

INTISARI

Era *new normal* menjadi pemicu perubahan pola dan pergeseran minat wisatawan ke arah wisata minat khusus yang memberikan penekanan pada aspek motivasi atau keinginan wisatawan yang secara khusus ingin mendapatkan pengalaman saat melakukan perjalanan wisata. Daerah Istimewa Yogyakarta memiliki potensi yang mendukung dalam pengembangan destinasi *Special Interest Tourism*. Penelitian ini bertujuan untuk jalur dan checkpoint serta merancang konsep *Sporting Event Jogja Gravel Bike Ride*. Tugas akhir ini disusun menggunakan metode penelitian kualitatif dengan teknik pengumpulan data yaitu observasi, wawancara, dan studi pustaka. Kemudian data yang diperoleh disusun dengan menggunakan analisis deskriptif. Dari hasil penelitian ini dapat disimpulkan bahwa: (1) Rute dan jalur yang masuk dalam kawasan lokus penelitian meliputi Kota Yogyakarta, Kabupaten Bantul, Kabupaten Sleman dan Kabupaten Kulonprogo. (2) Pembagian tiga jenis rute yaitu *Half Fondo* dengan tiga *check point*, *Gran Fondo* dengan empat *check point*, dan *Century Ride* dengan lima *check point*. (3) Hasil analisis potensi pasar dan *Standard Operating Procedure* bagi penyelenggara *event* dan wisatawan. (4) Susunan konsep *Sporting Event Jogja Gravel Bike Ride*.

Kata kunci: *Sporting Event*, *Gravel Bike*, *Special Interest Tourism*, Daerah Istimewa Yogyakarta.

ABSTRACT

New normal era become a trigger for change of pattern dan switching tourist intention towards special interest tourism which places emphasis on the motivational aspects or tourists interest who specifically want to gain more experience value when traveling. Special Region of Yogyakarta has the potential value to support the development of Special Interest Tourism destinations. This research aims to cover routes and checkpoints as well as designing the concept of the Sporting Event Jogja Gravel Bike Ride. This final assignment was prepared using qualitative research methods with data collection techniques, namely observation, interviews and literature study. Then the data obtained was compiled using descriptive analysis. From the results of this research it can be concluded that: (1) The path and routes included in the research locus area include Yogyakarta City, Bantul Regency, Sleman Regency and Kulonprogo Regency. (2) There are three types of routes, namely Half Fondo with three check points, Gran Fondo with four check points, and Century Ride with five check points. (3) Results of market potential analysis and Standard Operating Procedures for event organizers and tourists. (4) Composition of the Sporting Event Jogja Gravel Bike Ride concept.

Keywords: Sporting Event, Gravel Bike, Special Interest Tourism, Special Region of Yogyakarta.