

The Impact of Designating a Sports Area in Sena Village, Batang Kuis District, Deli Serdang Regency on Regional Development

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Abstract. *This study examines the impact of designating a sports area in Sena Village, Batang Kuis District, Deli Serdang Regency, on local regional development. The development of a sports area has significant potential to drive local economic growth, improve the quality of life for residents, and create new job and business opportunities. The study aims to identify the extent to which the presence of the sports area influences various aspects of regional development, including infrastructure, economy, and socio-cultural dynamics. The research employs a qualitative method with a descriptive approach. Data was collected through field observations, interviews with various stakeholders, including local residents, regional government officials, and local business owners, as well as relevant literature reviews. Additionally, data analysis was conducted to understand the relationship between the development of the sports area and its impact on regional development. The results indicate that the designation of the sports area in Sena Village has had a significant positive impact on regional development. Infrastructure around the area has improved, including roads, transportation, and public facilities that support accessibility to the sports area. Economic impact is evident from the increase in local tourist visits, which has led to higher incomes for the community, especially in the small and medium enterprise sectors. Furthermore, the sports area has contributed to an increase in social and cultural activities within the community, with numerous sports events and festivals held regularly.*

Keywords: *Deli Serdang, Regional Development, Sports Area.*

1. INTRODUCTION

The designation of a sports area in Sena Village, Batang Kuis District, Deli Serdang Regency, is a strategic initiative aimed at developing sports facilities, enhancing community welfare, and promoting regional growth. Sports areas often have a broad impact on their surrounding areas as they can stimulate various sectors, including infrastructure, economy, and socio-cultural aspects. Sena Village holds potential as a hub for sports activities that can attract visitors from different regions. This presents significant opportunities for local economic growth and improvements in the quality of life for the community.

The development of a sports area is expected to enhance accessibility and the attractiveness of the region, which in turn can stimulate infrastructure improvements such as roads, transportation, and other supporting facilities. The presence of this sports area can also create opportunities for local businesses, including small and medium enterprises (SMEs) in hospitality, culinary, and tourism sectors (Sugiarto & Ramadiah, 2024; Nasution & Sugiarto, 2024). Additionally, sports activities in this area can serve as a platform for the community to

increase participation in physical activities that benefit health (Abdiyanto, 2024; Sugiarto & Ramadiah, 2023).

However, other potential impacts must also be considered, such as environmental issues and crowd management challenges that may arise with an increase in visitor numbers. Therefore, this research is crucial to gain a comprehensive understanding of the impact of designating the sports area and to ensure that regional development proceeds in a balanced and sustainable manner (Harahap et al., 2024; Wang, 207 in Nuraini, 2024). This study will assist relevant stakeholders, including local government and the community, in creating more effective policies to manage and maximize the benefits of this sports area. Ultimately, this research is expected to contribute to more targeted, inclusive, and sustainable regional development in Sena Village.

Based on the research background, there are two main research questions, as follows:

- a. What is the impact of establishing a sports area on regional development?
- b. What is the impact on land prices around the sports area?

The scope of this research is limited to analyzing the impact of designating the sports area in Sena Village, Batang Kuis District, Deli Serdang Regency on regional development to assess opportunities and provide insights into the economic prospects of regional harmony. The limitations of this study are as follows:

- a. The research is conducted within the sports area in Sena Village.
- b. The scope of the study is limited to a radius of three kilometers from the designated sports area.

2. THEORETICAL BASIS

Regional Development

The theory of regional development explains that the designation of an area with a specific function, such as a sports area, can serve as a key catalyst for the growth of the surrounding region. According to Sutrisno (2015), infrastructure development in an area plays a crucial role in driving local economic growth, creating new job opportunities, and stimulating other business sectors. Development focused on specific areas such as sports also has a ripple effect on other sectors by improving accessibility and fostering the growth of supporting businesses (Sutrisno, 2015; Tarigan, 2010).

In the book by Tarigan (2010), it is explained that the presence of large public facilities, such as sports areas, can generate positive externalities for the surrounding region. These externalities include local economic growth, increased property values, and the development

of businesses around the area, such as restaurants, hotels, and sports equipment store. This accelerates regional development due to the increased economic interactions around the sports area (Tarigan, 2010).

Social and Cultural Impact of Sports Infrastructure

Sports infrastructure not only serves an economic function but also plays a crucial role in the social and cultural development of the community. According to Suryono (2018), the development of sports areas enhances social interactions within the community through regular sports events and community activities. This helps shape local identity and strengthens social bonds among residents. Sports infrastructure can encourage active community participation and promote a culture of health through physical activities (Suryono, 2018).

According to Subekti (2017), the planning of infrastructure for specific areas must consider sustainability aspects. Sports areas should be supported by a well-managed system to prevent negative impacts such as environmental degradation and traffic congestion. Good road infrastructure and adequate accessibility are essential to maximize the economic and social benefits of the sports area.

The Influence of Infrastructure on Property Values and Local Economy

A book written by Prabowo (2016) mentions that the improvement of infrastructure around sports areas can increase property values in the region. Properties located near public facilities tend to experience an increase in value, which benefits regional development and local economic growth. This also encourages new investments from the private sector.

According to a study conducted by Dewanto and Purnomo (2019), the sports sector plays a role in strengthening the local economy through the multiplier effect. With the presence of sports areas, economic activities in sectors such as tourism, hospitality, and local trade can increase significantly. This study identifies the positive impacts of sports facility development on the income of local residents and the enhanced attractiveness for investment.

As a comparison, a case study by Yulianto (2020) on the development of sports areas in urban areas of West Java can be used as a reference. Yulianto highlights the impact of sports infrastructure development on increased social and economic activities and the changes in land use around sports areas.

A Sports Area is a place for training activities but also serves as a venue for competitions and recreation. With a well-integrated sports area, both in terms of activities and management, it is hoped that it can be utilized by the community and become a center for international-standard sports. The Sports Area is a facility that provides comprehensive sports infrastructure for athletes and the general public to engage in sports activities.

3. RESEARCH METHOD(S)

This study employs a qualitative descriptive research method to describe and obtain an overview of situations or events, allowing for the systematic, accurate, and reliable accumulation of conditions, environments, and communities by uncovering real facts (Moleong, 2004, in Purba et al., 2024; Nuraini et al., 2023; Wardhani et al., 2024).

The research presents both primary and secondary data. Primary data is collected through interviews using two approaches: primary data collection and secondary data collection.

1. Primary Data (collected directly in the field) (Satrya et al., 2023):

- Conducting surveys to gather relevant information that supports the research report and strengthens scientific facts.
- Performing investigations, observations, and identifying physical and spatial elements.
- Conducting field studies on the conditions around the study area and the physical environment relevant to the project case, including reviewing objects with similar criteria or characteristics that can be used as guidelines.
- Interviewing relevant agencies or individuals considered experts and knowledgeable about the project case, as well as performing observations.
- Photo documentation.
- Gathering information from competent and expert sources.

2. Secondary Data (collected indirectly) (Pohan et al., 2024):

Conducting comparative studies on similar projects by analyzing existing data, which can include direct field sources such as journals, literature reviews, books, magazines, the internet, documents, and archives. This data can come from various sources, including numbers, tables, or graphs, sourced from books or relevant agencies, to extract and analyze data qualitatively (without using numbers/statistics) to draw conclusions. The scope of discussion includes the positive impact on regional development associated with the sports area, with a focus on aspects relevant to regional development (Aris et al., 2024).

4. FINDINGS AND DUSCUSSION

Description of the Research Location

Sena Village, located in Batang Kuis District, Deli Serdang Regency, is the primary location for this research. The village covers an area of 322.89 hectares and is situated at the coordinates of 3.6033507349918037 North Latitude and 98.82209884476252 East Longitude.

Its geographical position, close to the center of Batang Kuis District, makes Sena Village quite strategic, with good accessibility to various urban areas around Deli Serdang Regency. The land area, covering over 300 hectares, provides significant development potential, especially related to the designation of a sports area as a catalyst for economic and social growth.

Sena Village has relatively flat topography, making it highly suitable for various infrastructure development activities, including sports facilities. Its strategic location makes it a potential hub for creating a community activity center and a regional development focal point. With its adequate size and location, the village is expected to accommodate various supporting facilities that can boost the local economy and improve the quality of life for the surrounding community. The research location map can be seen in Figure 1. The Master Plan for the Sports Center is shown in Figure 2.

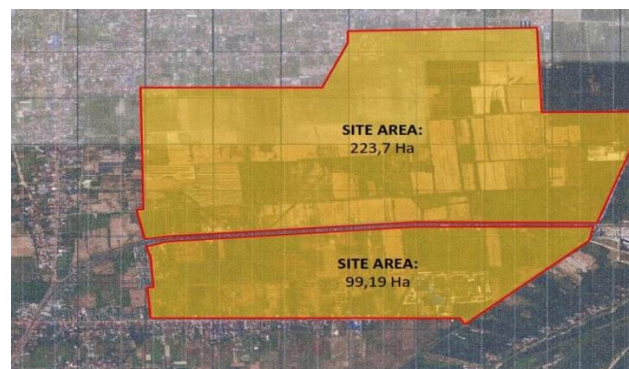


Figure 1. Location Map

Source: Researcher, 2024



Figure 2. Master Plan Sport Center

Source: Dispora North Sumatra, 2024

Impact on Regional Development

The establishment of the sports complex in Desa Sena, Batang Kuis Subdistrict, Deli Serdang Regency, has shown significant positive impacts on the local area's development. These impacts cover several key aspects that contribute to the overall progress of the region, including:

1. Sustained Economic Growth in the Region:

The development of the sports complex can drive economic activity, create new job opportunities, and increase economic transactions in the area. The long-term effects are expected to enhance the Regional Gross Domestic Product (PDRB) and improve the local economy's competitiveness.

2. Increased Employment Opportunities for Local Residents:

The construction of sports facilities tends to create numerous job opportunities, ranging from construction work to operational and maintenance roles. Additionally, related activities, such as sports events, also generate temporary employment.

3. Increase in Income for Local Residents:

With the increased activity in the sports complex, local residents can directly benefit from higher incomes, both through small businesses that thrive around the facility and job opportunities in related sectors.

4. Improved Accessibility and Connectivity Between Regions:

Road and transportation infrastructure leading to the sports complex is typically enhanced, positively impacting accessibility. The improvement in regional connectivity facilitates the movement of goods and services and accelerates population mobility.

5. Increase in Population Movement Around the Sports Complex:

A well-developed sports complex can attract residents to live near the area, whether for work reasons or access to better facilities. This migration drives local population growth and can be a catalyst for socio-economic progress.

6. Growth of Supporting Industries:

Sports complexes often stimulate the emergence of supporting industries such as transportation, services, hospitality, and housing. Economic activities around the area become more diverse, creating synergies that support broader economic development.

Regional development requires integrated infrastructure support to accelerate growth. Effective regional development must consider the compatibility with the geographical conditions and the characteristics of the local community. In the case of Desa Sena, a

development approach focusing on strategic sectors like special economic zones (KEK), industry, and tourism can serve as a catalyst for the welfare of the local community.

Development in this area can be categorized as a strategic step to promote equitable development and harmonious economic growth across all sectors. Prioritizing the sports complex area is expected to strengthen the local socio-economic ecosystem, improve public access to facilities, and stimulate the growth of industries that support comprehensive regional development.

Impact on Land Prices

The establishment of a sports complex in Desa Sena, Batang Kuis District, Deli Serdang Regency, has had a significant impact on land prices in the surrounding area. With improved accessibility and development potential, land prices in this area have risen rapidly. The following are some key factors influencing the increase in land prices:

1. Increase in Land Prices Due to Improved Accessibility

The establishment of the sports complex in Desa Sena is supported by improved accessibility, which facilitates movement to and from the location. Improved road infrastructure and enhanced regional connectivity ease mobility, making the area more attractive to residents and developers. This has led to a significant increase in demand for property around the sports complex, which in turn drives up land prices. In the future, land around this sports complex is expected to continue appreciating as the facilities and accessibility in the area develop further.

2. Increased Investment Interest in the Property Sector

With the planned sports complex and supporting facilities, the area around Desa Sena has attracted the interest of developers and investors in the property sector. Many developers see the potential for building residential areas, office buildings, shopping centers, and other supporting facilities in this area. This increased investment interest has resulted in heightened competition for land, which directly impacts the rise in land prices. Developers are increasingly eager to take advantage of these opportunities by constructing commercial facilities that enhance the area's appeal, both for local residents and people from outside the region.

3. Improvement of Public and Commercial Facilities that Increase Land Value

The establishment of the sports complex encourages the development of public and commercial facilities, such as hospitals, schools, and recreational areas. The construction of these facilities adds value to the area, enhancing its comfort and attractiveness for people who wish to live or invest around the sports complex. The availability of adequate

facilities, such as health and education centers, becomes a magnet for people from various regions to settle near this area. This condition drives increased land demand, which automatically raises land prices in the surrounding area.

Overall, the establishment of the sports complex in Desa Sena serves as a key driver for the increase in land prices in the surrounding region. With improved accessibility, growing investment interest, and the development of public facilities, the area is becoming increasingly valuable, attracting both residents and developers to invest and contribute to the overall development of the region.

Benefits of Regional Development Due to the Establishment of a Sports Complex

The establishment of a sports complex in Desa Sena, Batang Kuis District, Deli Serdang Regency, brings various positive benefits that support sustainable regional development. These positive impacts not only strengthen the region's physical infrastructure but also promote economic growth, public health, sports achievements, and enhance social cohesion. Below is a more detailed description of the resulting benefits:

a. Infrastructure Development

The sports complex stimulates the improvement of supporting infrastructure around the area. The presence of large, well-organized sports facilities encourages road repairs, the provision and enhancement of public transportation, as well as the development of other public service facilities. Better infrastructure, such as expanded highways and more comfortable public transportation options, helps improve accessibility to the area, which in turn promotes growth in other sectors. These infrastructure improvements become a solid foundation for driving economic and social activities in the region, as well as supporting more efficient mobility for residents.

b. Local Economic Growth

The development of a well-equipped and attractive sports complex not only serves as a draw for domestic tourists but also has the potential to attract international visitors. This tourism activity creates opportunities for local SMEs, such as accommodation providers, restaurants, retail shops, and souvenir centers. Furthermore, the increase in tourist visits can boost the income of the local population and strengthen the local economic ecosystem. Hotels, restaurants, and related businesses are expected to benefit from the influx of tourists, which also leads to the creation of new job opportunities in these sectors.

c. Improved Public Health

The presence of a sports complex with adequate facilities encourages the community to engage in regular physical activities. Comprehensive sports facilities provide access for

various groups to exercise, raise awareness about healthy lifestyles, and help reduce the risk of lifestyle-related diseases such as obesity and heart disease. This area becomes a platform for residents to be more physically active, which ultimately improves overall health.

d. Enhanced Athlete Performance

With the availability of quality sports facilities, the complex also serves as a training and talent development center for local athletes. These facilities attract interest from youth and young people to get involved in sports and develop their skills professionally. The potential to develop local athletes to national and even international levels becomes more feasible, enhancing the region's prestige. Therefore, these facilities not only serve as public sports venues but also as training centers for athletes who have the potential to bring recognition to the region through broader competitions.

Overall, the sustainable development of the sports complex actively contributes to promoting local economic development, public health, and cultural socialization in the area. The regional development driven by the establishment of the sports complex also strengthens social cohesion among residents, further tightening the bonds within the community and facilitating collaboration in various economic, social, and cultural activities.

5. CONCLUSION AND RECOMMENDATION

The establishment of a sports complex in Desa Sena, Batang Kuis District, Deli Serdang Regency, has had a significant impact on regional development, land prices, and the local community. Based on the research findings, the following conclusions can be drawn:

The placement of the sports complex has positively contributed to regional development by encouraging sustainable economic growth, increasing job opportunities, and improving accessibility and connectivity between regions. The accompanying infrastructure development, such as roads and public transportation, has also played a key role in accelerating growth and ensuring the equitable distribution of development across various sectors. Through the strategic planning of this area, the sports complex has the potential to enhance the region's attractiveness for investment and further development in other sectors.

The construction of the sports complex directly impacts land prices in the surrounding area. As accessibility improves, the demand for properties in this region increases, leading to a rise in land prices. The increased investment interest, including the development of housing, office buildings, and shopping centers, is a positive indicator of the increasing land value. This

not only benefits landowners but also encourages more diverse and sustainable development in the area.

The establishment of the sports complex also brings various benefits to the community, including: improved infrastructure development, increased local economy through higher incomes for SMEs, and encouraging the community to become more active in sports, which positively impacts their health. Furthermore, the availability of adequate sports facilities has the potential to enhance the achievements of local athletes, thereby bringing positive effects on the region's image at both national and international levels.

Overall, the impact of the sports complex in Desa Sena extends beyond the physical aspects and also influences the economic, social, and cultural aspects of the community. This highlights the importance of integrated planning and development in achieving sustainability and the well-being of the people in the region.

Suggestions and Recommendations

Based on the research findings regarding the impact of the establishment of the sports complex in Desa Sena, Batang Kuis Subdistrict, Deli Serdang Regency, on regional development, land prices, and the benefits of regional development, several suggestions and recommendations for further research can be proposed:

1. Long-Term Impact Analysis

Further research is recommended to conduct a long-term impact analysis of the establishment of the sports complex. This should include ongoing evaluations of the social, economic, and environmental changes over time. Measuring these impacts will help understand the effectiveness and sustainability of the sports complex as an instrument for regional development.

2. Comparative Study with Other Sports Complexes

Further research could be conducted by comparing the impact of establishing the sports complex in Desa Sena with other sports complexes in different regions. This comparative analysis could provide deeper insights into the factors that influence the success or failure of sports complexes in promoting regional development, land prices, and social benefits.

3. Impact on the Quality of Life of the Community

It is recommended to investigate further the impact of the establishment of the sports complex on the quality of life of the community. This study could explore aspects such as health, education, and community participation in sports activities, and how these contribute to overall social well-being.

4. Participatory Approach in Planning

Further research should incorporate a participatory approach that involves the local community in the planning and development process of the sports complex. This could include studies on the community's expectations and needs, as well as the impact on social cohesion. The findings could be used to formulate policies that are more responsive to the community's desires.

5. Development of Supporting Infrastructure

Additional studies could assess the influence of developing supporting infrastructure, such as transportation and public facilities, on land values and local economic growth. This is important to ensure that the development of the sports complex has a broader impact not only on the area itself but also on the surrounding infrastructure network.

6. Sustainability Model

It is recommended to develop a sustainability model for the management of sports complexes, considering economic, social, and environmental aspects. This model can serve as a guide for stakeholders in designing more holistic and sustainable development strategies in the future.

Through these suggestions and recommendations, it is hoped that further research will make a more significant contribution to understanding and optimizing the impact of sports complex establishment on regional development and the surrounding community.

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