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ANALYSIS OF OUTBOUND ACTIVITY MANAGEMENT IN NEW KAMPUNG FLORYTRIDADI EDUCATIONAL TOURISM, SLEMAN REGENCY

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Abstract:

This study aims to analyze the level of outbound activity management at the New Kampung Flory Tridadi Educational Tour in Sleman Regency. The study was conducted using a quantitative descriptive approach. Data collection was carried out using a questionnaire given to all managers and staff totaling 35 people. The data were analyzed using a percentage technique to assess five main aspects of management. The results of the study showed that the management of outbound activities at the New Kampung Flory Educational Tour had carried out well with a percentage result of 83%, with the planning factor being classified as very good with a percentage of 87.9%, the organizing factor being classified as good with a percentage of 63.9%, the implementation factor being classified as good with a percentage of 72.7%, the supervision factor being classified as good with a percentage of 88.9% and the evaluation factor being classified as good with a percentage of 88.9%. as very good with a percentage of 86.1%. However, the low number of visits indicates a gap between the results of internal management and realization in the field, this indicates the need for a more comprehensive strategic evaluation, especially in the aspects of promotion and digital marketing.

Keywords: *Management, Outbound Education, Flory Village.*

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INTRODUCTION

Sleman Regency itself is one of the regencies in the Special Region of Yogyakarta which has quite diverse potential attractions, such as nature tourism, adventure tourism, culinary tourism and even community-based tourism in the form of tourist villages. According to Sudibya (2018), tourist villages are a form of rural tourism based on optimizing village potential with all the characteristics and attractions that are empowered and developed as products to attract visitors or tourists. There are at least several criteria where a village can be used as a tourist village, including accessibility, tourist attractions, security, accommodation and good reception from the surrounding community (Hadiwijoyo, 2012, P 68). Local communities play an important role as hosts in every activity that aims to develop tourist

villages in every stage starting from the planning stage, supervision stage, and implementation (Sudibya, 2018. P 23).

Kampung Flory is one of the tourist villages in Sleman Regency, more precisely located in Tridadi Village, Sleman District, Sleman Regency, Special Region of Yogyakarta, this village provide various tourist attractions for visitors who come, one of which is outbound activities. Outbound can be a fun activity through various exciting games and togetherness between participants. The provision of outbound activities in Yogyakarta itself has advantages such as supportive nature because Yogyakarta has many interesting natural locations, then good accessibility is also an advantage. However, there are also weaknesses where in Yogyakarta itself there are many outbound service providers with interesting packages and types of activities, this can cause competition, for example, such as very tight price competition between providers, this can reduce quality. However, there are still opportunities where with the many types of tourism available in Yogyakarta then outbound activities can be combined with other types of tourism, such as cultural tourism, culinary and local education. Then threats can also arise from the implementation of outbound activities such as weather factors and competition with other tourist areas.

Village Flory itself emphasizes outbound education and creativity, where participants will be given education about several types of plants including how to plant, how to care for and the benefits of the plants. In addition to planting, there are also pottery painting and pin making activities that can be a means to express imagination and hone the creativity of participants. Kampung Flory also provides several play rides such as gethek boat rides, water rides, traditional games and playgrounds that can also be used as photo spots. In fact, with the various attractions and various packages provided, the number of visits for outbound activities in Kampung Flory is still relatively small, as evidenced by only 2-3 outbound activities in one month, even in August 2024 there were no outbound activities at all. This can be caused by several factors including, the average participants who carry out outbound activities at the New Kampung Flory Educational Tour are from school circles, where according to Witanta Kurniawan as the manager of the New Kampung Flory Educational Tour, in August including the beginning of a new school year which usually every school has a busy academic schedule. In addition, the mental and physical readiness of students after a long holiday is also a consideration for the school if they are going to carry out outbound activities which tend to be carried out with intense physical activity.

In terms of the marketing process, according to Witanta Kurniawan as the manager of the New Kampung Flory Educational Tour, the management has been promoting it through relations with the manager who is an elementary school teacher. The facilities owned by the New Kampung Flory Educational Tour itself are considered sufficient to support various activities. The drawback lies in the limited land for land games, but the manager can overcome this problem by implementing a rotation system during land games. The lack of crowds of outbound in New Kampung Flory Educational Tourism is also caused by the large number of outbound service providers in the Jogja area and its surroundings, this certainly causes increasingly tight competition. Several efforts have been made by the management of New Kampung Flory Educational Tourism, such as adding tour packages, determining more competitive package prices so that they can be reached by various target markets, making brochures and banners for promotion, but in reality it still cannot attract many visitors to come and do outbound activities.

In order to optimize and utilize every potential and attraction that exists, structured and directed tourism management is very necessary. Tourism management is the process of directing or guiding various resources to achieve targets, growth and income with good service and not damaging the environment and prioritizing the preservation of a tourist attraction (Hong, 2021, p 35). Management aims to optimize the various benefits that may arise such as economic, social and environmental benefits and minimize the negative impacts that may arise (Rohmanto, 2019, p 10). By improving the management process, the benefits that will be obtained by a tourist destination will also increase, therefore management is a very important thing to do. Several studies discussing Kampung Flory have been conducted. Such as the study entitled The Impact of Agrotourism Development on the Socio-Economic Life of the Local Community of Kampung Flory Sleman, discussing the impact of the development of Kampung Flory on the socio-economic life of the local community where the existence

of Kampung Flory can provide benefits, both making the community into professional workers and improving the economy. Goddess (2020, p 49). Further research that discusses the marketing strategy for Kampung Flory agrotourism, where the research results obtained data that the marketing carried out came from among them from cooperative relationships with business partners, taking advantage of the holiday season, regional events, implementing pricing strategies, and creating new products (Luthfiana et al., 2017, p 225). Furthermore, the research entitled Community Empowerment In Tourism Management Of Kampung Flory Tridadi Village, Sleman Regency, Yogyakarta, which discusses the involvement of local communities in the development of Kampung Flory such as recruitment of workers and opening businesses in the Kampung Flory tourist area (Dewi, 2024, p 26). From several studies, there is a research gap with this study, where there are not many studies that discuss the level of managerial quality and focus on the field of outbound activity management at New Kampung Flory Educational Tourism. From the descriptions above, this research is important to do, because it can find out about the level of outbound activity management at the New Kampung Flory Educational Tour. In addition from this study can also be known what deficiencies are still present in the management factors including planning, organizing, implementing, supervising and evaluating. So that the results of this study can be used for managers of New Kampung Flory Educational Tourism and other similar tours to be able to evaluate and can be input for the management process that has been carried out, in addition this study can also be a reference for other researchers who will conduct research on the management of tourist destinations. Therefore the author is interested in taking the title "Analysis of Outbound Activity Management at New Kampung Flory Tridadi Educational Tourism, Sleman Regency".

METHODS

TYPES OF RESEARCH

This study uses a descriptive approach with a quantitative research type. In this study researcher want to know, seek information and provide an overview of the management of outbound activities carried out at the New Kampung Flory Educational Tour.

TIME AND PLACE

This research was conducted at the Jlamprong Cave tourist attraction located in Semuluh Lor Hamlet, Ngeposari Village, Semanu District, Gunungkidul Regency, Special Region of Yogyakarta 55893. The research was conducted for approximately 5 months from September 1 to January 31, 2025.

POPULATION AND SAMPLE

This study was conducted at the New Kampung Flory Educational Tour located in Tridadi Village, Sleman District, Sleman Regency, Special Region of Yogyakarta for four months starting from October 1, 2024 to January 31, 2025. The population in this study was all managers of the New Kampung Flory Educational Tourism, which includes managers, admin, game masters, outbound facilitators and staff totaling 35. The sample in this study used total sampling because the sample in the study was taken from the entire population.

DATA COLLECTION TECHNIQUES AND INSTRUMENTS

The data collection techniques and instruments used in this study were by using a questionnaire. Measurements in this study were carried out using a Likert scale.

DATA ANALYSIS TECHNIQUES

The data analysis technique in the research was carried out using SPSS software to carry out the test. condition analysis, namely the normality and homogeneity tests, then calculations are carried out using the percentage formula to determine the level of management of outbound activities at the New Kampung Flory Educational Tour. Here is the percentage calculation formula:

$$P = \frac{\text{Skor penelitian}}{\text{Skor maksimal}} \times 100\%$$

Description=

P= Percentage

Research Score = score x frequency

Maximum Score = highest score x number of statements x number of respondents

After getting the results from the percentage calculation, the level of management of outbound activities at the New Kampung Flory Educational Tour can be categorized according to its level, the following are the levels of management according to (Iqbal, 2020, p 289)among others:

86%-100% = Very Good

71%-85% = Good

56%-70% = Good Enough

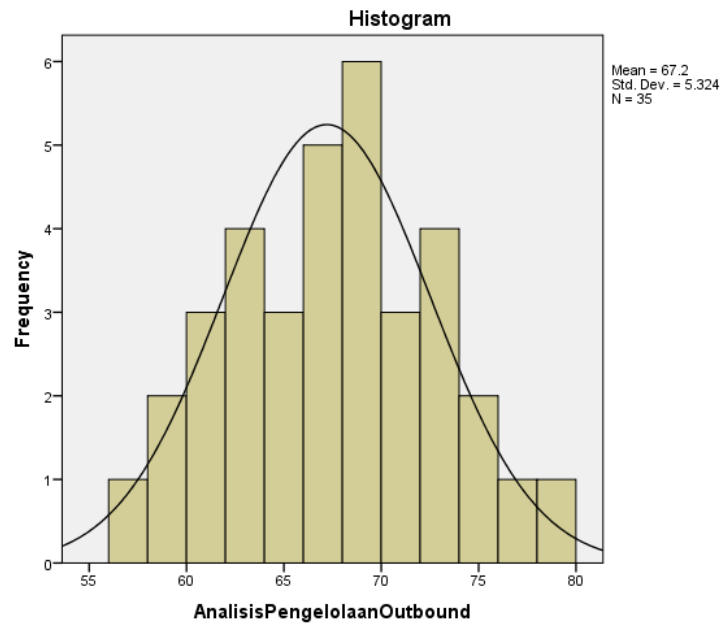
41%-55% = Less

>25%- 40% = Very Less

The percentage results are used to determine the level of outbound activity management at the New Kampung Flory Educational Tour.

RESULT & DISCUSSION

This study was conducted at the New Kampung Flory Educational Tour located in Tridadi Village, Sleman District, Sleman Regency, Special Region of Yogyakarta. Data collection was carried out with the research subjects being the managers and staff of the New Kampung Flory Educational Tour consisting of 35 people. The results of the data obtained in this study were then described in the form of average values, medians, modes and standard deviations and percentage calculations to determine the picture of the research results, while the results of the statistical data analysis of outbound management showed that the range of research scores was between 57 and 81 with a mean of 67.20, a median of 67.00 and a standard deviation or standard deviation of 5,324. Kurtosis and Skewness in the research data were used to measure the normal distribution of data or not, with the results above it can be concluded that the research data is normally distributed with kurtosis and skewness values approaching zero. Overall, the results show that outbound management is at a fairly consistent level, with normal data distribution and no extreme deviations. The distribution of research data can also be seen through the following histogram:



Picture 1.Histogram of data distribution

Normality Test

Table1.Normality test results

One-Sample Kolmogorov-Smirnov Test		
Outbound Management Analysis		
N		35
Normal Parameters ^{a,b}	Mean	67.20
	Std. Deviation	5.324
Most Extreme Differences	Absolute	.091
	Positive	.071
	Negative	-.091
Test Statistics		.091
Asymp. Sig. (2-tailed)		.200

Based on the results of the normality test above, it can be seen that the significance value is $0.200 > 0.05$, so the data in the research variables can be said to be normal.

Homogeneity Test

Table2.Homogeneity test results

Test of Homogeneity of Variances			
Outbound Management Analysis			
Levene			
Statistics	df1	df2	Sig.
.009	2	32	.991

Based on the results of the homogeneity test using the SPSS software above, it is known that the data can be said to be homogeneous with a result of $0.991 > 0.05$.

Percentage Calculation

This study was conducted by distributing a questionnaire containing 20 statements to the managers and all staff at the New Kampung Flory Educational Tour totaling 35. The statements consist of 4 answer choices, namely Strongly Agree (SS), Agree (S), Disagree (TS), and Strongly Disagree (STS). Furthermore, the results of each questionnaire answer will be analyzed using the following percentage formula:

$$\text{Planning: } P = \frac{862}{980} \times 100\% = 87.9\%$$

$$\text{Organizing: } P = \frac{358}{420} \times 100\% = 63.9\%$$

$$\text{Implementation: } P = \frac{407}{560} \times 100\% = 72.7\%$$

$$\text{Supervision: } P = \frac{249}{280} \times 100\% = 88.9\%$$

$$\text{Evaluation } P = \frac{482}{560} : \times 100\% = 86.1\%$$

From the percentage calculation of each factor, it is in the good to very good category, then the calculation of the overall management level is as follows:

Table3. Results of frequency recapitulation and variable values

Score (S)	Frequency (F)	(S) x (F)
4	303	1,212
3	354	1,035
2	41	82
1	2	2
Amount	700	2,331

From the table above, it can be seen that the Research Score: 2.331

Maximum score: $4 \times 20 \times 35 = 2,800$

$$\text{Persentase} = \frac{2.331}{2.800} \times 100\% = 83\%$$

The value when viewed in the range of management levels is between 71% -85% in the good category. So the results of the percentage test show that the level of outbound management at the New Kampung Flory Educational Tour is categorized as good with a calculation result of 83%.

DISCUSSION

Educational learning activities that are packaged with interesting outdoor activities. Educational-based outbound activities are carried out so that participants do not get bored with formal learning methods such as those carried out in schools. In addition, this activity can also add interesting experiences for participants through physical activities and games that involve teamwork, thinking skills, and problem-solving skills. Some of the educational activities offered include pottery painting, pin making, plant reporting and games with tools.

The process of managing outbound activities at Wisata Edukasi New Kampung Flory is already quite good but can still be optimized, both from the planning, organizing, implementing, monitoring and evaluation processes. In the management process, the manager has certainly tried his best to achieve maximum goals and results. Various methods have been carried out by the manager such as distributing proposals to various agencies, making attractive brochures, adding tour packages and adding outbound games. However, not only intensifying promotions and adding tour packages, in the management process there needs to be good cooperation and synergy between the manager, employees/facilitators, and also visitors who are participants, so that the previously determined goals can be achieved by the company. The study was conducted by analyzing the five management factors above, each of which is divided as follows:

Planning

Based on the research results, the planning process is classified as very good with a large percentage of 87.9%. However, from the research results, there are still shortcomings in the planning of limited facilities and locations. These shortcomings certainly hamper the course of activities because physical activities and discussions will not run well. Good planning carried out by managers and teams can determine the objectives of the activity based on the type of participants, participant requests, budget adjustments to meet logistical needs and prepare the facilities and infrastructure that will be used during the activity. Planning in the management process is very important because in planning, all things that must be prepared and carried out in an activity will be designed and to determine the goals and targets to be achieved.

Organizing

Based on the research results, the organization carried out by the New Kampung Flory Educational Tourism management is classified as good with a percentage calculation result of 63.9%. This percentage shows that the organizational factor in the management of the New Kampung Flory Educational Tourism still needs to be improved, both in terms of communication and division of tasks. The organization carried out by the management itself includes coordination between members and managers of the New Kampung Flory Educational Tourism team to avoid miscommunication during the activity. Organization is usually carried out either online via WhatsApp or meeting in person to convey plans that have been previously determined.

Implementation

Based on the results of the study, the implementation of activities carried out by the managers and members of the New Kampung Flory Educational Tour was good with a percentage calculation of 72.7%. The implementation of each outbound activity at the New Kampung Flory Educational Tour has gone well where each member of the New Kampung Flory Educational Tour team interacted well during the activity. During the implementation of the outbound activity, there were slight adjustments in the field such as game rotation at each post for each group, this was done to reduce the accumulation of groups at one post. However, in this implementation factor, there are still shortcomings where from the results of the study there are still several team members who do not comply with the activity schedule that was previously set at the beginning, such as the arrival schedule of the outbound team to make preparations before the activity. This preparation is like arranging equipment in the field, preparing the hall and sound system. Therefore, this implementation factor still needs to be improved both in terms of member awareness and the firmness of the manager in giving direction to its members.

Supervision

Based on the research results, the supervision carried out on the managers of the New Kampung Flory Educational Tour has been carried out very well. This can be seen from the results of the percentage calculation of 88.9%. This shows that the manager's awareness of the importance of security and safety during the activity is very good. Supervision is carried out to ensure that all procedures and security standards are carried out properly. This supervision is also carried out to help managers prevent problems before they occur.

Evaluation

Based on the research results, the evaluation conducted by the management of the New Kampung Flory Educational Tour has been carried out well. This can be seen from the results of the percentage calculation of 86.1%. Where in the evaluation process carried out by management is used to determine whether the activities that have been carried out are running well, this success is seen from the achievement of the objectives that have been determined at the beginning and from feedback on the level of participant satisfaction after the activity. The evaluation carried out can also be a place to provide solutions to each other if there are obstacles and suggestions for future activities in the implementation. However, from the results of the study there are still shortcomings in the evaluation factor where the evaluation process carried out by the manager and team is still less intense or rarely held, this is also evidenced by the results of the questionnaire that has been distributed to 35 respondents. The evaluation process needs to be carried out because with the evaluation, the manager and team can identify what shortcomings still exist in the implementation of the activity, in addition, the evaluation also helps to develop more mature strategies and plans for further activities.

After analyzing the data on the five management factors, the management of outbound activities showed good results, but there are still several aspects that need to be improved. In the factorplanningthere are still shortcomings in the limited location for field activities, this can result in participants being uncomfortable when carrying out field activities. From the organizational factor, it has been running well, but there still needs to be improvement in coordination, this happens because the coordination carried out is often only through online media, this can cause miscommunication and errors during the implementation of activities.

The implementation factor has gone according to plan with adjustments in the field. There are still shortcomings in member compliance where there are still some members who are late from the previously determined schedule. This can hinder the running of the event and burden others.memberothers because they have to replace the task temporarily. In the supervision factor it runs well which means that the manager's awareness of safety is good, this can prevent accidents during implementation. Finally, the evaluation factor has been carried out well but there are still shortcomings where it is still not intense enough to be carried out, this deficiency can cause the manager to be unable to improve its quality because if there is no evaluation, it means that the manager will not get feedback from the participants. In generaloverall, outbound activities have been carried out well, but improvements are still needed in several aspects and although planning and evaluation are quite good, the lack of implementation and promotion aspects causes visits to outbound activities to remain low.

CONCLUSION

Based on the research process that has been carried out, it can be seen that the analysis of outbound activity management at New Kampung Flory Educational Tourism is in the good category. The study was conducted by analyzing 5 management factors, including planning, organizing, implementing, supervising and evaluating factors with results classified as good to very good with an overall average value of 83%. In the planning, supervising and evaluating factors, they have been running optimally and support the sustainability of outbound activity operations, however, in the organizing and implementing factors, improvements still need to be made, especially in the aspect of clearer division of tasks and selection of more competent personnel. The low number of outbound activity visits does not reflect a high management score, this indicates the need for re-evaluation of marketing strategies, market segmentation, and utilization of social media. In addition, the existence of

similar competitors in the Yogyakarta area is also a challenge in itself, which requires innovation and differentiation of different services in order to attract visitors. For further research, it is recommended to conduct research by adding digital marketing variables and customer satisfaction in measuring the level of management and selecting more diverse samples and populations and instruments, so that the factors that support outbound activity management can be analyzed more broadly.

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