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ANALYSIS OF SPORTFISHING TOURISM POTENTIAL A PHENOMENOLOGICAL STUDY IN JATIGEDE RESERVOIR

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ABSTRACT

This research aims to analyze the development potential of fishing tourism in Jatigede Reservoir, Sumedang Regency by using qualitative descriptive research methods with the analytical framework of Marketability, Sustainability, Participation, and Disaster Mitigation (MSP-DM). Jatigede has a unique submerged forest ecosystem, unlike other dams, which serves as a habitat for large predatory fish such as Hampala and Channa, which creates specific technical challenges for the national sportfishing community. Data collection was done by participant observation, document review and in-depth interviews with managers, fishing communities, local communities and the Indonesian Fishing Association (APRI). The findings reveal a paradox between economic exploitation and conservation; where massive digital promotion has made Jatigede as a “new giant” of national fishing but also put pressure on sustainability dimension. Efforts to restrict the. Efforts to limit the number of rafts often conflict with the drive for the economic profitability of local communities. Community participation has managed to change the village economic structure through the service sector. Disaster mitigation is still reactive rather than preventive. The study concludes that Jatigede’s enormous potential can only be optimized if there is synchronization between regulations on the number of fishing gear and safety standards based on integrated risk management. Community participation has been successful in changing the village economic structure through the service sector, but disaster mitigation is still reactive rather than preventive. This research concludes that the huge potential of Jatigede can be maximized only if the regulations on the amount of fishing gear and safety standards are synchronized based on integrated risk management

Keyword: *Case Studi, Jatigede Reservoir, MSP-DM, Sportfishing, and Sport Tourism*



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INTRODUCTION

Globally, sports tourism has transformed into one of the fastest-growing sectors in the travel industry, accounting for approximately 10% of total global tourism expenditure. Within this sector, sportfishing (recreational fishing) has emerged as a significant niche market segment, attracting highly loyal tourists with high average spending (Arlinghaus et al., 2021). Its development in various regions has proven effective in increasing tourist visits and providing measurable economic impacts (Hadi & Yulianto, 2021). However, despite its enormous economic

Analysis of Sportfishing Tourism Potential A Phenomenological Study in Jatigede Reservoir
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potential, the development of water-based tourism in developing countries is often hampered by a lack of integration between fisheries resource management and systematic marketing strategies (Bank, 2022).

The Jatigede Reservoir in Sumedang Regency, one of the largest dams in Indonesia, boasts unique ecosystem characteristics that theoretically could accommodate a variety of water sports tourism activities, from rowing to sportfishing. Unlike other reservoirs, Jatigede offers a "drowned forest" landscape that provides an ideal habitat for predatory fish, a major draw for professional anglers. However, this potential has not been optimally managed and currently faces serious environmental pressures. Despite its abundant biodiversity of natural food sources such as detritus and crustaceans, Jatigede faces threats from fluctuating water quality and anthropogenic pressures from unregulated floating raft activities, which risk reducing fish populations (Fadjarajani, 2022). The main issue that arises is the lack of integrated management that maps how this ecological space can be developed without triggering conflicts between conservation interests and local economic exploitation. To date, fishing tourism management in Jatigede remains sporadic and has not been mapped through comprehensive qualitative descriptive studies. Therefore, an analysis using the MSP-DM framework is needed to formulate a destination development strategy that is able to balance marketability aspects with environmental risk mitigation.

Beyond the physical act of catching fish, sportfishing at the Jatigede Reservoir serves as a manifestation of experiential marketing, where the core value lies in adventure, technical skill, and a profound interaction with nature. Theoretically, this activity offers sensory and emotional experiences that fulfill human psychological needs for challenge and escapism from urban routines (Wong, 2020). Within the context of sport tourism, the meaning of fishing has shifted from a mere hobby to a significant "lived experience" involving self-achievement and mental restoration through a connection with aquatic ecosystems (Chen et al., 2021). Consequently, the appeal of Jatigede resides not only in its logistical availability or accessibility but also in the quality of the immersive experience felt by anglers as they navigate the reservoir's unique environmental characteristics. This dimension of personal experience finds its legal legitimacy within the Indonesian legal system, which aligns with international "Outdoor Recreation" concepts emphasizing holistic health and cultural preservation. Law Number 11 of 2022 concerning Sport (The National Sports System Act) provides an operational foundation stating that recreational sports, including fishing, are not merely instruments for physical fitness and health restoration but also vital means for building social relationships and preserving regional heritage. Thus, the law functions as a protective umbrella that mitigates risk while supporting the development of an integrated sportfishing destination.

METHOD

This study uses a qualitative descriptive approach to evaluate the potential for sportfishing tourism development. Strategically, the study integrates an exploration of anglers' lived experiences with a systematic destination evaluation using the MSP-DM (Marketability, Sustainability, Participatory, and Disaster Mitigation) framework adapted from (Priatmoko, 2018a). This dual focus allows researchers to bridge the gap between anglers' subjective psychological motivations and the objective structural requirements necessary to create a sustainable tourism destination. Mekarasih Village was purposively selected as the research location due to its unique submerged forest topography, which serves as a primary habitat for predatory fish for the sportfishing community. Scientifically, this village represents the most developed participation and market dimensions due to its more organized floating raft management and social infrastructure compared to other coastal areas. Furthermore, Mekarasih Village has the most advanced community-based infrastructure, such as organized floating raft management and specialized culinary services, making it the most representative location for analyzing the Participation and Marketing dimensions within the MSP-DM framework. Data were collected through three main techniques: field observation, in-depth interviews, and document

review. Observations were conducted to directly examine the physical condition of the destination, fishing activities, and interactions among stakeholders. Interviews were used to explore the experiences, perspectives, and expectations of informants regarding the development of sportfishing tourism at Waduk Jatigede.

Research informants were selected through purposive sampling, with inclusion criteria for anglers with at least two years of experience and a minimum monthly visit frequency of once per month to the Jatigede Reservoir (Ahmad & Wilkins, 2024). In addition to anglers, this study involved authoritative stakeholders such as reservoir managers, village officials, and representatives of the Indonesian Recreational Fishing Association (APRI) to ensure data consistency from a policy perspective (Santos et al., 2019a). Data were collected through triangulation techniques, namely participant observation, document review, and semi-structured in-depth interviews, which focused on stakeholder interactions and the physical condition of the facilities related to safety standards. Interviews were designed to explore the psychological meaning of "achievement" for anglers while also collecting technical data on the four dimensions of MSP-DM . Data analysis followed a thematic analysis model with data reduction, data presentation, and conclusion drawing stages to comprehensively map Jatigede's tourism potential . The research instrument was developed based on the MSP+DM framework, including an open-ended interview guide, field observation sheets on fishing activities and supporting facilities, and a documentation study guide referencing local policies, visitor data, and destination management documents (Melstrom et al., 2023).

Key informants included the Mekarasih Village fishing site manager, who has destination management authority, local and out-of-town tourists who actively fish, the Mekarasih Village Head, and the Indonesian Fisheries Association (APRI) as the community regulator (Melstrom et al., 2023). APRI provides ethical fishing standards, including technical parameters for catch-and-release practices, fishing gear safety, and national fish population sustainability criteria. Therefore, recommendations for Mekarasih tourism development meet ethical standards for responsible sportfishing (Santos et al., 2019a). This approach is expected to produce comprehensive data on destination attractiveness, environmental sustainability, community participation, and risk preparedness as the basis for strategic recommendations for sportfishing tourism development in Mekarasih Village, Jatigede Reservoir (Melstrom et al., 2023; Santos et al., 2019a). The combination of triangulation instruments ensures complementary data to illustrate the potential, challenges, and development needs holistically.

Source	Dimensions	Parameter
(Priatmoko, 2018b)	Marketability	The uniqueness of the attraction Promotion Tourism product packaging Tourist information system Marketing distribution Accessibility
(Priatmoko, 2018b)	Sustainability	Physical development threshold Visitor threshold Natural resource threshold Local community response Tourist response Local government response
(Priatmoko, 2018b);	Participatory	Local resources Local responsibility Local regional variations

Source	Dimensions	Parameter
(Priatmoko, 2018b)	Disaster Mitigation	Local economic benefits
		Natural disasters
		Non-natural disasters

Table 1. Combination of triangulation instruments

RESULTS

The research findings are presented by grouping the results into four main dimensions of the MSP+DM framework, which was used from the instrument design stage through the analysis process, ensuring that the description of the results remains consistent with the research objectives. Based on the integration of interview data from key informants, field observations, and document analysis, the researcher developed a comprehensive overview of the current conditions and development potential of sportfishing tourism. This includes attractiveness and facilities, support and involvement of stakeholders, sustainability management, and safety-disaster mitigation aspects.

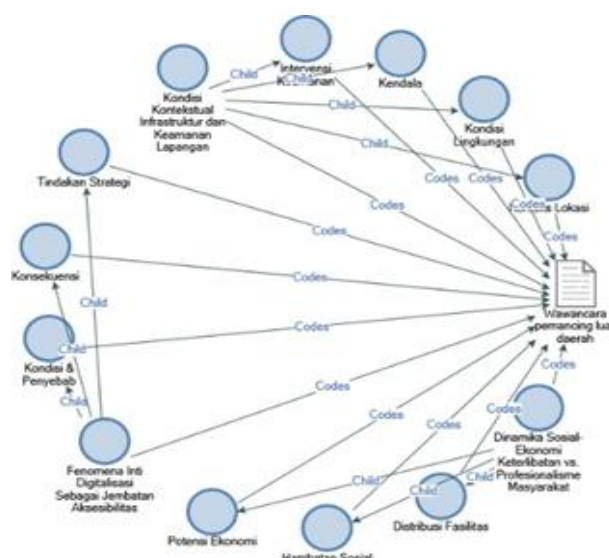


Figure 1. Grouping the results into the four main dimensions of the MSP+DM framework

Marketbility Dimension Analysis

Marketing findings show that Jatigede Reservoir has become a “new giant” on the national sportfishing map, thanks to its natural landscape and the abundance of tilapia. This is supported by data from the Indonesian Association of Marine and Fisheries (APRI), which states that Jatigede’s large water body makes it a strategic destination. The Mekarasih Village Head pointed out its status as the largest water body in Sumedang, drawing tourists from outside the region. In terms of technical management, digital promotion strategies through social media and WhatsApp have been used to promote tour packages at affordable prices, including shuttle services at Rp10,000–Rp20,000. This is supported by data from the Indonesian Association of Marine and Fisheries (APRI) which stated that Jatigede’s huge water body makes it a strategic destination. Head of Mekarasih Village said, this was the biggest water body in Sumedang that attracted tourists from outside the region. In technical terms, the management has employed digital promotional strategies through social media and WhatsApp to promote affordable tour packages including shuttle services of Rp10,000–Rp20,000. Theoretically, this pattern suggests a strong embrace of Organic & Community-Based Marketing, with a focus on experiential value. However, a critical assessment indicates that the potential of this market could be compromised by the poor infrastructure of the micro-roads leading to the parking area, which might possibly reduce long-

term tourist satisfaction. However, a critical analysis points to a threat to market potential stemming from the poor infrastructure of the micro-roads leading to the parking area, which could diminish long-term tourist satisfaction.

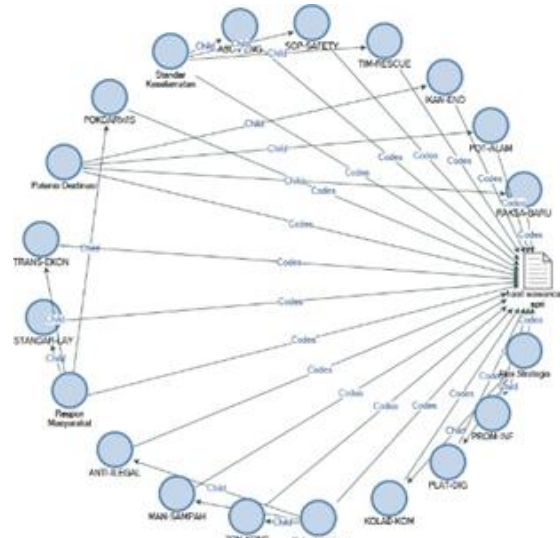


Figure 2. Marketbility Dimension Analysis

Sustainability Dimension Analysis

In the sustainability dimension, a collective awareness of maintaining the ecosystem through limiting physical carrying capacity is evident, although significant gaps remain in waste management. Empirical evidence suggests that management has implemented a strict rule of a maximum of five people per raft, yet field observations still reveal piles of trash in several fishing areas. Furthermore, APRI highlights the need for stricter government regulations regarding zoning and catch-and-release practices. In the context of tourism theory, Jatigede is at a stage of Weak Sustainability, where environmental management is limited to physical capacity limitations and is self-regulated. Without top-down policies governing marine spatial planning and standardizing tourist behavior, the sustainability of the Mekarasih ecosystem is at risk of declining due to anthropogenic pressures

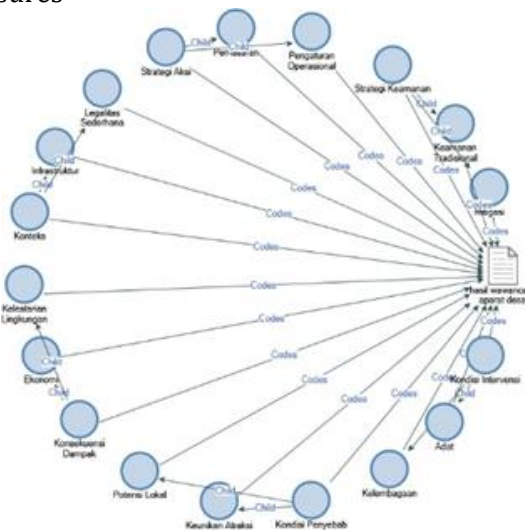


Figure 3. Sustainability Dimension Analysis

Participation Dimension Analysis

The participation dimension shows a significant shift in livelihoods. The Head of Mekarasih Village noted that community income has increased through involvement in culinary services, guiding, and vehicle parking services. This was reinforced by the manager, who explained

the active involvement of the community as raft operators and providers of processed fish products such as salted fish and fish floss (abon ikan). The Village Customary Institution also plays an important role in showcasing cultural potential through the Larung traditional ceremony and the provision of homestays with a traditional atmosphere. However, APRI provides an important note that although local residents play a key role as raft owners and boat operators, capacity building still needs to be improved so that they can become more professional “hosts” of the destination. On the other hand, visiting anglers feel that community participation is very open, but the security of belongings or vehicles in areas far from residential settlements sometimes still makes tourists feel uneasy.



Figure 4. Participation Dimension Analysis

Disaster Mitigation Dimension Analysis

Regarding disaster mitigation, preparedness has begun to be organized, although it is still relatively traditional. The Head of Mekarasih Village explained that a disaster response post and an emergency response team have been established, coordinating with the Police and the Regional Disaster Management Agency (BPBD). The fishing manager added that safety facilities such as life jackets are provided, supported by POKMASWAS (Community Supervisory Group) and standby boats. The Indonesian Fishing Association (APRI) emphasizes the mandatory use of life jackets, especially for anglers using motorized boats. For anglers fishing on rafts near the shore, local anglers feel relatively safe because the raft's proximity to land makes evacuation easier in the event of strong winds. Although the existing procedures are not yet fully aligned with formal BPBD standards, inter-agency coordination provides a basic sense of safety for tourists engaging in recreational sports activities at Waduk Jatigede.

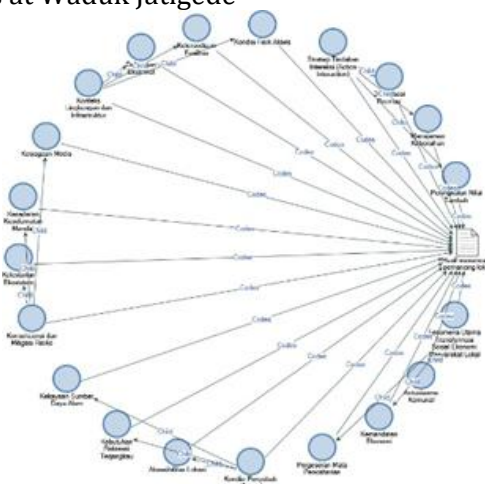


Figure 5. Disaster Mitigation Dimension Analysis

Observations show that Jatigede Reservoir has significant potential as a sustainable sports tourism destination through the integration of four main pillars. From a marketability perspective, the unique natural landscape and challenging fish habitat characteristics are key attractions, supported by adequate accessibility and effective digital promotion through cross-regional communities. Sustainability is pursued through regular water quality monitoring and restrictions on physical development to maintain ecosystem thresholds and maintain stable fish populations. The success of this destination is also supported by highly active community participation, with local residents acting directly as raft operators, guides, and culinary service providers, providing a tangible economic impact for the village. Finally, in terms of disaster mitigation, safety has become a standard operating procedure through preparedness procedures for extreme weather and water accident management. Overall, the synergy between natural attractions, community involvement, and planned risk management makes Jatigede Reservoir a competitive sportfishing destination capable of providing deep psychological satisfaction for visitors.

DISCUSSION

The potential for sportfishing tourism in the Jatigede Reservoir demonstrates the strong natural and social characteristics of the destination. Descriptively, this area boasts a vast expanse of water that supports a variety of recreational activities, particularly fishing. This activity is proven to be more than just a means of catching fish, but also a form of tourism experience that provides psychological satisfaction, relaxation, and social interaction among participants. Analytically, which states that activities that balance challenges with individual abilities generate optimal engagement and a sense of happiness (Rahman et al., 2021). This explains why sportfishing in Jatigede fosters loyalty among tourists and a community of anglers, serving as a natural promotional tool on social media.

From a marketability perspective, Jatigede Reservoir offers a unique appeal compared to other destinations in Sumedang due to its good road accessibility and community-based digital promotion support. Social media plays a crucial role in disseminating destination information through user-generated content, which boosts tourist trust (Kim et al., 2020). This community-based promotion model demonstrates that destination marketing strategies now rely more on social engagement than conventional promotion (Haryanto & Rahmawati, 2023). Therefore, Jatigede's tourism economic potential is supported by the power of organic and participatory social networks. In terms of sustainability, monitoring water physical and chemical parameters is a key indicator in maintaining the carrying capacity of aquatic ecosystems. However, fluctuations such as decreased dissolved oxygen levels or increased turbidity can impact fish growth and community economic productivity (Nurhayati et al., 2020). When water quality deteriorates, decreased catches have the potential to disrupt fishermen's incomes and reduce the attractiveness of fishing tourism. Therefore, economic sustainability in Jatigede requires an integration of technical monitoring systems and environmental education for the local community (Siregar & Lestari, 2021).

The participatory dimension of Jatigede is strong: residents act as tour operators, guides, culinary providers, and even promoters of the fishing community. This demonstrates the high level of local social capital that underpins sustainable management (Putri & Wahyudin, 2022). Furthermore, this participation also strengthens the disaster mitigation dimension. For example, community involvement in an early warning system during extreme weather events allows for a faster response to safety protocols. However, it is important to examine whether these procedures adhere to international tourism safety standards, such as the UNWTO Tourism Risk Management Framework, or are still based on local wisdom without systematic documentation (Abdullah et al., 2021). Integrating local approaches with global standards is a strategic step for more effective preparedness (Santos et al., 2019b). The interplay between these dimensions is crucial for explaining the dynamics of the Jatigede destination. Participatory social capital strengthens marketability through the promotion of communities and experiences based on local authenticity. Conversely, effective disaster mitigation maintains tourist confidence and ensures economic

sustainability through a sense of security. This multidimensional interconnectedness illustrates that Jatigede's success stems not only from its natural resources but also from the synergy between the community, management, and risk management policies.

CONCLUSION

Analysis of the potential of sportfishing tourism in Waduk Jatigede shows that Waduk Jatigede is a strategic location that has abundant natural resources and a reservoir of thousands of hectares. From the marketing side (marketability), Jatigede Reservoir has become a “new giant” that attracts tourists from outside the region through digital promotional strategies and various tourism packages, although improvements to the road infrastructure that leads to the parking area are still urgently needed. Sustainability is addressed through efforts to maintain environmental quality and fish populations by limiting the number of people on a raft and monitoring water parameters. However, waste management and conservation zoning regulations still represent a major challenge to be addressed. Local community empowerment (participatory) is also very important as seen from the shift of the livelihood to provide raft transportation services, culinary businesses, and homestay management that contribute to improving the economy of the village. The disaster mitigation dimension has been organized by providing safety equipment such as life jackets and coordinating emergency response teams with BPBD to support tourist safety and comfort. Overall, the combination of unique attractions, active community involvement and good risk management planning makes Jatigede Reservoir a very promising and sustainable recreational sport tourism destination to be further developed.

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Analysis of Sportfishing Tourism Potential A Phenomenological Study in Jatigede Reservoir
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