since the 1980s (Sutapa et al., 2020); And growing interest in the important role played by sporting events in updating the urban profile and urban image, and the potential for take advantage of tourism opportunities associated with sporting events (Nasrulloh et al., 2021). Trends in exercise behavior for health and fitness purposes, which are described Kristiyanto et al., (2020). However, due to the global Covid-19 pandemic, several sporting events, both large and small, were delayed. Prior to the COVID-19 pandemic, sporting event tourism was one of the fastest growing sectors of tourism and, worldwide, was seen as a tool to stimulate the local economy (Nasrulloh et al., 2022).

By paying attention to the potential of the sports

industry to generate sources of income, and even contribute to national economic growth, in the last 20 years Indonesia has paid attention to the development of the sports industry, namely the industry to earn profits which is characterized by the characteristics of providing services and goods and economic transactions with consumers and audience (Yudhistira et al., 2021). Sports tourism is a new segment, which can be included in the pricing industry. But its attributes are a blend of sports and tourism. The combination of the two gives rise to new activities, an intersection between health and fitness motives, and leisure time recreation. One definition of sports tourism is "leisure-based travel that takes individuals temporarily outside their home communities to participate in physical activities, to watch physical activities, or to honor attractions associated with physical activities (Listyarini et al., 2021).

Sports tourism experiences intersection with three types of activities. First, organizing large events (for example, Wimbledon open tennis) or large multi-events (for example, the Olympics), recreational sports activities in the open, including adventure activities, and activities oriented towards health development. In developing countries, sporting event tourism is seen as a force for economic and social development (Sukendro et al., 2021). According to

Ilham et al., (2021) attracting visitors who will stay and spend a certain amount of money before, during and after a place, as well as investors who will enter certain business ventures, are the key assumptions for generating economic benefits. Therefore, the synergistic effects of organizing sporting events and tourism development, such as increased tourism figures, overcoming seasonal fluctuations, new jobs, increased incomes, and tax revenues from spending, have been analyzed quite frequently in previous studies.

Rafting is a recreational sport in the open and can be analyzed based on the sports tourism concept framework (Sutapa et al., 2021). There is a close connection between outdoor recreation and sports tourism. As with rafting as a recreational activity that occurs in natural environment management, it is characterized by a dynamic nature, namely adventure. Saifu et al., (2021) precisely describes adventure tourism as a fast-growing segment of the special interest tourism market. Again, there is a clear overlap between outdoor recreation and sports tourism both conceptually and in terms of research activities (Nopembri et al., 2022). Rafting can be categorized as an adventure sport. Hastuti et al., (2021) views risk in adventure sports as a multidimensional influencing psychological phenomenon individual perception and the decision process to do so (Hardianto et al., 2022). This definition shows that adventure tourism companies have the opportunity to offer significant risk activities, which enthusiasts are interested in under the guidance and supervision of trained professionals.

According to Pratama et al., (2022), white water rafting is one of the eight outdoor recreation activities with the fastest growing activity. Its activity level is expected to at least double in the next 40 years. Therefore, increasing rafting will become increasingly important for policy makers and planners. It will be very appropriate if the manager also must manage the activity as well as possible by limiting the recreational use of the river and its corridors to protect interests including the conservation of natural resources and the quality of the rafting experience. For managers and policy makers, information about behavior patterns and factors that influence someone to decide to practice rafting is very helpful in making decisions that are right on target. Support from the availability of natural wealth and its challenges in Indonesia is a wealth that is already available and at the same time an advantage, and natural resources for the development of sports tourism and/or recreational sports are the main capital. In Sukabumi, for example, the Citarik River is classified as an attractive destination for rafting. With variations related to interesting and challenging natural conditions, the prospects for rafting tourism according to the Indonesian Rafting Federation (FAJI) remain bright even though during the Corona-19 pandemic the tourism sector was a bit down.

The theory of tourism attraction developed by Hastuti et al., (2021) reveals three interrelated components as a system. First, the human component as the actor; Second, the core component, namely the substance of the sport itself, and the intended location. Third, the marker

component, namely information. The human component as an actor is an individual who travels to leave his place of residence who is motivated to satisfy him through filling in his spare time. The individual concerned is able to travel with the intention of looking for something interesting related to the characteristics of the activity and the intended area, which is reinforced by the information he gets. The core components are the substance and location of activities. The main attraction is a factor that has the power to influence a person's decision to travel and visit the intended object. In the context of white-water rafting, the attraction lies in the challenge and satisfaction of the perpetrator to overcome it.

The information component is an attractive supporting factor, both inherent in the substance of the activity and one that stands alone, such as tourism advertisements. So print or television media are usually at the forefront of presenting information that arouses interest, so that knowledge influences attitudes, whether we like it or not, whether we are interested or not. So, the three components in the theory of attraction, including people, location, and information, are interrelated to influence a person's decision regarding sports tourism activities. In the sports industry, two basic economic concepts are also applied, namely demand and supply, and the two are interrelated. The concept of demand relates to the consumption dimension, namely consumer behavior.

The findings prove that the role played by rafting in the development of adventure tourism is both positive and negative and this influences local social, economic, and environmental structures community. The findings also show the challenges that affect rafting and present strategy used to promote rafting in the Jinja district. In conclusion, the research objectives were met and effectively uncovered new information about rafting industry. This research proves the potential contribution of white water rafting to adventure tourism social, economic, and environmental both positively and negatively. So based on a brief review of some of the research mentioned above, everything is more focused on rafting management. This study complements the behavioral aspects of participants in the form of active participation, and the factors that influence it have not been found. Because of that, the study in the research conducted by the author focused on the variables that affect the participation of rafting athletes.

Materials and Methods

Study Design

This study aims to determine the relationship between socio-economic status and the participation of rafting athletes. The approach applied is called cross-sectional which is commonly used by researchers at the international level, because in the approach process there is no treatment or intervention on socioeconomic status and participation of rafting athletes. The characteristic is that the data is obtained as is and once made. Because the research also

wanted to reveal the relationship between socio-economic status and participation of rafting athletes, methods, respectively as independent and dependent variables, a correlation test was applied. Because of that this research can also determine the descriptive method correlational.

Study Participant

The ideal sample withdrawal procedure is through random or randomization techniques to ensure that all population units are represented. This procedure guarantees that the conclusions from the sample will be applied to the characteristics of the population. This research was taken when the Covid-19 pandemic occurred and there were restrictions on the number of visitors to rafting sports tourism by the government, so obtaining samples in such circumstances would be very difficult and limited. Therefore, the sample used in this study is technical accidental *sampling* or *convenience sampling*. In this study, the sample obtained came from a population that was not planned, but by chance, namely rafting which was made available to researchers when data collection was carried out. And the process of obtaining this kind of sample is referred to as random sampling from the population.

Study Procedures

Sample collection was carried out on Saturday and Sunday June 12 and 13 2021, in the Caldera Rafting area. The number of samples obtained was 73 participants consisting of 57 men (78.1%) and 16 women (21.9%), with a comparable predominance in the age category between >20-30 years and > 30-40 years as many as 21 people (28.8%), followed by the age category >40-50 years as many as 19 people (26%) and the remaining >50 years as many as 10 people (13.7%) and <20 years as many as 2 people (2.7%). Among the participants, 51 people (68.9%) had the highest education in higher education, 17 people from high school (23%) and the remaining 4 people from junior high school (5.5%), while only 1 person had elementary school education (1.4%). 46.6% (34 people) of them work as employees, followed by 31.5% (23 people) as civil servants and the rest are other professions such as students, farmers, military/police, laborers, traders, and entrepreneurs.

Data collection was carried out on Saturday and Sunday June 12 and 13 2021 in the Citarik River Rafting Caldera Area, Sukabumi Regency. The data obtained from the participants through filling out a questionnaire (questionnaire). In processing and analyzing the data in this study using the chi square test analysis, is one of the methods used to convey or indicate the existence of a relationship (whether there is) between the variables studied. The data obtained from the instrument (questionnaire) is nominal data, which is also called categorical data, so a cross tabulation is made.

Result

There were 73 respondents in this study (Figure 1), comparable predominance in the age category between >20-30 years and > 30-40 years as many as 21 people (28.8%),

followed by the age category >40-50 years as many as 19 people (26%) and the remaining >50 years were 10 people (13.7%) and <20 years were 2 people (2.7%).

Among the participants, 51 people (68.9%) had the highest education in higher education, 17 people from high school (23%) and the remaining 4 people from junior high school (5.5%), while only 1 person had elementary school education (1.4%). 46.6% (34 people) of them work as employees, followed by 31.5% (23 people) as civil servants and the rest are other professions such as students, farmers, military/police, laborers, traders and entrepreneurs.

The results of research on the attractiveness and pleasure of rafting are shown in table 1.

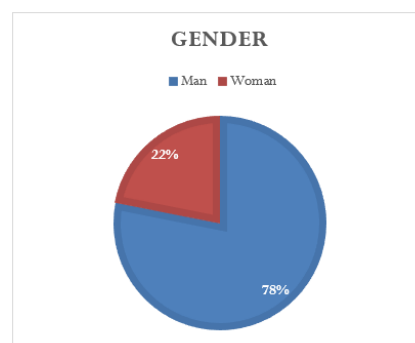


Figure 1. Gender of Respondents

Table 1.

The Attraction and Pleasure of Crosstabulation Rafting Sports

Pleasure	C	Count	Attractiveness				Total
			A	B	C	D	
C		0	3	0	0	3	
	% within Fun	0.0%	100.0%	0.0%	0.0%	100.0%	
D		1	28	10	6	45	
	% within Fun	2.2%	62.2%	22.2%	13.3%	100.0%	
E		3	16	3	2	24	
	% within Fun	12.5%	66.7%	12.5%	8.3%	100.0%	
Total		4	47	13	8	72	
	% within Fun	5.6%	65.3%	18.1%	11.1%	100.0%	

Table 2.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.860a	6	.439
Likelihood Ratio	6,565	6	.363
Linear-by-Linear Association	.914	1	.339
N of Valid Cases		72	

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .17.

Table 3.

Symmetric Measures

	Value	Approximate Significance
Nominal by Nominal Contingency Coefficient	.274	.439
N of Valid Cases		72

Two variables are said to have a significant relationship if they have a p-value smaller than 0.05. Based on the results of the chi square test recapitulation above, it can be seen that the p-value is 0.439. Because the p-value is greater than 0.05, it means that there is no relationship between attractiveness and pleasure. Conclusion: there is no relationship between attractiveness and pleasure in rafting.

Table 4.
Enjoyment * Reading Crosstabulation

		Reading					Total
		B	C	D	E		
Pleasure	C	Count	0	3	0	0	3
		% within Fun	0.0%	100.0%	0.0%	0.0%	100.0%
D	Count	3	24	17	1	45	
		% within Fun	6.7%	53.3%	37.8%	2.2%	100.0%
E	Count	1	12	9	2	24	
		% within Fun	4.2%	50.0%	37.5%	8.3%	100.0%
Total	Count	4	39	26	3	72	
		% within Fun	5.6%	54.2%	36.1%	4.2%	100.0%

Table 5.
Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.260 ^a	6	.642
Likelihood Ratio	5,261	6	.511
Linear-by-Linear Association	1,606	1	.205
N of Valid Cases	72		

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .13.

Table 6.
Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Contingency Coefficient	.236	.642
N of Valid Cases		72	

Based on the results of the chi square test recapitulation above, it can be seen that the p-value is 0.642. Because the p-value is greater than 0.05, it means that there is no significant relationship between pleasure and reading the rubric.

Conclusion: there is no relationship between the pleasure of white-water rafting and the activity of reading sports rubrics.

Table 7.
Enjoyment * Crosstabulation TV Broadcasts

		TV channel					Total
		A	B	C	D	E	
Pleasure	C	Count	0	0	3	0	3
		% within Fun	0.0%	0.0%	100.0%	0.0%	100.0%
D	Count	1	2	22	19	1	45
		% within Fun	2.2%	4.4%	48.9%	42.2%	2.2%
E	Count	0	0	8	14	2	24
		% within Fun	0.0%	0.0%	33.3%	58.3%	8.3%
Total	Count	1	2	33	33	3	72
		% within Fun	1.4%	2.8%	45.8%	45.8%	4.2%

Table 8.
Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8,485 ^a	8	.388
Likelihood Ratio	10,395	8	.238
Linear-by-Linear Association	6,076	1	.014
N of Valid Cases	72		

a. 11 cells (73.3%) have an expected count of less than 5. The minimum expected count is .04.

Table 9.
Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Contingency Coefficient	.325	.388
N of Valid Cases		72	

Table 10.
Enjoyment * Personal Development Crosstabulation

		Personal Development			Total	
		Pretty good	Good	Very good		
Pleasure	C	Count	0	1	2	3
		% within Fun	0.0%	33.3%	66.7%	100.0%
D	Count	7	29	9	45	
		% within Fun	15.6%	64.4%	20.0%	100.0%
E	Count	4	14	6	24	
		% within Fun	16.7%	58.3%	25.0%	100.0%
Total	Count	11	44	17	72	
		% within Fun	15.3%	61.1%	23.6%	100.0%

Table 11.
Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.605 ^a	4	.462
Likelihood Ratio	3,364	4	.499
Linear-by-Linear Association	.379	1	.538
N of Valid Cases	72		

a. 4 cells (44.4%) have expected count less than 5. The minimum expected count is .46.

Table 12.
Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Contingency Coefficient	.218	.462
N of Valid Cases		72	

Based on the results of the chi square test recapitulation above, it can be seen that the p-value is 0.462. Because the p-value is greater than 0.05, it means that there is no significant relationship between pleasure and personal development.

Conclusion: there is no relationship between the pleasure of white-water rafting and personal development.

Table 13.
Volume * Crosstabulation Attraction

		Attractiveness				Total	
		A	B	C	D		
Volume	A	Count	1	16	2	4	23
		% within Volume	4.3%	69.6%	8.7%	17.4%	100.0%
B	Count	2	12	5	2	21	
		% within Volume	9.5%	57.1%	23.8%	9.5%	100.0%
C	Count	0	9	4	0	13	
		% within Volume	0.0%	69.2%	30.8%	0.0%	100.0%
D	Count	1	5	1	1	8	
		% within Volume	12.5%	62.5%	12.5%	12.5%	100.0%
E	Count	0	5	1	1	7	
		% within Volume	0.0%	71.4%	14.3%	14.3%	100.0%
Total	Count	4	47	13	8	72	
		% within Volume	5.6%	65.3%	18.1%	11.1%	100.0%

Table 14.
Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.063a-	12	.780
Likelihood Ratio	10.263	12	.593
Linear-by-Linear Association	.028	1	.868
N of Valid Cases	72		

a. 16 cells (80.0%) have expected count less than 5. The minimum expected count is .39.

Table 15.
Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Contingency Coefficient	.317	.780
N of Valid Cases		72	

Based on the results of the chi square test recapitulation above, it can be seen that the p-value is 0.780. Because the p-value is greater than 0.05, it means that there is no significant relationship between volume and attractiveness.

Conclusion: there is no significant relationship between the volume of rafting exercise and the attractiveness of rafting.

Table 16.
Income * Crosstabulation_Frequency Participation

		Participation_Frequency				Total	
		1x	2x	3x	4x		
Income	1 million-2 million	Count	3	3	3	1	10
		% within Earnings	30.0%	30.0%	30.0%	10.0%	100.0%
> 2 million-3 million		Count	4	2	4	2	12
		% within Earnings	33.3%	16.7%	33.3%	16.7%	100.0%
> 3 million-4 million		Count	1	2	3	0	6
		% within Earnings	16.7%	33.3%	50.0%	0.0%	100.0%
> 4 million-5 million		Count	1	12	2	4	19
		% within Earnings	5.3%	63.2%	10.5%	21.1%	100.0%
>5 million		Count	12	2	1	10	25
		% within Earnings	48.0%	8.0%	4.0%	40.0%	100.0%
Total		Count	21	21	13	17	72
		% within Earnings	29.2%	29.2%	18.1%	23.6%	100.0%

Table 17.
Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	33,613 ^a	12	.001
Likelihood Ratio	35,887	12	.000
Linear-by-Linear Association	.160	1	.689
N of Valid Cases	72		

15 cells (75.0%) have an expected count of less than 5. The minimum expected count is 1.08.

Table 18.
Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Contingency Coefficient	.564	.001
	N of Valid Cases	72	

Based on the results of the chi square test recapitulation above, it can be seen that the p-value is 0.533. Because the p-value is greater than 0.05, it means that there is no significant relationship between participation frequency and personal development.

Conclusion: there is no relationship between the frequency of participation in rafting with personal development.

Table 19.
Participation_Frequency * Personal Development Crosstabulation

		Personal Development			Total	
		Pretty good	Good	Very good		
1x		Count	4	13	4	21
		% within Participation_Frequency	19.0%	61.9%	19.0%	100.0%
2x		Count	4	11	6	21
		% within Participation_Frequency	19.0%	52.4%	28.6%	100.0%
3x		Count	0	11	2	13
		% within Participation_Frequency	0.0%	84.6%	15.4%	100.0%
4x		Count	3	9	5	17
		% within Participation_Frequency	17.6%	52.9%	29.4%	100.0%
Total		Count	11	44	17	72
		% within Participation_Frequency	15.3%	61.1%	23.6%	100.0%

Table 20.
Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.083 ^a	6	.533
Likelihood Ratio	6,967	6	.324
Linear-by-Linear Association	.410	1	.522
N of Valid Cases	72		

a. 8 cells (66.7%) have an expected count of less than 5. The minimum expected count is 1.99.

Table 21.
Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Contingency Coefficient	.257	.533
	N of Valid Cases	72	

Based on the results of the chi square test recapitulation above, it can be seen that the p-value is 0.001. Because the p-value is less than 0.05, it means that there is a significant relationship between income and participation frequency.

Conclusion: there is a relationship between income and the frequency of participation in rafting.

Discussion

Among the 7 hypotheses tested, only one hypothesis was accepted, that is, there was a relationship between income levels and the frequency of participation in rafting. These findings support the exposure in previous research, as stated by Adji et al., (2022) that the type of work is correlated with participation in recreation. It's easy to understand, especially in rafting, apart from having free time or holidays available, the sportsman must also have funds that can be spent on these activities, without interfering with spending on basic needs. Types of work, such as professional and casual workers, are correlated with the size of income, which describes the level of a person's social economic status (SES). The findings in this study are in line with the results of Jufriani et al., (2021) which revealed a link between the level of participation in physical activity (AJ) along with increasing SES. In other words, SES here is the independent variable, and the level of participation is the dependent variable.

The data obtained from the survey do not support the hypothesis (H1) that there is a link between attractiveness and the degree of pleasure in rafting. Rafting is a core factor of sports tourism, which also reflects the characteristics of recreational sports in the form of an enjoyable experience. Why does the empirical data not support this hypothesis? It is likely that these two variables are subjective, depending on the perception of the culprit. It is very likely that the reason for not finding a link between attractiveness and pleasure in rafting is that both affective responses depend on the perceptions of the rafting athletes (Kogoya et al., 2023). Main attraction is an attraction that has the power to influence a visitor's decision to travel to a destination based solely on that attraction (Yuniana et al., 2023).

The 2nd hypothesis about the relationship between the pleasure of whitewater rafting and the activity of reading sports rubrics is also not tested by empirical data. Likewise, the 3rd hypothesis about the relationship between the pleasure of white water rafting with the activity of watching sports broadcasts on television (Nugroho et al., 2022). Whereas the third element of attractiveness is a marker in the form of information about tourism price patterns. The root of the problem is that there is no connection between the fun of whitewater rafting and the activity of reading sports sections and/or watching sports shows on TV, perhaps because they do not have the habit of reading, or information about sports is more about sports such as broadcasts on TV (Salafi et al., 2022).

The absence of a relationship between the pleasure of doing rafting and personal development (H4) and the absence of a relationship between the frequency of

participation in rafting and personal development (H7) based on data and correlational analysis is likely due to research methodology problems. It is very appropriate if the research uses a quasi-experimental method, namely personal development is revealed based on data before and after being active for a certain time in rafting. The absence of a relationship between the volume of white-water rafting and the attractiveness of white-water rafting (H5) is likely due to how long you practice white water rafting in one trip, does not vary from time to time because it is limited to the opportunities available, for example 1-2 hours. Unlike other sports, rafting is quite tiring and drains a lot of energy (Utami et al., 2023).

Conclusion

Based on the attributes of rafting which requires physical skills, including physical fitness (components of strength and endurance) in a cooperative atmosphere in a group of rowers, and is carried out in spare time or on holidays, the sports branch which is currently popular in Indonesia is included as a recreational sport. and sports tourism. From the point of view of the development of the sports industry in Indonesia, rafting fulfills the requirements as a service and product (necessary equipment, boats, paddlers, buoys, etc.). Therefore, rafting is a type of active and reliable tourism sport as a product and service with a broad market segment from a socio-demographic point of view, including men and women with backgrounds, especially those who have sufficient income.

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