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Socio-Economic Impacts of Sports Events to Indonesian Hosting Cities: Evidence from SEA Games 2011, Asian Games 2018, and PON 2021

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Abstrak

Beberapa ajang olahraga telah sukses diselenggarakan di Indonesia dan banyak negara yang memberikan apresiasinya atas penyelenggaraan ajang tersebut (Indonesia Eximbank, 2018). Acara tersebut tampaknya tidak hanya menjadi ajang bagi para atlet yang bertanding, namun juga menjadi wadah potensial bagi Indonesia untuk memamerkan budaya dan pariwisatanya. Makalah ini membahas dampak penyelenggaraan acara olahraga terhadap manfaat ekonomi dan sosial di Indonesia, khususnya kota-kota yang menjadi tuan rumah, berdasarkan bukti dari SEA (South-East Asia) Games 2011, Asian Games 2018, dan PON (Pekan Olahraga Nasional) 2021. Mengetahui Berskala internasional, hal ini membawa dampak positif dalam memunculkan tren partisipasi masyarakat termasuk aktif mengisi waktu luang dengan kegiatan olah raga. Lebih lanjut, tujuan dari tulisan ini adalah untuk mengkaji kontribusi penyelenggaraan acara olahraga terhadap pembangunan perekonomian nasional dan kemungkinan menjadi tuan rumah di masa depan. Dengan menggunakan data sekunder yang dikumpulkan dari artikel, jurnal, dan berita, penulis menemukan bahwa efek jangka panjang hanya menjadi tuan rumah Asian Games, sedangkan SEA Games tidak terlalu populer karena negara pesertanya juga lebih sedikit, hanya di Asia Tenggara. Namun penyelenggaraan PON bisa memberikan dampak positif yang sangat besar meski hanya berskala nasional. Sejak PON digelar di Papua yang merupakan kota kurang populer dan membaik ketika ajang tersebut digelar.

Kata Kunci: *Perhelatan Olah Raga, Dampak Sosial Ekonomi, SEA Games, Asian Games, PON*

Abstract

Several sports events have been successfully held in Indonesia and many countries have shown their appreciation for hosting those events (Indonesia Eximbank, 2018). The events appeared to be not only as a moment for the competing athletes but also as a potential platform for Indonesia to exhibit its culture and tourism. This paper discusses the impacts of hosting sports events to both economic and social benefits in Indonesia, especially hosting cities, with the evidence from SEA (South-East Asia) Games 2011, Asian Games 2018, and PON (Pekan Olahraga Nasional) 2021. Acknowledging the international scale of the event, it drives positive impacts in generating a trend of participating in the community including actively spending one's leisure time in sport activities. Furthermore, the objective of this paper is to examine the contribution of hosting sports events towards national economic development and its possibility to host in the future. Using secondary data collected from articles, journals and news, the authors found that long-term effects only hosted Asian Games, while SEA Games were not very popular since there are also fewer participating countries, which only South-East Asia. However, holding events of PON can develop a huge positive impact even though it is only on a national scale. Since PON was held in Papua which is a less popular city and improved when the event was held.

Keywords: *Sports events, Socio-economic impact, SEA Games, Asian Games, PON*

INTRODUCTION

BACKGROUND

In the past decades, hosting international sports events has been seen as an opportunity by many countries. The reasons behind this are to create long-term and short-term investment, to boost the development of the economy, to stimulate spending in the host country, as well as to encourage the leisure industry including tourism, hospitality and recreation. Sports events are categorized as multi-branch sports activities that require skill or physical strength, usually through competition that involves some countries. The popularity of sport events can be attributed to the size of the events, certain benefits for host communities, and also the successful story after. Indonesia has also participated in holding sporting events both on a national and international scale. The paper will focus on 3 main sports events which are: SEA Games 2011, Asian Games 2018, and PON XX 2021. Both the SEA Games and Asian Games are on an international scale, while PON XX is only on a national level. Based on these sports events, the authors will elaborate the impacts by hosting the events to economic development and social benefits to the state. In addition to these impacts that are directly contributing to the nation, hosting sports events can also generate broad indirect effects such as improvements of a country.

The Southeast Asian Games or known as SEA Games are sport events in Southeast Asian countries that are held every 2 years with 11 countries involved. The purpose of the

games is to strengthen cooperation, understanding and relationship between countries in the ASEAN region. The implementation of the 26th Sea Games in 2011, Indonesia had the opportunity to host again that was held in Jakarta and Palembang, Indonesia. Previously, in 1997 was the last time Indonesia hosted with Jakarta as the main host city. The event was officially opened by the president of Indonesia, Susilo Bambang Yudhoyono at that time in Palembang. Regardless of not being held in Jakarta, the capital city, Indonesia was successful in holding the opening ceremony with the most magnificent, luxurious, and spectacular ceremony in Southeast Asian Games history. However, Indonesia's success is not limited to organizing the events, but achievements and economic success as well. Besides, the local community can also take advantage of the games as a golden opportunity to get the maximum benefit. The context of benefits is basically not solely on the economic impact, but also social and psychological dimensions such as a sense of pride in the region and nation, and satisfaction with the achievements achieved by athletes. Participating nations include all Southeast Asian countries which consists of: Indonesia, Malaysia, Singapore, Vietnam, Thailand, Philippines, Myanmar, Cambodia, Brunei Darussalam, Laos, and East Timor. During the games, it featured 545 events in 44 sports and disciplines, in which two of them are demonstration sports (cricket and tarung derajat or sundanese martial art).

The Asian Games is a grand event in the field of sports which is held every four years and involves a large number of athletes from all over Asia. In the 18th Asian Games, Indonesia was given the opportunity to host the games with Jakarta and Palembang as the main host cities, which was the first time in history that Asian Games were hosted in 2 regions. Allowing to be a host country is an honor for Indonesia to show the development and appropriateness in the international competition. Moreover, it has potential to be the place for attracting investors and also promoting Indonesia's leisure activities, especially in tourism, hospitality and recreation. The representation of Indonesian culture will show how Indonesia creates a good image of a country and increase the popularity of it in the eyes of the world. Therefore, Indonesia carried out several policies in order to give the best performance during the Games. This sport event utilized a combination of new and existing facilities and infrastructure, such as those built for the Southeast Asian Games 2011 to help control costs. It was officially opened by the President of Indonesia, Joko Widodo. All 45 members of the Olympic Council of Asia participated in the games with 465 events in 40 sports (61 disciplines), in which demonstration sports of the games are for the first time in Asian Games history (eSports and canoe polo) claimed by Revindo et al. (2019a).

The twentieth edition of *Pekan Olahraga Nasional* or Indonesian National Sports Week hosted by Papua. This event was initially going to be held in 2020, however, due to Covid-19 pandemic, it was delayed to 2021. The aim of this event was to reflect the strength of the unity and integrity of the Indonesian nation as a pluralistic nation. Papua was chosen as the host city to defeat Bali and Aceh by gaining the most votes at the Annual Member Meeting of the National Sports Committee of Indonesia. It has become the power of national sports and proof that the earth of Papua is not only rich in mining, but also full of talented people. Hence, to accelerate the development of welfare in Papua, these talented people need to be maintained and developed in all aspects. This national sport event was attended by 34 provinces that spread throughout Indonesia with a total of 56 sports. As a host city, Papua gained significantly positive impact through the sport event. Not limited to the development of the sports activities, but also towards both social and economic development for Papuan people. Besides, thanks to the event, Papua can also boost and promote its tourism sector to increase regional income with the facilitation of infrastructure development.

With the knowledge of background, the authors found that the lack of research regarding the contribution or an impact of hosting sports events to both social and economic benefits in Indonesia, specifically to the hosting cities. Three sports events that have been done in the last decade are SEA Games 2011 and Asian Games 2018 with hosting cities are Jakarta and Palembang, whereas PON XX 2021 was held in Papua. Apparently, accommodating an event would have both direct and indirect effects (Prasetyo et al., 2021) However, some studies are not clearly explained about the end result or the significant impacts towards hosting countries or cities. It is great to have better acknowledgement in respect of hosting sports events' contributions so that as a young generation can be able to improve and to promote the nation and state's performance in the eyes of the world. Therefore, in this opportunity, the authors will aim to focus more on the contribution of hosting sports events towards national economic development and its possibility to host other events in the future.

RESEARCH METHOD

To investigate the impact between the different sport events in Indonesia, this study employs a quantitative descriptive research design. The purpose of descriptive research is to characterize a phenomena and its features. The focus of this study is on what occurred rather than how or why it occurred. These studies are intended to give systematic information about a phenomenon. Typically, the researcher does not begin with a

hypothesis, but rather develops one after gathering evidence. This study utilized secondary data. To achieve the objectives of the study, data were collected from Statistics Indonesia (BPS), reputable news sources, and articles published. In addition, the analysis will be done in three parts, categorized according to the event, namely the SEA Games, Asian Game, and PON.

FINDINGS AND DISCUSSION

In this section, the study of three sports events that were held in Indonesia will be divided into three subsections of findings and discussion based on the event held. The first subsection will exhibit the impact of SEA Games 2011 to the regional economy and the social impact of the hosting cities. The second subsection will analyze the impact of Asian games 2018, and lastly from PON 2021 event effect on the hosting city local economy. The first two events were held in both cities, Jakarta and Palembang as an ASEAN level sport event. Meanwhile, PON 2021 was recently held in Papua as a national level sports event. Figure 1 presents the regional GDP of the hosting provinces of DKI Jakarta and South Sumatera from 2010 to 2020 to analyze and compare the immediate and long-term economic impacts. In this case, the sports events in both provinces can be sustained as



shown in the continuous growth after the events have passed, except for the 2020 figures.

Figure 1. The regional GDP of hosting provinces for an 11-year period (BPS, 2021)

1.1. SEA Games 2011 in Jakarta and Palembang

Indonesia has hosted SEA Games several times. The most recent one held was in the year of 2011 with a budget of Rp700 trillion in total (Detik.com, 2011). Most of the economic impact of this event was to the economy of Palembang city. The government's budget Rp79.5 billion to host the event in Palembang (Detik.com, 2011). The Central Statistics Agency (BPS) of South Sumatra reported that during 2011, South Sumatra's economic growth was at a percentage of 6.5 percent, an increase compared to 2010 which was only around 5.6 percent (SindoNews, 2012). This clearly shows a significant increase in the regional economic growth by being the hosting city for SEA Games 2011.

This increase in the local economic growth is due to many factors in the preparation and also the execution of the event. It was reported that there are three sectors that make the biggest contribution in creating the rate of economic growth, namely the hotel and restaurant sector 1.12 percent, then the construction sector 1.03 percent and agriculture around 1.02 percent (SindoNews, 2012). Hotel sector contributes highly to the regional economic growth due to the high number of hotel construction to accommodate thousands of visitors from foreign countries or domestically. Therefore, the high number of hotel construction has resulted in employment opportunities for up to 4,000 laborers that increased the well being of the people of the hosting city and contributed highly to the regional economic growth as well. Moreover, the high number of hotel construction was also due to the estimation by the Chairman of the Indonesian Hotel and Restaurant Association (PHRI) of an increase by 400-5000 percent of profitability of the hotel industry in Palembang due to the SEA Games 2011 (Kementerian Perdagangan Republik Indonesia, 2011). Overall in 2011, all sectors in the economy of South Sumatra grew as the demand for goods and services increased mainly because the city of Palembang hosted the SEA Game (SindoNews, 2012).

Aside from the economic impact, hosting the SEA Games also improved the sports facilities that can be used for national athletes to practice as well as being one of the family travel destinations. Based on a survey conducted in a previous study with 1068 people as respondents from 16 sub-districts in the city of Palembang, 97.5 percent of respondents feel happy with how the SEA Games were conducted, 76.2 percent felt community togetherness in SEA Games. Furthermore, 46.7 percent of respondents also stated that SEA games affect them in doing sport activities (Maksum et al., 2012).

Unfortunately Jakarta's position as a co-hosting city is not very well publicized. The scandalous corruption case marred the events as the D-day came near, yet sporting

equipment was still incomplete, making it difficult for athletes to practice on site (detikNews, 2011). Head of Division I of PT Waskita Karya was summoned to court for accusations of corruption when constructing the Athlete Village in preparation for the games (Bisnis.com, 2014). This made the international community question Indonesia's readiness to become a good host country for events of this caliber.

1.2. Asian Game 2018 in Jakarta and Palembang

Jakarta and Palembang were entrusted to host another Asian level sports event in 2018, the 18th Asian Games. The government budget allocated to host this game was reported reaching Rp8.2 trillion which included the bonuses for athletes, coaches and officials (Hardjanti, 2018). To prepare for the event, the infrastructure investment that was started in 2016 was reported to have reached Rp13,7 trillion. From this massive spending, an increase by 57,300 employment opportunities from 2015-2018 is also one of the indirect impacts towards the economy (*Databoks*, 2018). By sectors, Jakarta's entertainment sector increased by 26.1%, broadcasting by 2.81%, construction by 0.51% and hotel by 2.17% as the positive impact of hosting the 18th Asian Games. DKI Jakarta's economic output in the 2015-2019 period also increased by 40.6 trillion rupiah, which was achieved from construction activities for the preparation of facilities and infrastructure worth 18.5 trillion rupiah, operationalization activities of 20.9 trillion rupiah, and domestic and foreign visitor activities. 1.2 trillion rupiah (Sindonews, 2018).

Similar impact to Palembang's regional economy of being the hosting city of the Asian Games 2018. The direct impact to the local economy reached Rp18.5 Trillion which increased the regional GDP by 0.47%. Palembang's economic output in the 2015-2019 period also increased by Rp. 11.1 trillion, which was achieved from construction activities for the preparation of facilities and infrastructure worth Rp. 9 trillion, operational activities of Rp. 1.6 trillion, and activities of domestic and foreign visitors of Rp. 439 billion. From these activities, it increased 51,500 employment opportunities in the span of 2015 until 2019. By sectors, the entertainment industry increased by 34,92%, hotels increased by 7,57%, and construction increased by 1,83% (Kementerian Komunikasi Dan Informatika, 2018).

However, the impact doesn't only affect the regional GDP of the hosting cities. A month after the 2018 Asian Games were held, the Ministry of National Development Planning (PPN) and the National Development Planning Agency (Bappenas) claimed that the impact of the world's second largest sporting event on Indonesia's economic growth reached 0.05% (Bisnis.com, 2018). Economic values such as increasing tourism, increasing job opportunities, increasing business opportunities, promoting city administration and

creating added economic value are also achieved by the state.

Non-economically, with the 2018 Asian Games taking place, Indonesia received added value for facilities and infrastructure such as improving public infrastructure, new sports facilities, and revamping and structuring cities. Four newly renovated venues were opened in Jakarta as additions to the Gelora Bung Karno sporting complex (The Jakarta Post, 2017; Juniman, 2017). Palembang received transportation funding that allowed the city to enjoy the benefits of a new light rail train, bridge, and toll roads (Exist In Exist, 2018) that will continue to be in use far after the events are over. The authorities also appointed Siloam Sriwijaya Hospital to build a new clinic near Jakabaring Sports Center to facilitate the games (Yuliani, 2018). The LRT was also planned to be built in Jakarta, but the project's finish time got delayed to December 2019 (Istimewa, 2018).

Palembang's image changed into a sports city, as stated by Trotier (Trotier, 2017). The city's stigmatized image of being dirty and chaotic needs a change by creating a new strategic image; as is planned by the former governor of South Sumatra, Alex Noerdin. Creating a new image of a modernized sports city apparently succeeded in replacing its previous façade. Furthermore, considering that no other city in Indonesia—except for Jakarta—had no long-term development plans in hosting sports events, Palembang believes that catering to the niche will be advantageous for the city.

However, as noted by Khausar (Khausar, 2020), the event's nation branding has not reached its maximum potential, especially in terms of boosting tourist arrivals and attracting foreign direct investment. This can be achieved by creating more tour packages and performing more promotional activities in the media. There also needs to be a nation branding campaign after the games by highlighting its ability to host the event successfully and gain global exposure.

Despite this, a paper written by Revindo et al. (2019) notes that the Asian games increased favorable perceptions among event participants and visitors towards Indonesia; positively affected the propensity to repeat visitations to Indonesia in the future; increased the likelihood of giving positive referrals to Indonesia for tourism destination and future international sports event hosting. This means that the event did leave a positive impression on visitors. Our guess is that the impact was largely hindered by the pandemic that stalled tourism and investment activities.

1.3. PON XX 2021 in Papua

Recently in 2021, PON XX was held in Papua. Even though the scale of competition is different from SEA Games and Asian Games, PON as a national level sports event

also gives a positive and significant economic impact to Papua's regional economy. With a national level sports event with a budget of Rp3.5 trillion, it was reported that there is a potential to increase regional GDP up to 1.1% even though the event is only 2 weeks long. Potential total purchase of 10,000 visitors to watch PON 2021 is predicted to reach Rp32.58 Billion (Indonesia.go.id, 2021). By sectors, the construction sector can increase up to 5 percent, transportation sector up to 2.3 percent, and accommodation and F&B sector increase up to 9.3 percent (Indonesia.go.id, 2021). Information and communication sector also reported an increase of Rp107 billion by the development of QRIS technology for SMEs in Papua. SMEs also empowered & got benefited from this event economically and also in terms of technology empowerment (Indonesia.go.id, 2021).

Hosting the PON sports event increases development of sports infrastructure and also benefits socially. For future use, Papua has the potential for hosting the upcoming national and international sports event and could attract more visitors to Papua. Utilization of post-activity infrastructure and promotion of regional products and tourism is the key so that the implementation of PON XX 2021 can have a positive long-term impact on the economy of the Papua province (*Kementerian Luar Negeri, 2021*).

This sort of growth is definitely empowering for locals. For the events, the President of Indonesia decreed the construction of seven sporting arenas and new roads (Kompas.com, 2021). The investments were fruitful, successfully finishing the construction of seven sporting venues, which include an aquatic arena, a cricket arena, a hockey arena, a roller skating arena, a rowing arena, and an archery arena. In addition, there were also new athlete and official housing, construction of the Telaga Ria–Khalkote–Dapur Papua road and improvements on the Merauke–Kuprik–Tanah Miring road (Newswire, 2021).

CONCLUSION

The Asian Games successfully left a good impression on visitors, and is likely to create a lasting positive reputation. Both cities enjoy the stimuli of their economic growth in the short-term, being the period of time of preparation and hosting. The long-term effects may seem underwhelming, but that is considering the COVID-19 pandemic hindering the event's desired outcome for Indonesia: increase tourist arrivals and foreign direct investment. All in all, when a mega sporting event is held responsibly, it will leave a lasting impression in the international eye.

The SEA games were marred with corruption scandals, which likely caused the event to underperform when creating desired socio-economic impacts, especially in Jakarta. Despite this, Palembang residents were still able to enjoy the psycho-social

benefits from partially hosting the games in their city. From the economic point of things, Palembang also gained more than that from Jakarta. Therefore, the lesson learned from this phenomenon is that scandal in such a prestigious event reduces the size of benefits that can be utilized; hence, it is best to avoid them by ensuring a strict oversight of any form of event management.

A national-scale event held in the province of Papua is most likely to create the drastic impacts as desired. Holding big-scale events can be very advantageous for smaller cities as they stimulate growth, not only in the short-run from the arrival of temporary tourists and officials when the event is being held, but also in the long-run from the construction of new infrastructure that can be utilized by locals. PON and other national-scale events that switch hosting cities every year provide a good opportunity for under-recognized cities to build.

However, maintaining the sports facilities is very costly. If Indonesia only uses it for national or international competition level occasionally, to maintain it well will cause a high amount of budget needed to be allocated by the government. There are several ways to keep these facilities maintained. One of the ways we recommend is to open the venue for the public to visit as recreational facilities with an entrance fee charge. Aside from the public, the local government can also work together with schools, organizations, and trainers to use these facilities for educational activities in terms of sports. Fees can be charged but the rate is adjusted for the public to be able to visit it regularly. This way, the government can get additional funding to maintain the facilities and the society will also be better off with the availability of these facilities.

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