

The Impacts Of Motocross Event On The Social, Economic, And Environmental Conditions Of The Alue Kambuk Village, Nagan Raya Community

Marlinda

Universitas Islam Negeri Ar-Raniry Banda Aceh
Address: Jl. Syeikh Abdul Rauf Kopelma Darussalam, Banda Aceh, Aceh
e-mail: marlind607@gmail.com

Melly Masni

Universitas Islam Negeri Ar-Raniry Banda Aceh
Address: Jl. Syeikh Abdul Rauf Kopelma Darussalam, Banda Aceh, Aceh
e-mail: melly.masni@ar-raniry.ac.id

Farah Futhira

Universitas Islam Negeri Ar-Raniry Banda Aceh
Address: Jl. Syeikh Abdul Rauf Kopelma Darussalam, Banda Aceh, Aceh
e-mail: farahfuthira2001@gmail.com

Syadillah Pratiwi

Universitas Islam Negeri Ar-Raniry Banda Aceh
Address: Jl. Syeikh Abdul Rauf Kopelma Darussalam, Banda Aceh, Aceh
e-mail: syadillahpratiwi07@gmail.com

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Abstract

A district championship grasstrack and motocross event known as "Kejurda" was held in the Alue Kambuk Village circuit on September 24–25, 2022. This competition was organized and run by the Indonesian Motor Association (IMI). The planning and execution of the event had a significant and widespread influence on the people living in Alue Kambuk Village. The purpose of this study, then, is to investigate how the Alue Kambuk Village motocross circuit event affected the community's social, economic, and environmental conditions and how those conditions were affected by the event. According to the findings of this research, the motocross circuit event held at Alue Kambuk Village has not only provided great social and economic consequences to the community, but it has also caused detrimental environmental repercussions to the area surrounding Alue Kambuk Village.

Keywords: *Motocross; social; economy; environment*

Abstrak

Ajang kejuaraan balap rumput dan motocross tingkat kabupaten yang dikenal dengan nama "Kejurda" digelar di sirkuit Desa Alue Kambuk pada 24-25 September 2022. Kompetisi ini diselenggarakan dan dijalankan oleh Ikatan Motor Indonesia (IMI). Perencanaan dan pelaksanaan acara tersebut memberikan pengaruh yang signifikan dan luas bagi masyarakat yang tinggal di Desa Alue Kambuk. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana event sirkuit motocross Desa Alue Kambuk mempengaruhi kondisi sosial, ekonomi, dan lingkungan masyarakat dan bagaimana kondisi tersebut dipengaruhi oleh event tersebut. Menurut temuan penelitian ini, event sirkuit motorcross yang diadakan di Desa Alue Kambuk tidak hanya memberikan konsekuensi sosial dan ekonomi yang besar bagi masyarakat, tetapi juga menimbulkan dampak lingkungan yang merugikan bagi wilayah sekitar Desa Alue Kambuk.

Kata Kunci: *Motocross; sosial; ekonomi; lingkungan*

A. Introduction

In the context of the social economy, the concept of community welfare refers to a social situation that enables every community to meet the necessities of life, including those that are physical, spiritual, and social, in a manner that is consistent with human nature and dignity in order for them to be able to overcome the numerous social challenges they are confronted with. The improvement of social welfare has the potential to be one of the answers to the problem of overcoming social and economic disparities. In the context of social investment, efforts to increase the level of social welfare can be viewed as part of a larger strategy to improve and enhance the quality of human resources as well as the economy. The creation of a motocross circuit as a venue for hosting motocross races is one of the initiatives that have been taken to foster economic growth and improvement in the local community.

Events are activities that are planned to demonstrate, display, and celebrate important things and are held at specified times to send messages to visitors. Events are held at certain times to convey messages to visitors. People are invited to a specific location on a daily, monthly, or yearly basis in order to participate in various events. The goal of organizing events is to achieve a variety of objectives, one of which is to provide attendees with the opportunity to learn something new or get some experience.¹ In addition to being entertaining, events have the potential to provide financial gain.

¹ Riadi, M. (2019). *Pengertian, Jenis, Karakteristik dan Manajemen Event*. Kajian Pustaka. <https://www.kajianpustaka.com/2019/04/manajemen-event.html>

One category of event is a leisure event, which is a category of competitive athletic event and can include things like a motocross contest.² A motocross event is a type of motorcycle racing competition that is carried out in a circuit using obstacles in the form of muddy and sand mounds. The cross-type motorbike that is used in motocross events is called a cross bike. The actual Motocross competition comprises different categories for each race.³

Motocross is a high-adrenaline sport a person may try out for one's own abilities. This activity is performed on non-asphalt or off-road terrain and utilizes a dirt bike, often known as a motocross, in addition to additional pieces of equipment. The motorcycle that is employed is the product of modifications to the engine parts. The kind of engine that is utilized in motocross is referred to as a SE engine, which is an acronym for special engine. (special engine). Because it is designed to achieve the highest possible acceleration, this device is given the "special" designation.⁴ A unique course designed specifically for this activity is referred to as a motocross circuit.

A purpose-built motocross track can be found in Alue Kambuk Village, which is situated in the Suka Makmue District of Nagan Raya Regency. This track was designed specifically for use in motocross competitions. This track is one of three in Aceh Province that are used for competition in regional championships (Kejurda), such as the motocross race that was held in September of last year.

A study in regards to Motocross architecture the organic architecture is the most suitable design for Motocross circuit constructed in Mojokerto due to environmental conditions of the area. In the social context, a realization of Motocross event in Palembang cannot be separated from diplomatic efforts conducted by local government to influence public opinion.⁵ In regards to the impacts contributed by Motocross event,

² Noor, A. *Manajemen Event*. Bandung: Alfabeta, 2009.

³ Putra, B. P., Salisnanda, R. P., & Widjajanti, W. W. (2020). Pengaruh Arsitektur Organik terhadap Bentuk Bangunan Sirkuit Motocross di Mojokerto. *Tekstur (Jurnal Arsitektur)*, 1(2), 95–100.

⁴ Samiun, Iqbal, M., & Sugianto. (2022). Dampak Sirkuit Motor Cross 459 Lantan terhadap Peningkatan Pendapatan Ekonomi UMKM Kab. Lombok Tengah. *Teaching and Learning Journal of Mandalika (Teacher)*, 3(1), 54–59

⁵ Pratama, R. R. (2021). *Diplomasi Publik Pemerintah Provinsi Sumatera Selatan Dalam Penyelenggaraan Motorcross Grand Prix (Mxgp) 2019 Di Kota Palembang* [Universitas Sriwijaya Palembang].
https://repository.unsri.ac.id/57784/7/RAMA_84201_07041381722215_0001057901_2119088701_01_frontend_ref.pdf.

studies by Samiun et al. and Mahrani et al. highlighted important economic contributions affected by the event,⁶ which is to improve community incomes and tourism developments.⁷ To the best of authors' knowledge, there is no a single study which comprehensively assess the effects of Motocross event in terms of social, economic, and environment sector. In fact, the community surrounding the town of where Motocross event is held is undoubtedly influenced in some way, either directly or indirectly, by each and every motocross event that takes place.

Therefore, this study is intended to contribute to the literature gap which is to find out the impacts of Motocross event on social, economic, and environmental conditions of Alue Kambuk Village. In Alue Kambuk itself, the organization of the Motocross event is interesting because this area is considered under-developed where no public facilities can be found in the village even such common facilities like schools, TPA, and health clinics. Consequently, the purpose of this study was to investigate the effects that holding a motocross competition would have on the community of Alue Kambuk Village, particularly with regard to the social, economic, and environmental spheres.

B. Research Method

In this particular piece of research, a qualitative approach was taken to data collection. The qualitative technique is a research method that is used to examine and understand the behavior of individuals as well as groups within a social phenomenon.⁸ Interviews, observations, and documentation were the methods utilized to acquire data from the communities that took part in the study. In particular, the focus of these methods was on the individuals who were selling items during the motocross event that took place in Alue Kambuk Village.

⁶ Mahrani, M., Ruliana, P., & Ritonga, R. (2020). Building the Image of Semarang City through Motocross World Championship. *Jurnal Komunikasi Ikatan Sarjana Komunikasi Indonesia*, 5(2), 243–253. <https://doi.org/10.25008/jkiskisi.v5i2.423>

⁷ Samiun, Iqbal, M., & Sugianto. (2022). Dampak Sirkuit Motor Cross 459 Lantan terhadap Peningkatan Pendapatan Ekonomi UMKM Kab. Lombok Tengah. *Teaching and Learning Journal of Mandalika (Teacher)*, 3(1), 54–59

⁸ Sutikno, M. S., & Hadisaputra, P. *Penelitian Kualitatif*. Lombok: Holistica, 2020.

C. Result and Discussion

A circuit is defined as "a closed course, permanent or temporary, beginning and ending at the same point, built or adapted specifically for motor car racing," according to the Federation Internationale De L'automobile⁹ as well as temporary, where the start or start and end or finish are placed at the same capture point and are constructed or expressly adapted for car and motorbike racing.

On September 11, 2022, the Alue Kambuk motocross circuit was officially opened to the public for the first time. Even though it is just a few years old, this track has already hosted grasstrack and motocross competitions, both of which will be competing for the IMI Nagan Raya Korwil Trophy on September 24 and September 25, 2022. Because of its location adjacent to the river, the Alue Kambuk motocross circuit is currently being used not only as an arena for racing but also as a tourist attraction for both people who live in the surrounding area and visitors from further afield. The presence of the Alue Kambuk motocross circuit has assisted in the development of motorcycle racing abilities, particularly those of the younger generation, in a more positive direction. As a result, it is anticipated that the circuit will produce quality racers who will be able to compete in both national and international championships. Because of the availability of the motocross circuit, racers do not look for other alternatives to utilize as a means of racing or training. This prevents the racers from upsetting the general road users of Alue Kambing, which is beneficial to everyone. In the meanwhile, the Alue Kambuk motocross circuit is a location of entertainment in and of itself for the fans who go there to watch the races. In addition to this, the organization of racing events has been very beneficial in terms of the equitable distribution of income, which has the potential to enhance the well-being of the community that is in the immediate vicinity.

Alue Kambuk Motocross Event

In this context, "events" might refer to agendas, events, activities, or festivals that are organized and carried out by a group of individuals or organizations with the

⁹ Susanto, A., Putranto, D., Hartatadi, H., Luswita, L., Parina, M., Fajri, R., Sitiana, S., Septiara, S., & Amelinda, Y. S. (2020). Pemberdayaan Masyarakat Melalui Pengelolaan Sampah Dalam Mengurangi Sampah Botol Plastik Kampung Nelayan Kelurahan Tanjung Ketapang. *Abdi: Jurnal Pengabdian Dan Pemberdayaan Masyarakat*, 2(2), 94–102. <https://doi.org/10.24036/abdi.v2i2.49>

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intention of achieving a particular goal. An event is a series of activities to commemorate important and memorable moments for human life, whether it is carried out to achieve the goals of certain individuals or community groups related to culture, customs, religion, traditions, and being involved in the community environment where the event is held at a predetermined time. An event may be carried out for the purpose of achieving the goals of certain individuals or community groups related to culture, customs, religion, traditions, and being involved in the community environment where the event is held.¹⁰ Therefore, an event is not a quick action that needs to be completed right away. An implementation strategy has been developed for the event, which will be used to put the plans that have been created into action. The fact that the Alue Kamuk Motocross Circuit already exists provides potential for the organization of events. A Regional Championship Grasstrack motocross event (Kejurda) was held in the village of Alue Kambuk on September 24-25, 2022. The event was enlivened by crossers from the provinces of Kalimantan and Sumatra. It was informed by the leader of the organizing committee, who is also the leader of the hamlet of Alue Kambuk, that preparations for the event had been carried out over the course of the past two months. This grasstack event was enthusiastically welcomed by the local community in order to ensure that it could be carried out in the correct manner and that it might become a chance to introduce the possibilities of Alue Kambuk Village to the community at large. The event, which took place over the course of two days, had a significant influence on the thriving economic situation of the Alue Kambuk people.

The Social impact of the Alue Kambuk Motocross Event

The tourism industry is one potential source of income for the region that has the potential to be grown further. Alue Kambuk Village has become a tourist attraction or site of amusement for the local community as a result of the presence of the Alue Kambuk motocross event. Furthermore, as there are not many entertainment venues in the area, the area surrounding the motocross circuit is highly appealing to use as a tourist location because of its attractiveness to potential visitors. The Alue Kambuk motocross event has its own set of benefits, one of which is the opportunity for spectators to take in the allure and splendor of the Lhok Krueng Alue Kambuk river, in

¹⁰ Noor, A. *Manajemen Event*. Bandung: Alfabeta, 2009.

addition to the thrill of being able to watch motorbike racing competitions. Because of this, the holding of the Alue Kambuk motocross event has the potential to become a promotional tool for the Alue Kambuk Village neighborhood.

The Economy Impact of the Alue Kambuk Motocross Event

The Alue Kambuk motocross event provides opportunity for the local people to broaden their ways of making a living, which is positive from an economic point of view. During the event, the residents of Alue Kambuk Village, who typically engage in activities such as farming, gardening, and selling at the weekend market (a market that takes place once per week), in addition to people who work as housewives or who are unemployed, converted into merchants. There were more than 20 people of Alue Kambuk Village selling during the event, according to the findings of interviews with the chairman of the committee as well as the village head of Alue Kambuk. The remaining sellers were residents from outside the village, and they were subject to tax. Those who are unsure about where they should sell their items can make the event area, which will be open for two days, a strategic place for their business. There is a wide variety of merchandise that is exchanged, including alcoholic beverages, meals, lighter snacks, and accoutrements for clothing or racing suits. The general public is permitted to sell their goods on the motocross circuit area even when the event is not taking place, such as when crossers are using the area for training in preparation for an upcoming competition. There is a direct and positive association between the increase in the number of tourists and the expansion of the economic base of the town. People who wish to advertise their products or invest their capital during events that can play a part in increasing people's incomes now have new options to do both thanks to the presence of micro, small, and medium-sized enterprises (MSMEs), which has opened up new job prospects.

The Environmental Impact of the Alue Kambuk Motocross Event

During the course of the event, the surrounding area must be kept tidy. By placing trash cans all around the motocross event area, the government is working to ensure that the region is kept clean so that it does not contribute to the pollution of the environment. In addition, there is a need for public awareness regarding the proper disposal of garbage in order to prevent the pollution of rivers and the environment, as

well as the spread of a variety of diseases. However, even after the event was over, there was a significant amount of garbage strewn around the region of the motocross track, which necessitated collaboration between the local community and the organizers of the event. The government and women affiliated with the PKK are collaborating in an effort to find a use for this waste so that it can be recycled and turned into an economic boon. It is possible to resell recycled items if they have a high use value; nevertheless, in order for used goods to have a sale value, they need to be made more appealing and appear to be brand new goods. Utilization of used items as a source of revenue for the community, such as the creation of handicrafts from cardboard, straws, drinking bottles, and coffee packs, among other things, can result in the creation of jobs and a reduction in the unemployment rate among the people of Alue Kambuk.

D. Conclusion

Conclusions can be reached on the impact of the motocross event on the economy of the community of Alue Kambuk Village based on the findings of the preceding research and debate. These conclusions are as follows:

1. The Alue Kambuk Village has become a tourist attraction or entertainment spot for the community as a direct result of the social impact that was generated by the holding of the Alue Kambuk motocross event. As a result, the event has the potential to become a promotional field for the area surrounding the Alue Kambuk Village.

2. The holding of the Alue Kambuk motocross event will cause an increase in people's income through the activities of Micro, Small, and Medium Enterprises (MSMEs), which will allow these businesses to create new job opportunities and investment opportunities for people who want to invest and market their products during the event.

3. The amount of waste that was strewn during the Alue Kambuk motocross event is one of the things that produced an influence on the environment caused by the event. This garbage can cause unpleasant aromas, contaminate waterways and the environment, and cause disease. As a result of this, attempts are being made to deal with this garbage by reprocessing it into handicrafts that have a selling value as part of an effort to safeguard the environment and boost the income of the people who live in the Alue Kambuk region.

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