

ABSTRACT

This research arises because of a problem which is the fact that in the new normal era, people who did cycling were very much. In fact, bicycle sports can not only be done by easy people, but all people. There is a goal that researchers want to see how much interest people have in cycling. Where it is known that the number of enthusiasts in cycling is very large.

This study uses a qualitative method in which there is an approach and type, the presence of the researcher is very influential on the results to be obtained, the research location, data sources, data collection procedures, data analysis, checking the validity, and the stages of the research. Respondents taken are people who exercise cycling in Sumenep Flower Park with the number of respondents is 25 respondents.

The results of the study have shown that based on the results of interviews from all respondents, 25 respondents answered "very useful" and the community to exercise cycling is very large if the average number of respondents' answers is 75% very interested.

From the results of research conducted by researchers, it can be concluded that the public's interest in cycling is very high, from the observations obtained that cycling is the right choice for this new normal period. From the conclusion, there are suggestions, namely how the Government should hold a hang out together at least 1 year and 2 times.

Key Words: Public Interest In Cycling



