

Dampak Event Olahraga Internasional Terhadap Ekonomi Dan Kesejahteraan Masyarakat (Studi Tentang Formula 1 Powerboat Danau Toba) = The Impact of International Sporting Events on the Economy and Community Welfare (A Study of Formula 1 Powerboat Racing on Lake Toba)

Nalindro Nusantara, author

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Abstrak

Penelitian ini mengkaji dampak penyelenggaraan event olahraga internasional F1 Powerboat terhadap ekonomi dan kesejahteraan masyarakat di destinasi pariwisata super prioritas Danau Toba, Kabupaten Toba. Dengan menggunakan pendekatan mixed method, studi ini mengevaluasi berbagai dimensi dampak, meliputi aspek ekonomi, sosial-budaya, dan lingkungan. Hasil penelitian menunjukkan bahwa event ini memberikan dampak positif yang signifikan terhadap pertumbuhan ekonomi lokal, peningkatan citra destinasi (branding), dan peningkatan aktivitas sektor informal. Namun demikian, studi juga mengidentifikasi ketimpangan distribusi manfaat antar kelompok masyarakat, keterbatasan kapasitas lokal, serta potensi tekanan terhadap lingkungan. Oleh karena itu, penelitian ini merekomendasikan pengelolaan event secara kolaboratif dan partisipatif yang melibatkan pemerintah, masyarakat lokal, dan sektor swasta, serta mengedepankan prinsip inklusivitas dan keberlanjutan agar event serupa dapat direplikasi di daerah lain secara efektif dan adil.

.....This study examines the impact of the F1 Powerboat international sporting event on the economy and community welfare in the super-priority tourism destination of Lake Toba, Toba Regency. Using a mixed methods approach, this study evaluates various dimensions of impact, including economic, socio-cultural, and environmental aspects. The results indicate that this event had a significant positive impact on local economic growth, enhanced destination branding, and increased informal sector activity. However, the study also identified unequal distribution of benefits among community groups, limited local capacity, and potential environmental pressures. Therefore, this study recommends collaborative and participatory event management involving the government, local communities, and the private sector, while prioritizing the principles of inclusivity and sustainability so that similar events can be replicated in other regions effectively and equitably.