



Security Role in Servicing Visitors at Jakabaring Sport City Palembang

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ABSTRACT

This study examines the role of security personnel in servicing visitors at Jakabaring Sport City, Palembang. As a major sports complex hosting national and international events, Jakabaring Sport City requires effective security measures to ensure the safety and comfort of its visitors. Data collection for this research was conducted from July 1 to August 1, using qualitative methods, including interviews, observations, and surveys. The data were analyzed using three main techniques: (1) Data Reduction, (2) Data Display, and (3) Conclusion Drawing. The findings indicate that security personnel play a vital role not only in managing crowd control and preventing incidents but also in enhancing the overall visitor experience by addressing emergencies promptly. However, the research reveals some areas for improvement in communication between security teams and event organizers, as well as the need for additional training to better handle large-scale events. The study suggests several recommendations, including increasing the number of security staff during peak events, improving coordination through regular briefings, and offering specialized training in handling diverse crowds. These enhancements could significantly improve the balance between ensuring safety and providing a positive, welcoming atmosphere for visitors at large sporting venues.

Key : Security Role, In Servicing Visitors, At Jakabaring Sport City Palembang

INTRODUCTION

Palembang city is the capital of South Sumatra. Palembang is the second largest city in Sumatra after Medan. The city of Palembang has a large area 358.55 km² which is inhabited by 1.8 million people with a density population 4,800 per km². Palembang city tourist attractions are: Musi River, a river about 750 km long divides the city of Palembang into two parts, namely Across Ulu and across Ilir is a river the longest on the island of Sumatra. Along the banks of this river There are many tourist attractions such as the Ampera Bridge, Kuto Besak Fort, Sultan Mahmud Badaruddin Museum II, Kemaro Island, Pasar 16 Ilir, Rakit house, oil refinery Pertamina, PUSRI fertilizer factory, Bagus Kuning beach, Musi II Bridge, Al Munawar Mosque, etc. In the area across the Ulu there is a region Jakabaring which has a sports complex.

Palembang City is one of the cities in Indonesia that is currently developing tourism in the field of sports. Moreover, Gusma, Wahab, and Hanafi (2020) mention that Jakabaring Sport City has been recognized as a sports tourism destination by the central government, through the Ministry of Tourism, and is seen as a key location for promoting sports tourism in Indonesia.



Hosting the National Sports Week (PON) was the first outside Java Island in 2004, the City of Palembang built an area Jakabaring is the venue for the National Sports Week (PON). this area has 14 sports competition venues with international standards and will be developed into 34 sports venues. Therefore, Romdhoni (2020) said that The area has also under gone significant transformations, with the construction of new buildings and the integration of modern facilities, such as a Light Rapid Transit system connecting the airport directly to the Jakabaring sports city.

Jakabaring Sport Center (JSC) is a new area designed to be the center of tourism and sports activities in Palembang, South Sumatra. Its existence has become a magnet for organizers of national and international sports events which in the end will give a huge impact to the development of Palembang. One of the problems faced is the lack of activities in the area when there are no sports events conducted. Factors affecting the livability level are comfort, accessibility, function and activity, sociability, economics and maintenance. Jakabaring is once again trusted as a venue for international class sporting events such as 2 Asian Cup in 2007. Not only that, the Gelora Sriwijaya Jakabaring Stadium in the Asian Cup co-hosting with Malaysia, Thailand and Vietnam. In 2011, this area again hosting the 26th Southeast Asian Games (SEA Games), where this event is one of the prestigious events in the Southeast Asia region. Next, the central government again appointed Palembang as the host of the ISG (Islamic Sport Games) which will be held on 22 September–1 October 2013. In 2018, Region Jakabaring was again appointed as host for the ASIAN Games together with DKI Jakarta.

Tourism as a temporary shelter for people someone outside their residence for a reason and not for that activity earn wages. From this definition, it can be interpreted that tourism is something travel to fulfill desires and curiosities related to pleasure. Tourism has become a trend program personal when people plan to do journey to get pleasure from something tourist destinations and become a government program area. His journey was driven by various things motivation, Motivation to travel here for enjoy the journey and get satisfaction from that journey is commonly known as tourist. Tourism is one of the sectors that supports Indonesia's third largest foreign exchange. Tourism has a strategic role in the economy of Indonesia, which is an archipelagic country with abundant natural and cultural potential. Tourism also can act as a driver of tourism development at the grassroots level. Tourism is a regional development tool that can advance a region, especially in empowering the community and transforming people into superior individuals who can contribute positively to their region. Laksmi (2024)

Security in jakabaring is very tight. When you enter jakabaring sport city there is a security portal that visitors must pass through. Inside the jakabaring area, they are also manufactured by the police who are on guard and patrolling the jakabaring sport city area. If there is anything suspicious, the police will immediately visit the visitor. According Suharto (2020) Recognize the importance of factors security and safety of tourists then the idea of World Tourism emerged Organization (WTO) to provide guidance as a reference for takers policies in various tourism industries. Efforts to ensure security and tourism safety, especially tourists are part of the demand community to make it a tourist destination can continue to attract tourists. UUD (2009)

METHOD

In this research, the writer used qualitative research method. According to Freankel,et.al (2012) qualitative research approach is a research procedure that produces descriptive data in the form of written or oral words of the people and behavior that can be observed, this approach is aimed at the background and the individual holistically. This



research is an evaluation of the model with a qualitative approach phenomenology. Every investigation, both quantitative and qualitative, was rooted in a problem. However, there is a fundamental difference between "problems" in quantitative investigations and "problems" in qualitative investigations. Therefore, the "problem" in a qualitative investigation is still temporary, an investigation and will develop or change when the investigator enters the field. According to Sudarmin (2023) qualitative research does not question the number of informants, but can depend on whether or not the selection of key informants is appropriate, and the complexity of the variety of social phenomena studied. According to Fraenkel, et.al (2012) descriptive method is a method used to explain, analyze, and classify something through.

Data collection techniques was method used by researcher to collect research data from data sources (subjects and research samples). Data collection techniques are an obligation, because these data collection techniques will later be used as the basis for compiling research instruments. The research instrument is a set of tools that will be used by researchers to collect research data (Kristanto, 2022). Data collection is a very important stage in a research.

Basically the use of data (after being processed and analyzed) is as an objective basis in the process of making decisions/policies in order to solve problems by decision makers (Situmorang, 2020).

This research was a type of library research. What is called library research or often also called library research, is a series of activities related to how to collect library data, read and record and process research materials (Zed, 2022). In this study, the author applies the library research method because there are at least several underlying reasons. First, that data sources cannot only be obtained from the field. Sometimes data sources can only be obtained from libraries or other documents in written form, whether from journals, books or other literature. Second, literature study is needed as a way to understand new phenomena that occur that cannot be understood, then with this literature study you able to understod these symptoms.

Technique for analyzing the data :1. Data reduction is a data processing process carried out after conducting research. Usually, data reduction is assisted by several tools that make it easier for the researcher to achieve the research objectives after collecting data from the research results.2. Display the data, data presentation was an activity when a set of data arranged systematically and easily understood, there by providing the possibility of producing conclusions. The form of presenting qualitative data can be in the form of narrative text (in the form of field notes), matrices, graphs, networks or charts.3. Conclusion drawing, data presentation was an activity when a set of data is arranged systematically and is easy to understand, thereby providing the possibility of producing conclusions.

FINDING AND RESULT

During the ASEAN GAME match As many as 800 personnel consisting of 500 police officers and the rest TNI officers from Kodim, Koramil and Civil Service Police and the Transportation Service are ready to secure the Saudi Arabia and Bahrain match at the Gelora Sriwijaya Jakabaring Stadium in Palembang,. Head of Security for the Gelora Sriwijaya Jakabaring Stadium in Palembang, Col. (ret.), Sonny Poerwono in Palembang, said that the security personnel will be divided into groups, both those who will be on duty outside the stadium and inside the field. It is likely that they will be divided into two, namely 300 personnel outside and 200 inside the field to supervise the spectators who will watch the Asian Cup soccer match, he said. According to him, the security is quite tight because the two competing teams are guests of the Indonesian state so they need to be guarded and served well. The security personnel are outside the players' accommodation including the committee

who came to Palembang, he said. It is expected that with maximum security, the players and committees at the Gelora Sriwijaya Jakabaring Palembang Stadium will be safer and more comfortable, he added. Until now, the Jakabaring Palembang area is still always guarded by the police who patrol their area every day to maintain order in the area.

But there is still the Jakabaring sports tourism area. The many street vendors on the side of the road are used by the community to collect parking fees. The Jakabaring area is indeed one of the places for people to hang out at night. The atmosphere of Jakabaring, especially in front of the Parameswara Monument at night, is indeed very beautiful. Moreover, with adequate lighting, it makes the city residents linger there.

From the results of the conversation with the head of security in the Jakabaring Sport City area of Palembang, it can be concluded that for bike stealing is very minimal. Because the Jakabaring Sport City area of Palembang is very tightly guarded by various related parties such as the local police. And the security officers help each other to maintain order in the Jakabaring Sport City Palembang area. They also work together with local police officers to guard, supervise and maintain order in the area.

CONCLUSION AND SUGGESTION

From this study entitled security role in servicing visitors at Jakabaring Palembang shows, they are some roles of security at Jakabaring sport city:

1. Carrying out control in the work area such as patrols and body check
2. Monitoring the area to make sure it's safe, using cctv systems to keep an eye on activities in Jsc.
3. Safeguarding the physical facilities, sports equipment, and technological systems from damage or unauthorized access
4. Maintaining safety and giving direction for visitors, staff and athlete to a specific place.
5. Handling emergency incidents such as a fire, disturbance, or medical emergencies.

Based on the results of the study about security roles in servicing visitors at Jakabaring Sport City, there are some suggestion:

1. There needs to be improvement in the system and officers must always know what the needs of the community receiving the service are.
2. Make it a top priority to make improvements to elements that have poor performance, as well as making improvements to other elements and maintaining elements that have very good performance.
3. To enhance tourism and make destination like Jakabaring sport city more accessible to international visitors, the security staff should in corporate English language skills. Provide training in essential phrases related to directions, assistance, and safety protocols. This helps security staff communicate effectively with foreigners.

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