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Sportainment And Sport Tourism Strategy In The Development Of Indonesian Tourism During The 2023 U-17 World Cup Event

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Abstrak

Penelitian ini bertujuan untuk mengetahui (1) strategi sportainment; (2) strategi sport tourism dalam pengembangan pariwisata indonesia saat Event Piala Dunia U-17 2023; dan (3) potensi pengembangan pariwisata berkelanjutan di lokasi penyelenggaraan Piala Dunia U-17 2023. Penelitian ini merupakan penelitian kualitatif-deskriptif. Teknik analisis data yang peneliti gunakan dalam penelitian ini antara lain menyajikan data, reduksi data, dan penarikan simpulan. Hasil penelitian ini menunjukkan bahwa (1) Media massa bersedia mempromosikan Piala Dunia U-17 tahun 2023 di Indonesia sebagai event olahraga yang berkualitas tinggi karena event tersebut mempunyai nilai jual yang tinggi pula; (2) konsep sport tourism dipakai sebagai penyegaran strategi promosi untuk menarik wisatawan agar tidak hanya berkunjung untuk menikmati event Piala Dunia U-17 tetapi juga menikmati berbagai destinasi wisata di sekitar stadion; (3) Kehadiran event bertaraf dunia di empat kota, yakni Jakarta, Bandung, Solo, dan Surabaya, tentunya memberikan multiplier effect yang besar utamanya terhadap sector pariwisata dan ekonomi kreatif.

Kata Kunci : *Sportainment, sport tourism, piala dunia U-17*

Abstract

This research aims to determine (1) sportainment strategies; (2) sport tourism strategy in developing Indonesian tourism during the 2023 U-17 World Cup Event; and (3) the potential for developing sustainable tourism at the location where the 2023 U-17 World Cup will be held. This research is a qualitative-descriptive research. The data analysis techniques that researchers used in this research include presenting data, reducing data, and drawing conclusions. The results of this research show that (1) The mass media is willing to promote the 2023 U-17 World Cup in Indonesia as a high quality sporting event because the event has a high selling value; (2) the sport tourism concept is used as a refreshing promotional strategy to attract tourists not only to visit to enjoy the U-17 World Cup event but also to enjoy various tourist destinations around the stadium; (3) The presence of world-class events in four cities, namely Jakarta, Bandung, Solo and Surabaya, of course has a large multiplier effect, especially on the tourism sector and the creative economy.

Keyword: *Sportainment, sport tourism, U-17 world cup*

INTRODUCTION

In this era of globalization, the term sportainment has emerged which confirms that sport is no longer just a spectacle but an entertainment industry and show business that is capable of bringing in thousands of spectators and millions of viewers. Now, there are three sporting events that have become global icons, namely the World Cup soccer match, the Formula 1 car racing competition, and the Olympic multi-event sports competition (Richelieu, 2021). The success of a country in holding this sporting event cannot be separated from the role of marketing. To market a sporting event, a special strategy is needed, known as the marketing mix, namely the marketing strategy group used to achieve marketing targets in the target market. Mass media has an important role in growing the brand image of a particular product to consumers through broadcasts of sporting events (Erhardt, 2019).

Sports and tourism are two major phenomena that have always existed side by side at the individual and collective activity levels throughout the history of human civilization. Sport tourism has a heredity function which of course inherits the nature of sports (especially recreational sports) and the nature of tourism (especially special interest tourism). The sport tourism area is a cross-sectoral "work area" where every party in the sports zone and tourism zone is welcome to become a leading sector through pioneering creative and innovative ideas (Kristiyanto, 2019).

Sport tourism is a relatively new and growing industry within the tourism industry that focuses on planning targets in developing countries. Sport tourism or sports tourism is a type of travel to participate in sports activities, whether just for recreation, competing, or traveling to sports sites such as stadiums. Sport Tourism is defined as all forms of active and

passive involvement in sports activities, participating casually or in a regular way for non-commercial or business/commercial reasons, which require travel away from home and work areas (Pradana, 2020).

In general there are three broad categories of sports tourism, watching sports events, visiting sports-related places, and active participation. According to the Republic of Indonesia Law, 2005, it is stated that recreational sports are sports carried out by people with the will and ability to grow and develop in accordance with the conditions and cultural values of the local community for health, fitness and enjoyment. Based on this, sport and tourism have the same goals (Novita, 2021).

Sport tourism has become a profitable market considering the potential of destinations in the world and the diversity of sports. As an economic driver, this sector is growing and managers will start to utilize this area, especially because of its contribution to regional development. Organizing sporting events generally contributes to the income level of the surrounding population. The first advantage creates jobs and income. The second advantage is that it brings profits to local companies. The third advantage is adding income tax. The fourth advantage is increasing the amount of investment in infrastructure and sports facilities. Sports tourism brings positive economic benefits that outweigh negative environmental or social impacts for local residents (Djohan, 2020).

The substance of tourism is mainly related to the development of recreational sports. The development and development of recreational sports is carried out as an effort to develop studios and activate sports associations in society, as well as organizing tiered and sustainable recreational sports festivals at regional, national and international levels (Masjhoer, 2020).

In organizing cross-sectoral sports in recreational sports, it can be seen in article 31 of Government Regulation Number 16 of 2007 which states, (1) The development and development of recreational sports is the responsibility of the Minister and ministers who carry out government affairs in the field of culture and tourism. The Minister's responsibilities include: (1) coaching and developing recreational sports coaches/instructors; (2) development and utilization of potential resources, infrastructure and recreational sports facilities; (3) development, preservation and utilization of community-based recreational sports based on the principles of easy, cheap, attractive, beneficial and mass; (4) coaching and development of studios and sports associations in the community; and (5) coaching and development of tiered and sustainable sports festivals and competitions at regional, national and international levels (Amali, 2022).

In addition to the responsibilities as intended, ministers and ministers who carry out

government affairs in the field of culture and tourism can develop policies for fostering and developing recreational sports in accordance with the provisions of the Legislative Regulations. In carrying out the responsibilities as intended, ministers and ministers who carry out government affairs in the field of culture and tourism must coordinate with each other to achieve the objectives of organizing recreational sports (Luturlean, 2019).

The essence of sport tourism lies in the strength and attractiveness of sport which is naturally capable of mutual symbiosis with the tourism sector. In events in the form of competitions or formal sports matches, the presence of athletes, coaches and officials and even supporters who are national or regional ambassadors will certainly be a very effective means of tourism promotion. Sports competitions as single events or multi-event packages will definitely continue to progressively attract access for domestic and foreign tourists. This has a direct effect on the growth of economic strengthening, especially the occupancy indicators for lodging, culinary, transportation services and souvenirs (Safari, 2023).

Sport tourism as a concept in the development of the tourism industry in Indonesia is experiencing rapid growth, namely six percent (6%) per year or around 600 billion dollars per year. In addition, 25% of the total revenue from the travel and tourism industry comes from sport tourism activities. According to I Gede Pita, Deputy for Marketing Development I at the Ministry of Tourism and Creative Economy, currently what is needed is diversification, expansion and strengthening of tourist attractions or international standard sports tourism events to increase the potential for sport tourism in Indonesia.

The 2023 U-17 World Cup which will be held in Indonesia is an international sporting event which has an important role in improving the Indonesian economy along with the development of sustainable tourism. The 2023 U-17 World Cup event will be an event to promote Indonesian tourism on an international scale combined with sports activities (sports tourism). Vinsensius Jemadu, Deputy for tourism products and activity organizer for the Ministry of Tourism and Creative Economy, stated that the U-17 World Cup event would have a multiplier effect on economic growth, especially around the venue area, and open up new jobs in the creative economy sector.

This research aims to determine (1) sportainment and sport tourism strategies in developing Indonesian tourism during the 2023 U-17 World Cup Event; and (2) the potential for developing sustainable tourism at the location where the 2023 U-17 World Cup will be held.

RESEARCH METHOD

This research is qualitative-descriptive research. Qualitative research is a type of research that aims to find out the detailed meaning behind the culture, human behavior and society being studied (Rukin, 2019). This research describes sportainment and sport tourism strategies in developing Indonesian tourism during the 2023 U-17 World Cup event.

The primary data source used in this research is previous studies that are relevant to the research. The data analysis techniques that researchers used in this research include presenting data, data reduction, and drawing conclusions based on Miles and Huberman's perspective (Huberman Miles, 2002). Researchers present data in the form of images, reduce the data with data descriptions, then draw research conclusions.

RESULTS AND DISCUSSION

Sportainment Strategy in Indonesian Tourism Development During the 2023 U-17 World Cup Event

Sport in the economic system has a double meaning, namely as a commodity, it can also be a marketing medium, or even as a market itself. At this time, sport has become a commodity, that is, it is like an item that can be bought and sold. Its market share is relatively high, whether in the form of an entertainment commodity (in the show business) or as a commodity that is sold as a recreational activity. Football matches are an example of sport as an entertainment commodity which has extraordinary appeal for the mass media, both print and electronic, to cover it.

Several private TV stations and online TVs are competing fiercely to get the rights to broadcast the FIFA World Cup U-17 Indonesia in 2023. The FIFA World Cup U-17 Indonesia in 2023 can be watched on Indosiar and SCTV. You can watch the complete 52 matches live only on Vidio. Best match on Moji and Mentari, as well as via Nex Parabola. The U-17 World Cup event held 52 matches in 4 stadiums, namely Jakarta International Stadium (Jakarta), Si Jalak Harupat (Bandung), Manahan (Solo), and Gelora Bung Tomo (Surabaya).

Sports marketing not only talks about managing marketing but also how to manage entertainment into a marketing product. Sports marketing can be described as (1) direct marketing related to sports such as athlete marketing, competition marketing, and league marketing; (2) marketing takes place through sports, as carried out by companies in order to sell sports or non-sports products. The mass media is willing to promote the 2023 U-17 World Cup in Indonesia as a high quality sporting event because this event also has high selling value.

Efforts to promote sports tourism destinations are carried out using event

communication channels, then to introduce the event to the public, the communication channels used are communication channels in the form of advertising, public relations and word of mouth marketing, where the three communication channels use media conventional. The choice of communication channels through advertising is considered to be still quite effective in generating brand awareness of a tourist attraction. The implementation of the U-17 World Cup event in several provincial capitals provides access and opportunities for local communities to gain economic and socio-cultural benefits.

Sport Tourism Strategy in Indonesian Tourism Development During the 2023 U-17 World Cup Event

This research focuses on developing the U-17 World Cup event as sports tourism in advancing Indonesian tourism. Sport tourism is a concept of tourism activities combined with sports activities, or can be defined as sports activities which aim to be a tourism promotion strategy for an area. With large-scale sporting events, it is hoped that tourist attractions that become sports spots will also become more well known to the public, so that the wheels of the economy around tourist areas will also move.

There are two types of sport tourism, namely, hard sport tourism, which is a sports competition that is held regularly such as the Asian Games, Sea Games, Olympics and World Cup. There is also soft sport tourism, which is a sports activity related to life style elements such as running, cycling, surfing, diving, rafting and so on. To support the development of sport tourism events, support from the marketing side is needed, especially for promotional activities. The element of the region where the sport tourism event is held is also of course a major factor in developing the concept of sport tourism.

The development of tourist destinations with the sport tourism concept really requires promotional facilities that can strengthen the brand image. In determining a destination's brand image, tourist attraction managers need to identify a strong identity that has characteristics that are different from other tourist attractions. The brand of a destination must cover the entire destination, which contains the values, philosophy, culture and expectations of the community or stakeholders in the destination, so that in carrying out destination branding the main focus is how to create different values and experiences for visitors to the tourist destination.

Sport tourism can have an impact in increasing the number of tourists to tourism destinations, this is related to promotional strategies and introduction of tourist destination areas. Regarding promotional strategies for developing beach tourism destinations through organizing sporting events, there are three areas that need to be considered, namely; (1) sports event management, namely the management of various matters related to the

implementation of sports activities at tourist attractions, both technically and non-technically; (2) promotional event management, namely the management of various matters related to efforts to promote tourist destinations that are locations for sporting events; and (3) management of supporting activities, namely the management of various activities that make an important contribution in supporting the organization of the event. Based on these three scopes, event strategy as one of the appropriate marketing communication models to promote sport tourism at the 2023 U-17 World Cup event in several regions requires a concept scheme for organizing events based on the three concepts above.

The development of Indonesian tourism in the U-17 World Cup event requires an understanding of the aspects that need to be managed and are an important part of organizing a sport tourism event. The implementation of the U-17 World Cup event is a combination of three different management, namely sports management, tourism event management and support activity management. Every aspect of management has technical variables that play a role in supporting each other. Therefore, it is necessary to have a detailed description of all aspects of organizing the U-17 World Cup event so that the correlation of each aspect that forms the development model for the U-17 World Cup event as Sport Tourism can be seen. The overall picture of the development of the U-17 World Cup event can be a reference for the development of similar events in Indonesian tourism destinations.

If analyzed through the three main scopes of organizing events with the concept of sport tourism, in the scope of sports event management, coordination between the organizers (the local regional Tourism Service under the auspices of the Ministry of Tourism and Creative Economy, namely the city governments of Jakarta, Bandung, Solo and Surabaya as the venue for holding the event) with other stakeholders, namely related sports associations, which already exist. Meanwhile, in the scope of event management, targeting tourists in organizing the U-17 World Cup is the main focus in event management. Ministry of Tourism and Creative Economy data as of July 2023, the target for additional foreign tourists is 150,000-200,000. The presence of tourists will increase demand for accommodation, transportation, culinary and creative economy products.

Figure 1. Sport Tourism Strategy in the 2023 U-17 World Cup Event



Aspects of Tourism Promotion Event Management, namely the management of various matters related to efforts to promote tourist destination areas which are locations or venues for sporting events, as an effort to introduce the area with all its tourism potential to the wider tourist market, both domestic and international tourists. abroad. This management takes care of the implementation of promotional activities for arts, culture and tourism potential.

Efforts to attract tourists made by the government in line with holding the U-17 World Cup event include; preparing tour packages and creative economy exhibitions in various leading tourist destinations; holding a parade displaying the U-17 World Cup trophy in 4 host cities; ensuring readiness and improving hotel services around the match venue; holding music concert entertainment and opening fan zones in the four host stadiums.

The Local Organizer Committee (LOC) collaborated with FIFA to prepare a number of interactive supports to increase public interest. One of them is the Trophy Experience, an event that displays a trophy symbol of supremacy which is contested by 24 countries contesting the U-17 World Cup. The U-17 World Cup trophy will stop in the four host cities. The wider public from various groups can get a closer look at the trophy in Jakarta (15 October 2023), Bandung (22 October 2023), Surabaya (29 October 2023), and Surakarta (5 November 2023). The Trophy Experience agenda is held at the same time as Car Free Day on Sunday in each city. Of course, the trophy will be displayed in a public area that is easily accessible to the public. In turn, the U-17 World Cup trophy will be shown to a wide audience

starting at the HI Roundabout (Jakarta), Gedung Sate (Bandung), Youth Hall (Surabaya), and Gapura Ngarsopuro, Mangkunegara Temple (5 November).

The concept of sport tourism has become a lifestyle trend, so the sport tourism concept is used as a refreshing promotional strategy to attract tourists not only to visit to enjoy the U-17 World Cup event but also to enjoy various tourist destinations around the stadium. From the perspective of developing tourist destinations, the implementation of sport tourism activities can have an impact on promotional efforts and recognition of tourist destinations in the area.

Potential for Sustainable Tourism Development at the 2023 U-17 World Cup Hosting Location

The 2023 U-17 World Cup in Indonesia will be held in four cities, namely Jakarta, Bandung, Solo and Surabaya, from 10 November to 2 December 2023. The presence of a world-class event will certainly have a large multiplier effect, especially on the tourism sector and the creative economy. Starting from the hotel, restaurant, aviation industry, to creative economy MSME players take part and receive the benefits. With the hope of opening up wider business opportunities and employment opportunities.

In Jakarta, the 2023 U-17 World Cup tournament will be held at the Jakarta International Stadium (JIS). This stadium is the largest in Indonesia after the GBK Senayan stadium with a spectator capacity of 82 thousand people. The location is in Papanggo sub-district, Tanjung Priok District, North Jakarta City. Its location at the northern tip of Jakarta means JIS is surrounded by a number of tourist attractions. For visitors around Jabodetabek and from outside the city, you can also go on holiday before or after the 2023 U-17 World Cup matches.

Minister of Tourism and Creative Economy, Sandiaga Uno invited foreign tourists to visit Jakarta to enjoy various tourist destinations including watching the U-17 World Cup at the Jakarta International Stadium (JIS), Tanjung Priok, Jakarta. Kemenparekraf statistical data states that from January to June 2023, Jakarta was visited by 798,163 foreign tourists.

Jakarta has a variety of affordable shopping destinations such as Tanah Abang Market to shopping centers such as Grand Indonesia and Kelapa Gading Mall. Apart from that, tourists can also hunt for typical and legendary creative economy products in Sarinah or go to the famous culinary tourism areas in the Blok M, Pecenongan, Pasar Baru, Mangga Dua and Kelapa Gading areas. The uniqueness of a Metropolisian city will be felt all along the way when travelers explore North Jakarta to city tours at night in the South Jakarta area. Jakarta also has a ton of potential for developing historical, cultural and natural tourism. Tourists

can visit various museums to the National Monument (Monas) to find out the ins and outs of Indonesia's long history, as well as visit the Mangrove Area in Penjaringan, North Jakarta.

As one of the venues for the U-17 World Cup, Surabaya has attractive tourist destinations. Most tourist destinations in this city are closely related to the history of the spread of Islam in Java and the Indonesian national struggle. Surabaya also has interesting natural attractions, including the Wonorejo Mangrove Ecotourism and Kenjeran Beach. Apart from that, Surabaya is also known as a city where foreign tourists stop by who want to visit the Greater Malang area, Mount Bromo and Mount Ijen.

For historical tourism, Surabaya has various places that can be visited, such as the Surabaya City Hall Building, De Javasche Bank Building, Red Bridge, Surabaya Old City Area, General Soedirman Monument, and the W.R. Museum. Supratman. For family tourism there are Ciputra Waterpark, Jalan Tunjungan, and Surabaya Zoo. Surabaya, especially the Gelora Bung Tomo Stadium, will be the home base for the U-17 Indonesian National Team. The Indonesian U-17 national team which is part of Group A will compete with Ecuador, Morocco and Panama.

The main matches of the FIFA U-17 World Cup, starting from the round of 16 to the final, will be held in the city of Solo. Manahan Stadium is a silent witness to the fierce matches of Group B, which is inhabited by tough teams such as Spain, Mali, Uzbekistan and Canada. Not only that, one of the Group A matches will also show the charm of this stadium.

Apart from exciting actions on the green field, the City of Solo also holds various lively promotional events. Trophy Experience, an enchanting event, was held on November 5th. This event started in the morning during Car Free Day, involving the community in parades and entertainment ceremonies throughout Bengawan City. All football activists, both from Solo and surrounding areas, took part in enlivening this event.

Not only that, magnificent banners were also installed in every corner of the city of Solo, beautifying the atmosphere and raising the enthusiasm of residents to welcome the 2023 FIFA U-17 World Cup. An atmosphere full of enthusiasm and enthusiasm has enveloped the city of Solo, creating an encouraging and proud atmosphere.

Initially, Indonesia had prepared six stadiums to host the 2023 U-20 World Cup. However, FIFA canceled the U-20 World Cup celebration and shifted it to Argentina. Due to limited time, Indonesia finally chose four of its best stadiums as locations for the 2023 U-17 World Cup matches. The four stadiums are Si Jalak Harupat in Soreang, Bandung Regency, West Java. Then Jakarta International Stadium, North Jakarta, and Manahan Stadium, Solo City, Central Java. Lastly is the Gelora Bung Tomo Stadium, Surabaya City, East Java. All stadiums have video assistant referees (VAR) installed, which is a mandatory facility at every

FIFA World Cup event.

The choice of this location was based on the potential for sustainable tourism development which could improve the Indonesian economy. As stated by Sandiaga Uno, Minister of Tourism and Creative Economy, Indonesia's profits reached 78.5 billion per 3 days after the opening of the U-17 World Cup at the Gelora Bung Tomo Stadium, Surabaya on Friday 10 November 2023.

The Ministry of Tourism and Creative Economy (Kemenparekraf) is trying to increase foreign tourist visits during the U-17 World Cup in Indonesia on 10 November – 8 December 2023 to encourage economic growth. The positive impacts of the U-17 World Cup include; strengthening Indonesia's image as a host for world-class events; opening investment and cooperation opportunities in the tourism sector; introduce culture and tourist destinations in Indonesia to the world; expanding employment opportunities in the tourism sector, especially by being involved in the U-17 World Cup.

CONCLUSION

Based on the explanation above, the conclusions of this research include (1) The mass media is willing to promote the 2023 U-17 World Cup in Indonesia as a high quality sporting event because this event also has high selling value. Several private TV stations and online TV companies are competing fiercely to get the rights to broadcast the FIFA World Cup U-17 Indonesia event in 2023; (2) the sport tourism concept is used as a refreshing promotional strategy to attract tourists not only to visit to enjoy the U-17 World Cup event but also to enjoy various tourist destinations around the stadium. The Local Organizer Committee (LOC) collaborates with FIFA to prepare a number of interactive supports to increase public interest, one of which is the Trophy Experience, the U-17 World Cup Trophy will stop in four host cities; (3) The presence of world-class events in four cities, namely Jakarta, Bandung, Solo and Surabaya, of course has a large multiplier effect, especially on the tourism sector and the creative economy.

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