

**BRANDING STRATEGY FOR MANDALIKA AS SPORT
TOURISM DESTINATION: CASE STUDY ITDC IN HELD
WSBK 2021**



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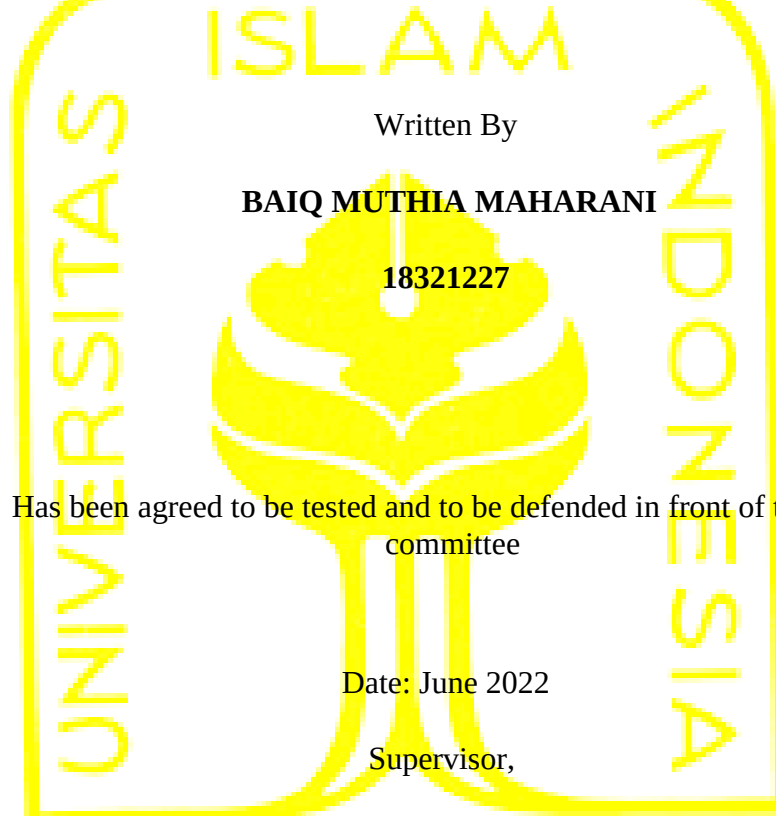
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AGREEMENT SHEET
UNDERGRADUATE THESIS

**BRANDING STRATEGY FOR MANDALIKA AS SPORT TOURISM
DESTINATION: CASE STUDY ITDC IN HELD WSBK 2021**



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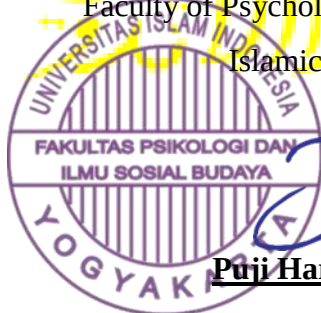
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STATEMENT OF ACADEMIC ETHICS

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Signing below, I:

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Through this letter I stated that:

1. During the process of accomplishing this thesis research, researcher did not perform academic frauds in any kind of form, such as plagiarism, involving others in making thesis, or any other kind of violations which are contradicting the academic ethics highly upheld by Islamic University of Indonesia.
2. Therefore, this thesis is a pure form of my scientific work as a student and a researcher, and not involving other people/parties.
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Yogyakarta, 4 June 2022

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Baiq Muthia Maharani

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MOTTO

“Indeed what is to come will be better for you than what has gone by.”

- QS. Ad-Duha 93:4 -

**“No need to run, just walk and see everything around us.
Let’s walk slowly and enjoy in every step of the journey.”**

- *Mark Lee*

DEDICATION:

I dedicate this work to:

Everyone who have always supported me and involved in this research

FOREWORD

Alhamdulillahirobbil'alamin, all praise is due to Allah SWT for His unlimited grace and blessings. Shalawat and salam is always poured out to our great prophet Muhammad SAW, and all his family, friends, and relatives who always strive in the way of Allah SWT to uphold Islam and its values until the end of time, so that the writer could accomplish this undergraduate thesis entitled “Branding Strategy for Mandalika as Sport Tourism Destination: Case Study ITDC in held WSBK 2021”.

Nothing worth having comes easy. This thesis was written by the writer through a long process. Therefore, the writer wants to thank all of parties involved during the writing process, which are mentioned below:

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The writer recognizes that there are still many flaws in the thesis preparation. As a result, the author welcomes feedback, criticism, and ideas from all people involved in the writing of this thesis. This thesis ought to be valuable to all readers who require it as well as for future research. Thank you.

Yogyakarta, 4 June 2022



Baiq Muthia Maharani

TABLE OF CONTENTS

BRANDING STRATEGY FOR MANDALIKA AS SPORT TOURISM DESTINATION: CASE STUDY ITDC IN HELD WSBK 2021.....	1
AGREEMENT SHEET	i
VALIDITY SHEET	ii
STATEMENT OF ACADEMIC ETHICS	iii
MOTTO	iv
FOREWORD	v
TABLE OF CONTENTS.....	vii
LIST OF APPENDICES	ix
ABSTRACT.....	x
Chapter I Introduction.....	1
A. Background	1
B. Research Question	2
C. Research Purpose	3
D. Research Benefit	3
E. Theoretical Frameworks	3
1) Previous Research.....	3
2) Theoretical Frameworks	6
F. Method	14
1) Research Paradigm.....	14
2) Type of Method.....	15
3) Respondent selection technique	15
4) Data Collection Technique.....	16
5) Data Analysis Unit.....	16
Chapter II General Description of Research Object	18
A. General Description of Mandalika Special Economic Zone	18
B. General Description of Indonesia Tourism Development Center (ITDC)	20
C. General Description of International Event World SuperBike (WSBK) 2021	21
Chapter III Research Findings	23
A. Findings.....	23
1) Brand Destination	25

2) Activities to do the Branding	27
3) Marketing Communication	33
B. Discussion	38
1) Brand Destination	38
2) Branding Activities and Marketing Communication	43
3) Comparison to Previous Research.....	46
4) SWOT Analysis.....	49
Chapter IV Conclusion	51
A. Conclusion	51
B. Research Limitations	52
C. Research Suggestions.....	52
1) Academical Suggestions	52
2) Practical Suggestions.....	52
References.....	54
Attachments	58

LIST OF APPENDICES

Image 1. 1 Tourism Destination Marketing	10
Image 2. 1 Mandalika Administrative Map	18
Image 2. 2 Mandalika Special Economic Zone	19
Image 2. 3 Pertamina Mandalika International Circuit.....	19
Image 2. 4 World SuperBike (WSBK) 2021	21
Image 3. 1 WSBK Mandalika 2021	24
Image 3. 2 Logo launch & introduction on Instagram	24
Image 3. 3 Pre-race content of ITDC's Instagram.....	24
Image 3. 4 Weekday content of ITDC's Instagram.....	24
Image 3. 5 Weekend content of ITDC's Instagram.....	30
Image 3. 6 WSBK day content of ITDC's Instagram.....	31
Image 3. 7 Billboard	34
Image 3. 8 T-Banner	35
Image 3. 9 Media post about Mandalika as Sport Tourism Destination	24
Image 3. 10 ITDC official Instagram account	37

ABSTRACT

Maharani, Baiq Muthia (2022). Branding Strategy for Mandalika as Sport Tourism Destination: Case Study ITDC in held WSBK 2021 (*Undergraduate Thesis*). Communication Science Department, Faculty of Psychology and Social-Cultural Sciences, UII.

Mandalika Special Economic Zone offers a sport tourism destination concept through held sporting event. In 2021, Mandalika Special Economic Zone became the home for an international event final Pirelli round namely World Superbike (WSBK). Therefore, this research was conducted to know how is the branding strategy for Mandalika as sport tourism destination which managed by ITDC in held WSBK 2021. The method used in this research is a qualitative method. This research was conducted through interview with representatives from Indonesia Tourism Development Center (ITDC), the institution in charge of Mandalika Special Economic Zone, as well as additional documents from PT. Dyandra Promosindo. After that, the data analysis was carried out on the collected data.

According to the analysis of this study results, in managing the branding strategy for Mandalika Special Economic Zone as sport tourism destination through WSBK 2021 have carried out a brand destination strategy through segmentation, targeting, and positioning. The elements including attractions, accessibility, and amenities are also completed. Marketing communication strategy were implemented through several promotional activities mainly such as advertising through billboards, T-banners, and videotrons which are placed at several points in Lombok and big cities in Indonesia, created press releases on website, conducted press conference for the media coverages and social media branding on Instagram. Sporting events constitute a strategy for the development of Mandalika, which positioned as a destination for sport tourism.

Keywords: *Branding Strategy, Mandalika Special Economic Zone, Sport Tourism Destination, WSBK 2021.*

Chapter I

Introduction

A. Background

According to Laurence Chalip & Carla A. Costa (2005), sport events were increasingly has been used to promote their host cities branding. Events might serve in a variety of capacities in relation to the destination brand, such as cobranding partners, brand extensions, and brand features. All event must be cross-leveraged with others in the destination's event portfolio, including with the destinations various sporting activities and attractions, in order to be appropriately included into destination branding.

Mandalika, which is located in the southern part of Lombok Island, was declared by Government through Government Regulation Number 52 of 2014 as a Special Economic Zone which is named as Mandalika Special Economic Zone or KEK Mandalika. With a beautiful beach and underwater appeal, KEK Mandalika offers sport and marine tourism. Mandalika offers an environmentally sustainable tourism development concept, with the creation of tourist objects and tourist attractions that are frequently focused toward the preservation of environmental values and quality in the community.

Furthermore, a world-class racing circuit named Pertamina Mandalika International Street Circuit with 10.000 guest rooms and a convention center as part of facilities was built in Mandalika Special Economic Zone (SuaraNTB, 2020). The presence of the world's first highway circuit constructed in the KEK Mandalika also contributes to the area's uniqueness to host sport events (ITDC, 2020). As stated by Governor of West Nusa Tenggara, through hosting international sporting events on 2021, Mandalika will continuously hosting international sporting events to bring chance as sport tourism destination and attract tourists.

Mandalika Special Economic Zone is managed by the Indonesia Tourism Development Corporation (ITDC) along with Indonesian Ministry of Tourism and Creative Economy and The NTB Provincial Tourism Office. ITDC is a

state-owned company (BUMN) that specializes in the development and administration of integrated tourism complexes. ITDC is a well-suited partner with over five decades of direct experience, operating in perfect coordination with the government to develop planned tourism sites around the country. Previously, ITDC has succeeded in building the Nusa Dua area, Bali to become one of the world-class tourist destinations that offers a variety of facilities. ITDC aspires to be a leading international tourist destination developer in the country.

During 2021, Mandalika Special Economic Zone is the host for an international event namely World Superbike. Meanwhile, the MotoGP as a part of Mandalika GP Series held in Mandalika in March 2022. Superbike is a motorsport road racing competition that takes place all over the world. In comparison to MotoGP, where purpose-built machines are used, the bikes are tuned models of motorcycles licensed for sale to the general public. The fact that the WSBK 2021 Pirelli Indonesian Round will feature the championship showdown between Jonathan Rea and Toprak Razgatlioglu at Mandalika makes it even more unique.

Sport tourism destinations usually need a branding strategy to promote and attract visitors. A branding strategy outlines the goals the brand must pursue in terms of changing consumer perceptions and actions (Gelder, 2005). Thus, branding strategy has a vital role in controlling all of the brand components of the sports tourism destination, which are connected to consumer behavior while holding sports events. This study will further see what branding strategies are used for Mandalika Special Economic Zone as a sport tourism destination which was done by ITDC through WSBK 2021.

B. Research Question

1. How is the branding strategy for Mandalika Special Economic Zone as sport tourism destination which done by ITDC through WSBK 2021?

C. Research Purpose

1. Examine the strategy carried out by ITDC to brand Mandalika Special Economic Zone as a sport tourism destination through WSBK 2021.
2. Examine to study the branding of sport tourism destination by holding sports event.

D. Research Benefit

a. Academic Benefits

This study provides a gateway for many theoretical concepts learned by the author during the academic years in university, thus contributing to the study of communication science, especially branding strategy in the sports tourism industry. Moreover, this research is expected to be able to contribute to related research in the future.

b. Practical/Social Benefits

In practical benefits, the writer expects that this study will encourage those who want to research related topics and learn more about how marketing communication strategies work in the tourism industry.

E. Theoretical Frameworks

1) Previous Research

Major Sports Events, Destination Image and Intention to Revisit: A Perspective of Foreign Tourists (Liu, D, 2013)

The first research written by Liu Dongfeng entitled " Major Sports Events, Destination Image and Intention to Revisit: A Perspective of Foreign Tourists", came from Shanghai University of Sport. The purpose of this research is to. This research was conducted using qualitative and quantitative methods.

The result showed that the entire sporting event initiative's effects on a host city's brand and visitors' intentions to return, as seen from the

perspective of all international visitors. In Shanghai, the intention to visit the destination is influenced by all image elements. This research has similarities in the key subjects of hosting major global sporting events to attract tourists and enhance destination brand recognition. The differences can be seen in method used with this study and the different region in Shanghai with Mandalika.

Communication Marketing Strategy of Mandalika Special Economic Zone as the Priority Tourism Destination Post 2018 Earthquake (Wulandari, S.H., Chotijah, S., Suadnya Ph.D, I.W., 2018)

The second study entitled "Communication Marketing Strategy of Mandalika Special Economic Zone as the Priority Tourism Destination Post 2018 Earthquake" written by Sri Hermalia Wulandari, Siti Chotijah, and I Wayan Suadnya Ph.D aims to learn more about the Marketing Communication Strategy for the Mandalika Special Economic Zone after 2018 earthquake that happened in Lombok. This study was conducted through a descriptive method with a qualitative approach.

The result of this study identifies that Mandalika undertook a planning process for a communication strategy following the 2018 including communication target analysis, message strategy, establishing methods, and media selection. This study talks about marketing communication strategy of Mandalika after the earthquake, while the study the author wrote is branding strategy of Mandalika in terms of sport tourism destinations and sporting events. Similarity also can be seen in method used.

Relationship of Destination Image, Sports Involvement, Event Quality, and Travel Motives as an Antecedent Factors on Revisit Intentionin Recurring Running Sports-Event (Setyaningtyas, T., Kirana, A. N., & Wicaksono, M. A., 2021)

The third study entitled "Relationship of Destination Image, Sports Involvement, Event Quality, and Travel Motives as an Antecedent Factors on Revisit Intention in Recurring Running Sports-Event" was written by Tara Setyaningtyas, Annesa Nariswari Kirana, and Muhammad Angga Wicaksono from BINUS Business School Master Program. The purpose of this study was to investigate the relation between destination image, sports participation, the level of sporting events, and travel motivations as prior elements to assess the probability of repeat participation at marathon events.

This study was conducted using a quantitative method. According to their findings, sport event quality has a positive impact with revisit intention from repeated sporting events, however this relationship is not statistically significant. It was discovered that destination image has a beneficial impact on the decision to revisit repeated sporting events. While the research that the author wrote is more specialized with examples of destinations and events, it is less particular in terms of sport between marathon and motorcycle racing also how it discusses the link between sport events and destination image in general.

Strategi Komunikasi ITDC dalam Membangun Partisipasi Masyarakat Untuk Pengembangan KEK Mandalika (Muslim, A., 2022)

The fourth research is "Strategi Komunikasi ITDC dalam Membangun Partisipasi Masyarakat Untuk Pengembangan KEK Mandalika" written by Aziz Muslim from Graduate School of Universitas Islam Negeri Mataram. This study was done to

The findings of the study reveal that community and government collaboratively achieve a communication plan for Mandalika, especially regarding circuits, through effective communication between ITDC and the community. This study discusses development communication strategies, while the study the author wrote is about the branding strategy of the same object as sport events.

The Role of Sport Events in Destination Marketing (Dimanche, F., 2003)

The fifth study entitled "The Role of Sport Events in Destination Marketing" was written by Frederic Dimanche from the Ted Rogers School of Hospitality and Tourism Management, Ryerson University, Toronto, Canada. This study aimed to emphasize the role that sporting events play in a nation's or a city's marketing and branding activities.

The results suggest that two key requirements must be satisfied for sports events to be a significant part of the destination's overall marketing strategy. The destination has to clearly define sponsorship goals and put those goals into action. Additionally, the target markets for the event and the destination should align. This research has similarities in qualitative method used and several theories that can be applied because destination brands and sporting events are the main subject.

2) Theoretical Frameworks

a. Brand Destination

A brand is the whole of all the tangible and intangible features that define one product from another. A brand represents the general opinion and sentiment of customers on the characteristics and functions of the product, the brand name and its significance, as well as the company linked with the brand in question. A brand is not simply a symbol used to differentiate one product from another (Moilanen & Rainisto, 2009:6).

Morisson and Anderson (2002) indicated that brand destination is an identity that may distinguish a destination from other destinations and make it even easier for visitors to recall the destination. Destination branding is the process of differentiating a tourist destination from its rivals in order to express its unique character.

Destination branding is a term used to describe branding in tourism. Destination image may offer value to a destination in addition to assisting tourists in differentiating one location from another. In order to successfully accomplish the aim of developing a brand name, a strategy is required.

According to Hermawan Kertajaya, there are 3 basic strategies to determine the brand of a tourism destination which are:

1) Positioning

Positioning refers to a concept that will be established in the minds of the public or future visitors. Tourist destination marketers need to up their game when it comes to providing sales value so that the services they are offering are better compared to their competitors.

2) Differentiation

Aspects of attraction, accessibility, and amenities or comfort can all be used to distinguish a tourist attraction's product. When the given attractions have the same appearance as those of rivals, the facilities occasionally differ. Differentiation may be defined as something distinct and tangible if positioning is to be embedded in the public's mind.

3) Branding

The concept of branding illustrates how a tourist destination may maintain its reputation and image by keeping the trust or promise made to visitors.

Hankinson (2004) stated that there are 4 elements of destination branding, including:

- 1) Relationships with visitors.
- 2) Primary service relationships.
- 3) Media relationships.
- 4) Brand infrastructure relationships.

Furthermore, the objective of branding is to combine six components to form the desired brand concept, not merely a single brand Kaplanidou (2003, p. 3). The 6 components are:

1) Brand identity

The idea of identity refers to a group of strategies that come together to produce a collection that stands in for the good or service. The destination's goods and services may be reflected in the brand identity.

2) Brand soul

A brand soul is something that able to communicate aspects of the company's sensibility and values.

3) Brand character

The brand character's description demonstrates the connection between tourists travel experiences and the development of a brand character.

4) Brand personality

Brand personality is defined as a collection of personality brands whose traits reflect the emotional condition of people.

5) Brand culture

Brand culture demonstrates that the culture of the company is a collection of interconnected value systems that serve to characterize the local culture.

6) Brand image

A strong brand image is a crucial component of an instantly identifiable brand identity, which ultimately allows clients to assess the brand.

b. Activities to do the Branding

According to Morgan & Pritchard (2017), in achieving destination branding there are five steps of activities that must be completed with the aim of changing the image of a region or destination.

1) Market investigation, analysis, and strategic recommendations

The first step is to define the best plan for creating destinations in order to map out the potential markets. This demonstrates that the goal of a market investigation, analysis, and recommendation strategy activity is to identify different concrete activities and approaches that may be taken in order to reach a certain goal.

2) Brand identity development

The construction of a brand's identity is built on the area's desired image, mission, and vision. Brand identity illustrates how an intangible destination's identity is established during the brand identity creation process and then used to explain the place to the public.

3) Brand launch and introduction

When introducing a tourist destination, specific processes or procedures must be followed to prevent creating a negative view or image in the public's eyes. Bringing a product to a place is not the same as introducing another product. Tourist destinations must be promoted in a way that captures the attention visitors. Advertising, direct marketing, personal selling, websites, brochures, event planners, filmmakers, destination marketing organizations, and journalists are activities that can be used to launch a brand.

4) Brand implementation

In order to achieve a successful destination branding goal, brand implementation needs to make sure that all parties engaged in branding have been connected.

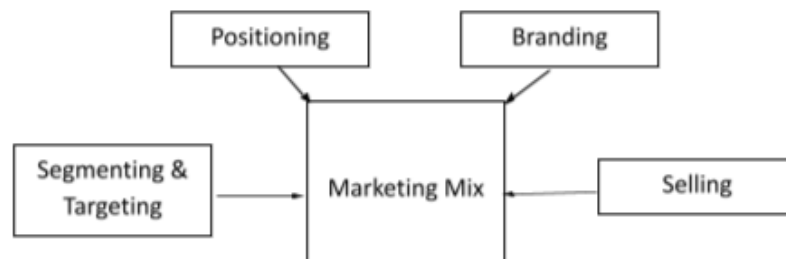
5) Monitoring and evaluating

The final step is monitoring, that can be used to identify any flaws and deviations from what has been done. The monitoring results are therefore assessed and reviewed over for future potential advancements.

Tourist destination marketing is a branding activity for the tourist destination. Branding is more than just a process of naming, logos, and slogans. Branding is also a prediction of competitive success (Nuridin

Hidayah, 2019). The tourism destination marketing scope consists of processes called branding, segmentation & targeting, selling and positioning.

Image 1. 1 Tourism Destination Marketing



Source: Nurdin Hidayah (2019). *Pemasaran Destinasi Pariwisata*.

The segmenting and targeting process is the first step in the tourist destination marketing process, and it begins with the identification of a target market. The selling process, on the other hand, is the action of acquiring, maintaining, and developing target customers. The positioning process refers to the process of developing, delivering, and conveying a destination offering. The branding, segmentation & targeting, selling, and positioning processes are strategic actions which imply that they are long-term decisions. Meanwhile, tactical actions often known as marketing programs, are short or medium-term processes that take the form of operations to ensure that the defined plan is carried out successfully. Decisions about the marketing mix are referred to as tactical decisions. The tourism marketing communication theory is related to the theory of marketing communication strategy in general.

c. Marketing Communication

According to Tull and Kahle, a marketing communication strategy is a crucial tool for achieving a company's objectives in establishing a sustainable competitive advantage through the markets it enters and the marketing programs it employs to reach the target market (Fandy

Tjiptono, 1997: 6). In order to develop a marketing communication strategy, the company will go through a process where the company will conduct consumer analysis to determine which segment of the market is the most profitable.

The importance of communication in marketing activities cannot be overstated. Through offering knowledge about the demands and types of customer needs, marketing communications must deliver messages and motivate target consumers. There is a brand in marketing that has to be publicized. Because of their essential character of publicity, brands can only exist in the communications sector.

Marketing communication has 3 main objectives, namely:

1) Informing

Informing the products raises consumer awareness, educates consumers about the brand's characteristics and benefits, and assists in the development of a company's image that generates the product or service.

2) Persuading

Persuasion could sometimes take the form of influencing awareness of a product or creating demand throughout a product category. Customers will be persuaded to try the items and services given by a good promotional or advertising channel.

3) Reminding

Advertising maintains the company's brand across on customer's minds. When a demand for marketed items and services develops, the influence of previous promotions remains the advertiser's brand in the minds of consumers. It will make an impact for customers to buy the product or service.

When it comes to communication, strategy and the techniques at hand to accomplish the desired results are deeply correlated. Whereas the marketing communication mix is the strategy employed by the

marketing communication strategy. Components of the promotion mix in marketing communications are:

1) Advertising

Kotler (2003) believes that advertising is a non-personal method of presenting and promoting concepts, products, or services by a specific sponsor who must be rewarded. The most popular method for companies to persuade potential customers about the things they provide is through advertising. The advertisement itself has the following features including can reach consumers who are geographically dispersed, can repeat messages many times, and are impersonal and one-way communication. Moreover, companies usually spend a lot of money in carrying out marketing activities through advertising media, which are online and offline. Advertisements on television, radio, newspapers, magazines, banners, and roadside billboards are some examples of advertising. Digital advertising is now another option for reaching large number of customers both quickly and effectively. Digital marketing strategies include using Google Ads or social media to create adverts.

2) Personal Selling

A method of direct communication between the company and the potential customer is personal selling (person to person communication). In this occasion, the company makes an effort to assist and influence customers to purchase the provided goods. Because personal selling involves using people or persons, it differs from advertising as a strategy. The direct engagement between a buyer and a seller makes this strategy particularly versatile since it allows the direct communication with person. Direct interaction with one or more clients while giving presentations, responding to inquiries, and taking orders through human interaction enables the

creation of tight relationships and the use of pricey promotional instruments.

3) Direct Marketing

A strategy of marketing communications is called direct marketing. Direct marketing is marketing that uses the strategy of developing a very intimate connection with the target audience so that two-way communication might take place. In addition to delivering consumers catalogs and letters (direct mail), direct marketing also involves monitoring telemarketing data and running direct response advertisements across communication channels. Direct marketing is communicating with customers directly and obtaining their reactions via mail, facsimiles, phone calls, emails, and other non-personal interaction techniques. Its characteristics, which include support for both private and public initiatives, are highly suitable for the particular target market it is aiming at.

4) Sales Promotion

One method for boosting overall sales is sales promotion. Its primary function is as a communication tool that persuades. Promotion refers to any persuasive communication that is intended to enlighten consumers about a company's goods or services with the goal of persuading them to make a purchase. Different intensities in a short period of time stimulate customers to test or purchase a good or service. Sales promotion traits include grabbing customers' attention, employing a variety of techniques, emphasizing the strength of the buyer's purpose, and being polite and quick with rewards. Examples of sales promotions provided are discounts, loyalty rewards, coupons, giveaways, and bonuses.

5) Public Relation

It indicates the company is creating public relations and developing connections with management when it develops and disseminates information in a systematic manner to try and manage and control the image and publicity it receives. Priansa (2017) asserts that the role of public relations is to help management concentrate on business objectives and adjust to a changing environment. Examples of public relations activities such as holding special events, press-conferences, interviews, issuing press releases, sponsoring activities, or seminars.

The relation between marketing communication and branding may be observed from the way brand equity can be used to execute the marketing communication strategy. According to the consumer's point of view, brand equity is the consumer's identification of the brand and how well-supported, strong, and distinctive brand associations are stored in their memory. Additionally, a role in the consumer's perception of the brand is brand awareness. A brand must be able to brand itself, build brand recognition, and keep it alive through promotional activities and marketing stages such as segmentation, targeting, positioning, branding, and selling.

F. Method

1) Research Paradigm

Considering the purpose, this research use constructivism as a paradigm. The institution's marketing communication strategy is critical because without it, consumers and society as a whole will be unaware of the product's existence on the market. The constructionist paradigm considers social reality as a product of construction rather than as a natural reality. As a result, in the constructionist paradigm, the focus of analysis is on determining how an event or reality is created, or how the construction is generated. This constructionist paradigm is also known as the paradigm of meaning creation and exchange in communication

studies. It is frequently compared to the positivist or transmission paradigms (Eriyanto, 2011:43).

Communication, according to this paradigm, is defined as the creation and exchange of meaning. What is essential is how each person in the communication flow generates and exchanges meaning, not how someone transmits a message. When someone conducts an interview, there is interaction when a person is interviewed. The interaction between the two creates the reality that emerges from the interview. Thus, this research suits constructivism as a research paradigm.

2) Type of Method

A qualitative descriptive method will be conducted to interpret this research. Qualitative research is also referred to as investigative writing since the author obtains data by communicating with people face to face and interacting with them at the writing location (Syamsuddin & Damayanti, 2009, p. 73-74).

As a result, the aim of this study is to know how ITDC carried out the branding strategy for Mandalika Special Economic Zone as sport tourism destination in held WSBK 2021 will be achieved.

3) Respondent selection technique

Purposive sampling used as the respondent selection technique on this research in order to achieve the target or purpose of this research. Purposive sampling, according to Arikunto (2006), is a method of collecting data that is not dependent on chance or randomness, but rather on considerations to attain a certain goal or focus.

The presence of key informants is critical for obtaining the essential data. Some of the relevant sources in this research include:

1. Mr. Made Pari as site-off operation manager of the Indonesia Tourism Development Corporation (ITDC).
2. Ms. Intan Febrika as stakeholder and public relation officer of the Indonesia Tourism Development Corporation (ITDC).

4) Data Collection Technique

Data collection techniques that used are interviews and documents.

1) Interview

The interview, stated by Estenberg in Sugiyono's book, is a meeting of two people who share information and ideas through questions and answers, resulting in dialogue and cooperative production of meaning about a certain issue. According to Stainback in Sugiyono's book, interviewing allows the writer to obtain a decent understanding of how participants interpret a situation or event than observing alone. This researcher conducted interview with representatives of Indonesia Tourism Development Corporation (ITDC). The interview was done directly at ITDC Mandalika Office.

2) Document

In this method, the writer used several documents from the institutions which are related to the research such as Indonesian Tourism Development Corporation (ITDC) and PT. Dyandra Promosindo as the event promoter. The documents form are public records, private documents, and physical evidence documents.

5) Data Analysis Unit

As stated by Bodgan cited by Sugiyono (2014), data analysis is the act of carefully examining and organizing the interview transcripts, field notes, and other materials you collect in order to improve your own knowledge and convey what you've learned to others. According to Yosegh (2006), data analysis requires breaking down current complicated factors into smaller components and reconstructing them in new configurations for interpretation.

1) Analyzing Data from Interview Result

The writer would identify the data taken from the interview result with reliable sources or the representative of Indonesian Tourism Development Corporation (ITDC) and PT. Dyandra Promosindo.

2) Analyzing Data from Document Result

Through examining the official documents that the source provides, the writer determines the source's marketing communication strategy which applied in Mandalika.

Chapter II

A. General Description of Mandalika Special Economic Zone

Image 2. 1 Mandalika Administrative Map



Source: <https://www.itdc.co.id/portofolio/the-mandalika>

Mandalika is located in the southern area of Lombok Island. Administratively, Mandalika belongs to the Central Lombok Regency. With an area of 1,035.67 ha and a view of the Indian Ocean, Mandalika is defined as a Tourism Special Economic Zone by Government Regulation Number 52 of 2014. The government sees significant potential in Mandalika and believes that it can help West Nusa Tenggara Province's tourism sector develop.

Historically, Mandalika is derived from the name of a legendary character known for her gorgeous face, Princess Mandalika. The remarkable Bau Nyale ceremony is held by the people of Central Lombok every year around February or March. Bau Nyale is a ritual for discovering colorful sea worms believed to be Princess Mandalika reincarnation. Marine tourism, beach appeal, underwater landscape, and the Mandalika local people's culture attract both local and foreign tourists. Mandalika offers a variety of tourism attractions, such as beach trips to Kuta and Tanjung Aan, where travelers may go snorkeling and surfing.

Image 2. 2 Mandalika Special Economic Zone



Source: <https://kek.go.id/kawasan/kek-Mandalika>

Image 2. 3 Pertamina Mandalika International Circuit



Source: <https://kek.go.id/kawasan/kek-Mandalika>

Pertamina Mandalika International Street Circuit is located in the center of Mandalika Special Economic Zone, with the goal of increasing tourism potential and supporting future national economic growth. Mandalika Circuit has a 4.31 km track length, 17 turns, 50 garage areas, and total capacity of 195.000 people. Pertamina Mandalika International Street Circuit is one of 4 circuits in the world that uses asphalt. This is the main selling point for motor racing enthusiasts because the track is located on the beach, which appeals to the beauty of the scenery. The construction process was completed within only 14 months. Moreover, Fédération Internationale de Motocyclisme (FIM) has officially homologated Pertamina Mandalika International Street Circuit, so that in November 2021 it can be used for International racing events. The license received is still at level B, but the team will

continue to improve over time until it receives an A license in 2022, when it will be used as a MotoGP race track.

B. General Description of Indonesia Tourism Development Center (ITDC)

Mandalika Special Economic Zone was created and organized by PT. Pengembangan Pariwisata Indonesia or generally known as Indonesia Tourism Development Center (ITDC). ITDC is a state-owned company (BUMN) that specializes in the development and administration of integrated tourism complexes. ITDC is a well-suited partner with over five decades of direct experience, operating in perfect coordination with the government to develop planned tourism sites around the country.

ITDC aspires to be a leading international tourist destination developer in the world. Through collaboration with international institutions, ITDC is establishing the company's brand equity as an image of Indonesia's tourism destination promotion. In addition, ITDC's purpose is to produce high-quality human resources for destination management and to collaborate with other SOEs in the development of the tourism industry destinations. Previously, ITDC has succeeded in building the Nusa Dua area, Bali to become one of the world-class tourist destinations that offers a variety of facilities. The second project is to build the Mandalika Special Economic Zone. The Mandalika is one of the ten priority tourism locations, or 'New Bali,' specified by the government. It features 16 kilometers of magnificent coastline which is surrounded by green hills.

Interestingly, ITDC has created Mandalika with an ecotourism goal to develop, integrating clean solar energy with water desalination infrastructure, and maintaining more than half of the resorts as green open spaces. ITDC gained the right to develop and operate The Mandalika in Central Lombok, NTB, with an area of 1,175 hectares, by the support from the government. The goal is to not only preserve and protect Mandalika natural beauty, but also to enrich the culture and way of life of the locals.

Pertamina Mandalika International Circuit was built as an international street racing circuit that will hold world-class motorcycle racing events such as the World Superbike 2021 (WSBK) and MotoGP 2022. The Mandalika Grand Prix

Association (MGPA), a subsidiary of the Indonesia Tourism Development Corporation (ITDC), is in charge of administering and maintaining the Mandalika International Street Circuit. Tourists who come to witness international events will be drawn to the integrated sports and entertainment area in the center of the circuit.

C. General Description of International Event World SuperBike (WSBK) 2021

Image 2. 4 World SuperBike (WSBK) 2021



Source: Documentation of PT. Dyandra Promosindo

World Super Bike or SuperBike World Championship (WSBK) is a motorsport road racing series for modified production motorcycles. In 1988, the championship was established by Dorna Sports. Dorna Sports is. In contrast to MotoGP, where purpose-built machines are utilized, the motorcycles that race in the championship are tuned versions of motorcycles that are available for sale to the general public. MotoGP is the equivalent of Formula One in the motorcycle world, whilst Superbike racing is equivalent to sports car racing.

Technically, the Superbike World Championship (WSBK) is divided into a series of races conducted at permanent street circuits across the world. Superbike,

supersport, and supersport 300 are the three race categories in the WSBK. Each round consists of two full-length races plus. Starting in 2019, a ten-lap sprint race known as the Superpole. All three race results are used to establish two annual World Championships, the first one for riders and the other one for manufacturers.

In 2021, Dorna, as the race organizer, determines the racers age limit. The age limit for the superbike category is the same as for MotoGP, which is 18 years old. The minimum age requirement for Supersport is 16, whereas the lowest class, Supersport 300, has a minimum age limit of 15 years. For WSBK racers, the maximum age limit is 50 years old. WSBK 2021 which is held in Mandalika is in collaboration with Pirelli. An Italian tire company to provide tires for drivers in each session of races. During Mandalika WSBK 2021, MGPA requires attendees to have been vaccinated twice and submit negative COVID-19 antigen swab (1x24 hours) or PCR (3x24 hours) results through the PL application and scan the QR Code before entering the circuit venue. WSBK which held in Mandalika on 2021 is the final round to determine the winner of the series.

Chapter III

Research Findings

In chapter III, the researcher will describe the findings and information obtained from the results of direct interviews with informants related to the research topic entitled "Branding Strategy for Mandalika as Sport Tourism Destination : Case Study ITDC in held WSBK 2021". Author managed to collect the findings through an interview process, files, and documentation from Indonesia Tourism Development Corporation (ITDC) and PT. Dyandra Promosindo, which will be explained in detail.

A. Findings

Mandalika is considered as one of the Pieces of Paradise located in Central Lombok, West Nusa Tenggara, Indonesia. Mandalika was designated as an integrated tourism attraction Special Economic Zone (SEZ) in 2014 by Government Regulation No. 52, and it has been operating since 2017. Mandalika is the top destination for sports tourism. Thus, it will become the world's first Sportainment Resort in the future. Mandalika, with an area of 1.175 ha, has a diverse range of natural, culinary, and cultural treasures that will amaze the eyes.

Indonesia Tourism Development Corporation (ITDC) is responsible for the construction of the Pertamina Mandalika International Circuit in collaboration with the Vinci Construction Grands Project (VCGP), a global construction subsidiary from France. The Pertamina Mandalika International Circuit is located near Mandalika Beach, with a strategic location about 30 minutes from Lombok International Airport and a distance of 21.5 kilometers. Made Pari Wijaya, Site-off Manager of ITDC on the interview stated that:

"We built the International Circuit because we want this circuit to be a branding for our country or being one of our nation's identity. Exactly this is how we can align our nation with other nations. Second, we want to market and promote Mandalika to be known globally. Third, investors will increasingly want to invest in Mandalika. It has been said that international competitions for two-wheeled racers such as World SuperBike and MotoGP will be held as a result of the construction of this

circuit. We hope that by holding this event, we will be able to attract a large number of fans, as well as visitors and tourists to Lombok. In other words, this will not only boost one employment sector, but tourism in Indonesia will also become more enthusiastic.”

The Mandalika GP Series is an Indonesian platform that hosts international racing series. The Mandalika GP Series is expected to provide an unforgettable experience complemented by Mandalika diverse cultures. Its logo signifies movement, unity, and joy, all of which are associated with racing to unite society. A sequence of tropical colors emphasize the logo's identity, reflecting a new excitement from the sport of racing. The Mandalika GP Series consists of 2 main events namely World SuperBike (WSBK) 2021 and MotoGP Mandalika 2022.

Image 3. 1 WSBK Mandalika 2021



Source: ANTARA FOTO/SIGID KURNIAWAN

The Motul FIM World Superbike Championship (WSBK) 2021 which was held in Mandalika for 3 days, started from 19th November 2021 until 21st November 2021. The first day was filled with free practice sessions 1 and 2. The third free practice session, qualifying, and the first race were all held the next day. The third day includes the second race session and the final judgment to know who the winner of WSBK season 2021.

1) Brand Destination

Mandalika has been designated by ITDC as a sports tourism destination that hosts sporting events. Because of the potential of the Mandalika area's has including stunning beaches and hills, sport tourism branding will be used. People may exercise when admiring the landscape. Mandalika branding as sport tourism destination offers the Pertamina Mandalika International Circuit as a venue for sporting events, mainly automotive events such as WSBK and MotoGP. It also features a beach that is suitable for surfing and an appealing hill view for jogging or cycling. Additionally, hosting sporting events is thought to be the best way to promote this area. Sport tourism destination branding helps tourists identify Mandalika as the destination and differentiates it apart from other tourist destinations. It is mentioned during the interview with Intan Febrika, stakeholder and public relation officer of ITDC:

“As for Mandalika, ITDC carries the concept of sport tourism with the attractiveness of a beautiful view and then builds good infrastructure in the area to attract investors. ITDC initially wanted to hold an out-of-the-box event, therefore the first international automotive event in the Mandalika area was held, namely WSBK”

In the future, it must be desired that Mandalika will have a strong positioning for tourists as a tourist destination that not only offers natural beauty but also facilities for exercising and a venue for large-scale or international sporting events. It was because the Mandalika Special Economic Zone area is being developed as a sport tourism destination. Not just automotive-related sporting activities, but also other sports like cycling, athletics, and surfing.

The primary attraction of Mandalika is that it will offer travelers with a particular experience that is different from other destinations in the world, namely sporting events and sporting activities. In addition to offering a 4.31 km long, 17 turn street racing circuit as being of the highest class, Mandalika is surrounded with white sand beaches, hills that are surrounded with trees and offer stunning views, the Sasak Lombok tribe's cultural traditions. Mandalika, is also famous for its friendly waves for surfers.

Accessibility has to do with how visitors can get to a location when they decide to travel there. Mandalika has complete access to transportation as well. Due

to the accessibility of public transportation, including buses, ships, and airplanes, tourists may travel. Additionally, there are decent roads leading to the Mandalika area, road signs, and it is not far from transportation access facilities to Mandalika. As mentioned on interview with Made Pari Wijaya from ITDC:

“ITDC builds good facilities as well as access to tourist destinations. As a condition for holding a sport event, ITDC improves access such as roads, hotels and inns, rest areas, restaurants, gift shops, holy places in Mandalika just like mushola and mosque, airport transportation access, ships, and land transportation to Mandalika. All these things ITDC does in collaboration with the government and Mandalika investors.”

ITDC and other parties engaged have recently built all of the amenities and supporting facilities that belong to Mandalika as a destination. Starting with the existence of essential amenities like restrooms, holy places, parking spaces, rest spots, and restaurants. The addition of new residential establishments like hotels or guesthouses, dining establishments, and gift shops will boost tourism in Mandalika.

In order to improve the destination's brand, attract more tourists, and increase public and target market awareness of the area, Mandalika is being branded and developed. Since ITDC and the Government aim to make Mandalika one of the Super Priority Tourism Destinations that would offer a multiplier impact for the community through the high number of tourists that visit, and want to make it the next world-class destination that used the concept of sport tourism. Additionally, the public will become more familiar with Indonesia and Lombok, both of which offer diverse tourism spots, and investors will visit to rent the area supervised by ITDC. According to the interview with Intan Febrika from ITDC:

“As for Mandalika, ITDC carries the concept of sport tourism with the attractiveness of a beautiful view and then builds good infrastructure in the area to attract investors and visitors. So people would notice or known what is Mandalika as sport tourism destination. ITDC initially wanted to hold an out-of-the-box event, therefore the first international automotive event in the Mandalika area was held, namely WSBK.”

Elements of Mandalika's destination branding include how ITDC creates relationships with the media through selection process by submitting form for access during the sport event; in collaborating with the government ITDC develops important services, such as accessibility, amenities, and adequate infrastructure through a long process before the sport event day; and creates relationships with the general public or visitors through social media platforms, particularly Instagram by creating specific team to handle ITDC social media account.

“However, media keep asking the ITDC team for important matters, for example writing KEK Mandalika or The Mandalika and important data or quotes from interviews. ITDC also does not limit the creativity of the media to write positive news about Mandalika as a sport tourism destination. We maintain our relationship with the media.”

Six elements are combined by ITDC to create the required brand concept for the sport tourism destination. Regarding brand identification, ITDC has constructed sporting facilities like the Pertamina Mandalika International Street Circuit to distinguish it apart from other travel destinations. The Mandalika area also offers products and services to promote its image as a sport tourism destination. Since the ITDC's motto is "creating destinations," a sport tourism destination is the soul brand that is associated with Mandalika and serves as its selling point. Because this place offers a pleasant holiday and sporting value for competitions at the events conducted, the brand personality that is created is enthusiasm and competence. In order to attract tourists, Mandalika's brand culture blends local culture into the idea of a sport tourism destination. Combining them will help create a strong impression of the sport tourism destination of Mandalika, where the sporting event is hosted.

2) Activities to do the Branding

ITDC conduct several activities to do destination branding for Mandalika as a sports tourism destination that conducts sporting events. In the early phases of market analysis and strategic recommendations, ITDC produced an initial strategy for branding in media such as the company's official website and social media, particularly Instagram, which is maintained by the corporate

secretary division of the digital media unit, and the key visual designed by MGPA team. As mentioned on the interview with Intan Febrika from ITDC:

“In October 2021, the team already have a main plan and a backup plan to post content for the next two months when WSBK takes place.”

Secondly, ITDC developing brand identity by creating Mandalika as a sport tourism destination which held international sport events namely Mandalika GP Series. On the third stages, ITDC introduced and launched the logo of the event on the official Instagram account.

Image 3.2 Logo launch & introduction on Instagram



Source: Instagram @itdc_id

As written on the caption, this post was uploaded to introduce the sports event held in Mandalika. This is also a series of second stage destination branding activities after planning. The caption was written directly by the ITDC social media team. The Mandalika GP Series logo was designed by MGPA, while the WSBK logo is the logo from Dorna Sports according to Dorna regulations.

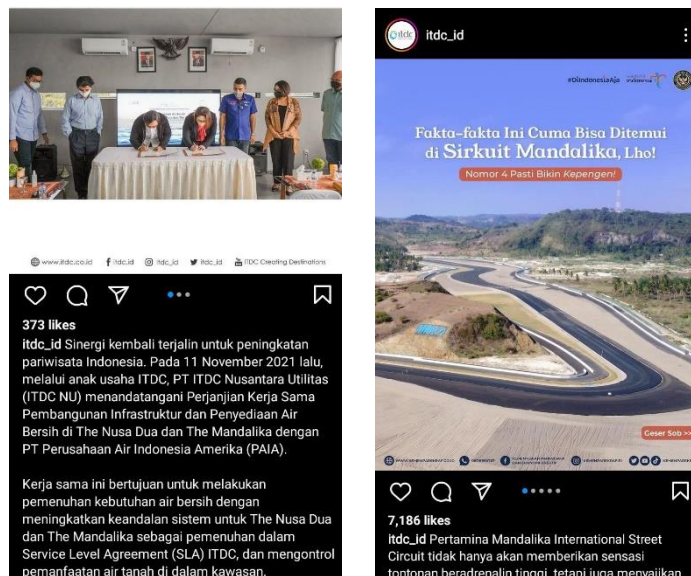
Image 3.3 Pre-race content of ITDC's Instagram



Source: Instagram @itdc_id

Types of posts uploaded to Instagram feeds and stories before the race day are various. On the beginning, content uploaded mostly information for boosting ticket sales and sounding about the event which held in Mandalika. This is the example of the content which shown the schedule of WSBK 2021 in Mandalika Special Economic Zone. The sentence used in the caption is also an invitation to inform and persuade people to visit Indonesia, specifically Mandalika because there is a WSBK event.

Image 3.4 Weekday content of ITDC's Instagram



Source: Instagram @itdc_id

This is an example of Instagram content uploaded from Monday-Friday. The nature of the content on weekdays is more formal, but still in line with the aim of promoting the Mandalika area and the WSBK event. On weekdays, usually content in the form of collaboration between ITDC and other agencies in the context of branding Mandalika as a sport tourism destination will be uploaded. There is a special segment every Wednesday, namely #BicaraWisata which discusses interesting facts about Mandalika as a sport tourism destination with great facilities and beautiful scenery offered. Intan Febrika from ITDC mentioned on the interview:

“During weekdays there are more formal content, such as ITDC opening partnerships with sponsors whose aim is also to promote the region. ITDC has special content on Instagram every Wednesday #BicaraWisata associated to promote Mandalika before and during the 2021 WSBK event.”

Image 3.5 Weekday Content of ITDC’s Instagram

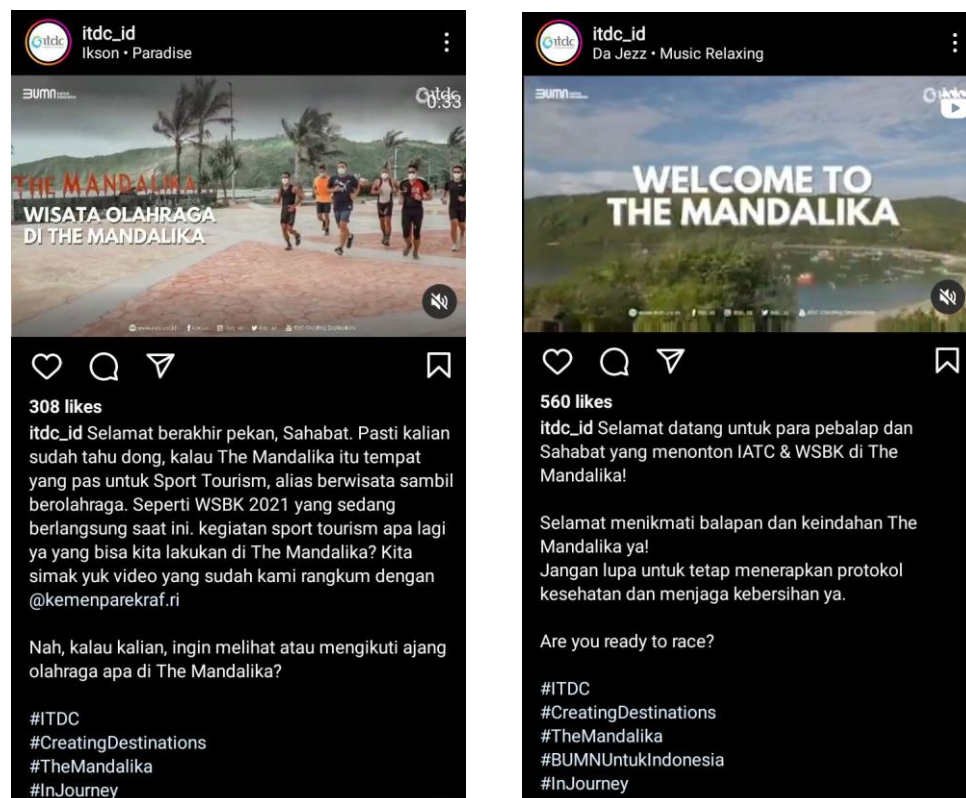


Source: Instagram @itdc_id

At the weekend, ITDC will re-upload about ticket sales, while trivia in the form of content in feeds and stories about Mandalika as a tourist destination. In this post, it is explained that Indonesia has natural wealth and cultural diversity. This post works with the government to promote the beauty of Indonesia and move the national tourism industry. As stated during the interview with ITDC representative:

“Content that aims to promote the Mandalika area in the WSBK is uploaded by ITDC in the form of the natural beauty of Mandalika every weekend.”

Image 3.6 WSBK Day Content of ITDC’s Instagram



Source: Instagram @itdc_id

During WSBK, the uploaded content is in the form of promotion of sports tourism activities that can be done in the Mandalika Special Economic Zone. In this post, it is explained that tourists can run, swim, cycle, trekking, and surf. There are also other posts containing videos that aim to welcome Mandalika, in this post ITDC invites viewers to briefly see the beauty of Mandalika as a sport tourism destination.

The last stage of branding Mandalika as a sport tourism destination that held an international sports event was monitoring and evaluating, a week after the event was over. The ITDC social media team conducts an internal evaluation first. Then, evaluate with other parties.

Companies utilize segmentation to separate their customer bases into different groups in order to successfully implement their marketing strategies. Then targeting is carried out to select one or more market segments to be entered by the company. The target market for whom this sport tourist destination might carry out the branding in accordance with the target market must be selected before beginning the marketing process to fit the strategy. Segmentation and targeting which created by ITDC to brand Mandalika as sport tourism destination is all genders and all ages. Mostly focused on Indonesians who were also located from different cities and islands in Indonesia. Lastly, it could be specifically for people that are interested in sports, automotive, especially motorcycle racing fans or just general people who would like to plan a trip and try to experience something new. The segmentation and targeting was chosen because it aims to introduce Mandalika widely as a sport tourism destination. The wider the segment and target, the more the branding goals will be achieved. It is mentioned during the interview with Intan Febrika, stakeholder and public relation officer of ITDC:

“At the beginning, ITDC make a plan about which segmentation that we want to focus on. It is for public, all gender, and all-ages, during WSBK 2021 our branding target for Mandalika is specifically those who lives in Indonesia and interested in sports and tourism. But other people in general also our target”

In positioning, it is crucial to select a potential target customer as an objective when situating or establishing in the thoughts of both consumers and prospective customers. ITDC has a goal to make Mandalika become a sport tourism destination. Therefore, by holding the first international sports event in the Mandalika Special Economic Zone people could remember that

Mandalika is a sport tourism destination that provides services to witness international motorcycle racing events while also traveling by visiting various attractions, sport facilities, and destinations in the Mandalika area due to the sports event race and raise the awareness. Intan Febrika from ITDC, mentioned that:

“Through branding Mandalika Special Economic Zone as sport tourism destination by hosting WSBK, we want to achieve our goal which is raising brand awareness from public and positioning Mandalika as sport tourism destination that has great sport facilities and sports event held there. The result shown that we successfully achieved it.”

3) Marketing Communication

Processes in the marketing communication strategy are a set of activities and stages which divided into three. The first stage in the process is the formulation process. During the formulation process, ITDC set a masterplan for Mandalika Special Economic Zone, prepared infrastructure, communicated with Dorna Sports to discuss events, and planned promotional activities to brand Mandalika as sport tourism destination. The second stage by ITDC is implementation stage, ITDC, which has established a subsidiary to do branding, promotion, and manage the event in Mandalika, namely MGPA in collaboration with other parties such as PT. Dyandra Promosindo for promotion and ticket sales, media partners for event publications. Therefore in this stage, every institution executes activities in accordance with the plan that has been prepared.

“We carry out promotional activities starting from press releases as the material for websites and social media to promote Mandalika at this event. We are doing the promotion through social media, namely Instagram. We also work with other ministries”

After passing the implementation stage, the next step is the evaluation stage.

As it is mentioned on the interview:

“At the end, we conducted a final post-event evaluation after a week of the event being successfully held. The evaluation was carried out by ITDC - MGPA, PT. Dyandra Promosindo, the central government of Republic of Indonesia and NTB province, as well as media partners.”

Various promotional activities were implemented by ITDC in branding Mandalika as sport tourism destination. ITDC used to sets advertisement such as T-banners and billboards at various locations throughout the Lombok Island area, sets videotron in big cities such as Jakarta, Surabaya, and Medan. In addition, ITDC also release press-release to the media. According to interviews with Intan Febrika, stakeholder and public relations officer for ITDC:

“There are various promotional activities in marketing communication that ITDC does for Mandalika. During WSBK, ITDC did not work alone but received assistance from the Ministry of Information for public communication. Ministry of Information helps us to promote Mandalika in WSBK 2021 through billboards and videotron in big cities. Routinely before race day, the team also issues press releases to media such as TV and radio, print media, and online media. ITDC is also actively accepting invitations for interviews with the media.”

Image 3.7 Billboard



Source: Documentation of PT. Dyandra Promosindo

Billboards are placed at seven strategic points where crowds gather. The locations are Jl. Majapahit in front of the Mataram University Hospital; east of the West Lombok Regent's Office; near Tanjung Terminal, North Lombok; near Central Lombok Renteng Market; ex Paok Motong Market, East Lombok; in front of the East Lombok Regent's Office; Jl. Langko in front of the NTB Tourism Office.

Image 3.8 T-Banner



Source: Documentation of PT. Dyandra Promosindo

In the Mandalika Bazaar area, 161 T-banners have been installed on the right and left sides of the road with a distance of approximately 20m between each lamppost (except the lamp posts in the parking lot). In the area that is still under construction, the T-banner is not installed. In the Kuta Beach Park area, 92 T-Banners are installed on lamp posts at the same distance. Another area is Section C-1 Novotel, T-banner installed as many as 59 points of light polishes. T-banner also installed along the way of Lombok International Airport

Through press release published by the PR team, ITDC also conducts promotional activities with media in assist of news releases regarding Mandalika's branding as a sport tourism destination. The media seek crucial information from the ITDC team regardless, such as writing for KEK Mandalika or The Mandalika, crucial data, or quotations from interviews. Additionally, ITDC does not impose any restrictions on the media's ability to report favorably on Mandalika as a destination for sport tourism. The event as well as Mandalika as a destination for sport tourism may be covered by media that has received ITDC accreditation.

“Previously, media that wanted to cover had to go through an accreditation process. There are 2 types of accreditation, namely accreditation by Dorna Sports and accreditation by ITDC. Media accredited by Dorna specifically discusses automotive, while media accredited by ITDC discusses

Mandalika such as MSMEs, regional information, concerts at the event."

Detik.com, Antara, IDN Times, and Kompas are examples of media that have ITDC accreditation. In the meanwhile, media recognized by Dorna, such as ANTARA, TVRI, and CNN Indonesia (a major media that has an automotive rubric). Registration for accreditation is offered one month prior to WSBK. The media contribute information about their value, traffic levels, and rating among Indonesian media sources. After two weeks, the announcement was then released. Real-time press conferences or press releases that ITDC consistently distributes both before to the day of the WSBK implementation and throughout the implementation must be the basis for any media coverage of Mandalika.

"Dorna-accredited media have special access in the paddock, opportunity to interview drivers directly, facilities to work. ITDC-accredited media have access to work in the inner circuit area near the concert stage and food stamps to write about the race or Mandalika as sport tourism destination. A month before WSBK, registration is open for accreditation. ITDC always issues press releases every day during the WSBK 2021 Mandalika for media materials that discuss related matters."

Image 3.9 Media post about Mandalika as Sport Tourism Destination



Source:

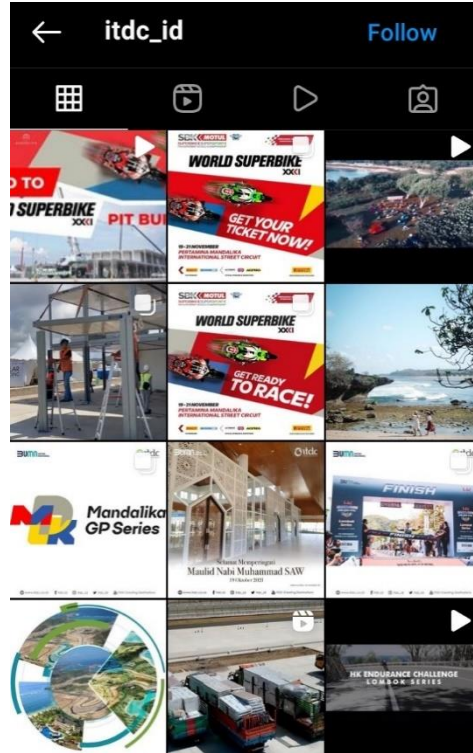
<https://www.kompasiana.com/kotekasiana/6197766106310e41767647d4/surga-sport-tourism-dan-umkm-ekonomi-kreatif-di-dsp-mandalika>

As stated on the interview, ITDC is also doing promotion through releasing press releases which later became news material by the media in order to promote Mandalika as a sport tourism destination in held WSBK 2021. The news uploaded by Kompas is one of media that covers the beauty of the coastal area in Mandalika, complete accommodation, facilities and access to supporting sports activities for visitors.

ITDC also completed promotion activities on social media namely Instagram only. ITDC didn't use YouTube to promote anything during WSBK. ITDC decided against using YouTube because of the strict guidelines from Dorna about the logo and the limited perfect opportunity for promotion of Mandalika in WSBK. Dorna constantly checks up on statements and content written on websites and social media, and media staffs often emails and communicates in groups. According to interview with Intan Febrika as the stakeholder and public relation of ITDC:

“For social media, Dorna does not require what type of content to post, but they always ask for proof of work that has been done either before or during the WSBK implementation. There are no rules regarding social media content from Dorna other than the logo and size, but there are rules from sponsors for example the name for the circuit must be written "Pertamina".

Image 3.10 ITDC official Instagram account



Source: @itdc_id on Instagram

Additionally, ITDC establishes guidelines for caption material using regular special hashtags like #ITDC, the motto #CreatingDestination, #TheMandalika, and the event hashtag #WSBK. In fact, Dorna occasionally asks ITDC about the hashtag. Based on a comprehensive process of planning, the manager proofreads the content before having the team in the field examine it.

B. Discussion

1) Brand Destination

A brand symbolizes the entire perspective and feeling of consumers regarding the features and uses of the product, the brand name and its meaning, as well as the business associated with the particular brand. Meanwhile, a brand destination is an identity that may set a destination apart from similar locations and make it even quicker for travelers to remember the location. As stated by Morisson and Anderson (2002), the practice of setting a tourist destination apart from its competitors in order to convey its distinctive personality is known as destination branding. ITDC planned and

created destination branding for Mandalika since ITDC recognized the area's potential of Mandalika Special Economic Zone. A surfable beach and enticing hillside for jogging or cycling may be found at Mandalika. ITDC wants to develop a different concept. Therefore, it is believed that holding sporting events is the finest method to branding this area.

As Chalip et al. (2003) mentioned, major sporting events brings impact in two ways: they can draw participants and spectators who spend money in the community and they can improve the reputation of the destination through advertising and news coverage, encouraging travel at other times of the year. Thus, ITDC created sport tourism destination branding which makes Mandalika stand out from other tourist destinations and assists travelers in recognizing it as the destination. It may be determined that sporting events, particularly those with a large scale, have the potential to develop an area, city, or nation through the creation of sports facilities and the development and improvement of infrastructure. Sporting events assist the economy, society, and culture while also promoting tourism destination. Hence, positioning refers to a concept that will be established in the minds of the public or future visitors. It is disputed if sporting events constitute a strategy for the development of a place, in this case Mandalika, which is positioned as a destination for sport tourism.

After positioning, differentiation is another critical strategy. A tourist attraction's product can be distinguished by its appeal, accessibility, and amenities or comfort. The main draw of Mandalika is extremely powerful. It is obvious because Mandalika provides visitors with a unique experience that sets it apart from other tourist locations, notably sporting events and recreational sports. In addition to having Pertamina Mandalika International Street Racing Circuit of the greatest caliber that is 4.31 km long and has 17 turns, Mandalika is bordered by white sand beaches, hills that are covered in trees and provide breathtaking views, and the cultural traditions of the Sasak Lombok tribe. Mandalika is renowned for having waves that are ideal for surfers. Tourist attractions owned by Mandalika can give the impression

of experience to tourists, so that the purpose of carrying out sports tourism activities can also be achieved.

The ability of people to access an area when they choose to travel there is referred to as accessibility. Additionally, Mandalika has total access to transportation. Tourists may travel because public transportation, such as buses, ships, and airplanes, is physically accessible. Additionally, there are decent roads leading to the Mandalika area, as well as road signs and facilities for accessing transit nearby. Although the majority of the roads in and around the Mandalika area are asphalt, ongoing maintenance and improvement is still required. Meanwhile, societal acceptability comes from widespread support. Although Mandalika is a fantastic site for sport tourism, there is room for improvement.

Hotels, food, telephones, banking, and guide services are included in the amenities. The majority of these amenities are currently properly established in Mandalika. All of the amenities and auxiliary facilities that form Mandalika as a destination have recently been constructed by ITDC and other parties involved. Starting with the availability of basic facilities including bathrooms, religious sites, parking lots, rest areas, and eateries. It is also followed by the development of new lodging facilities, including hotels or guesthouses, restaurants, and gift stores. Tourist's choices and decisions on whether to visit Mandalika as a tourist destination are influenced by how extensive and comfortable the amenities are there.

According to Dimache, F. (2003), destinations are designed to achieve particular aims. Mandalika is being branded and promoted in order to enhance the destination's image, draw more visitors, and raise knowledge of the destination among the general public and target market. Since Mandalika is intended to become one of the Super Priority Tourism Destinations, which would provide a multiplier impact for the community through the high number of tourists that visit, also since ITDC and the Government want to make it the next popular destination that utilized the concept of sport tourism. Furthermore, investors will go to rent the area

managed by ITDC and tourists will be more familiar with Indonesia and Lombok, both of which provide a variety of tourist destinations.

The destination branding for Mandalika is also completed. The key component is how ITDC builds ties with the media by submitting access request forms prior to sporting events. ITDC collaborates and receives support from the government in addition to working independently. Before the sporting event, ITDC spends a lot of time creating essential services like accessibility, amenities, and adequate infrastructure. Additionally, by setting up a dedicated team to manage ITDC's social media accounts, it builds relationships with the general public or visitors through Instagram. Obviously, although these components are completed, they still need to be managed to improve the quality in the future.

The goal of branding, according to Kaplanidou (2003), is to integrate six elements to create the desired brand concept, not just a particular brand. Additionally, ITDC incorporated six elements to develop the necessary brand idea for the tourist destination for sports. In order to set ITDC distinct from other vacation destinations, it has built athletic facilities including the Pertamina Mandalika International Street Circuit. To enhance its reputation as a destination for sport tourism, the Mandalika region also provides goods and services. A sport tourism destination is the soul brand that is connected to Mandalika and acts as its selling point because the ITDC's tagline is "creating destinations." This location provides a relaxing vacation and athletic value for competitions at the events held, thus passion and competence are generated as the brand personality. The brand culture of Mandalika unites local culture with the concept of a sport tourism destination in order to draw tourists. Combining them would assist give people a positive picture of Mandalika, the sport tourist destination that is hosting the sporting event. The success of Mandalika's destination branding as a sport tourism destination during the WSBK sporting event was determined on the completion of these six elements.

Kotler & Armstrong (2008) stated that segmentation or segmenting is an attempt to group entities that might have been distinguished from one another in terms of needs, behavior, and characteristics in order to determine which marketing techniques are required to reach them. Segmentation is divided into demographic, geographic, psychographic, and behavioral.

Among the variables in segmentation, Mandalika as tourism destination which holding sport event has 3 main variables in segmentation. Demographic segmentation is structured by all genders and by age, from child to adults. The second variable is geographic segmentation, which focuses on people from various cities and islands in Indonesia, but also includes people from other nations. Lastly, the psychological segmentation is people that are interested in sports, automotive, particularly motorcycle racing fans and people who want to travel because this area offers beautiful landscapes and culture.

Kotler (1997:221), defined targeting as a phase in deciding which market groups to enter. The criteria were used to choose the target market: responsiveness, sales potential, adequate growth, and media coverage. In accordance with their segmentation, ITDC aim to branding Mandalika as sport tourism destination holding the WSBK 2021 has targeted tourists specifically people from Indonesia from all economic circles and who were touched by both conventional and digital news.

Kotler and Keller (2008) stated that positioning is a firm action that involves projecting an image into the minds of the target market or target consumers. The goal of positioning is to locate a brand in the minds of consumers so that the company can deliver more additional value. Considering that ITDC aspires to develop Mandalika into a "sport tourism destination." The first international sports event will be held in the Mandalika Special Economic Zone as part of a strategy to increase awareness of Mandalika as a sport tourism destination that offers services to watch international motorcycle racing events while also traveling to different attractions, try another sport activities, sport facilities, and destinations nearby. In the end, positioning

was successful since it helped promote Mandalika as a sport tourism destination for the WSBK event in 2021.

2) Branding Activities and Marketing Communication

There are five activities that must be carried out in order to achieve destination branding with the goal of improving the perception of an area or destination. ITDC engages in a number of initiatives that support Mandalika's destination branding efforts. In the earliest stages of market analysis and strategic suggestions, ITDC created a first branding plan for use in media like the company's official website and social media, especially Instagram, which is handled by a separate staff. By establishing Mandalika as a venue for international sporting events, notably the Mandalika GP Series, ITDC is also building a brand identity. Additionally, ITDC unveiled and debuted the event's logo both live and online via its official Instagram account.

Before the event, a variety of posts were shared to Instagram feeds and stories. The majority of the early content provided was information intended to increase ticket sales and raise awareness of the Mandalika event. In order to let visitors know what exciting activities they may attempt during WSBK, the uploaded information takes the form of marketing for sports tourism activities that can be done in the Mandalika Special Economic Zone. The purpose of Mandalika's attractiveness as a sport tourism destination is to advance the country's tourism sector and showcase Indonesia's natural beauty.

Monitoring and evaluating were the last steps in establishing Mandalika as a sport tourism destination that hosted an international sporting event. ITDC does an evaluation to determine the benefits and drawbacks of the plans they have put in place. The limited period in this situation is a problem, but the fact that so many people are in favor of it since it's a fascinating location and unique event is a benefit.

Establish the segmentation, targeting, and positioning of a marketing communication strategy before setting it into action. These three items then serve as a guide for creating a marketing communication strategy that will be put into action. What ITDC got from segmentation is the ability to specifically understand the audience, including their traits and requirements. ITDC established segmentation and targeting to market Mandalika as a sport tourist destination for all genders and ages. Mostly on Indonesians who came from various towns and islands throughout the country. Not just those with a passion for sports or automobiles, but also general people looking to book a trip and start something different. So, ITDC target to introduce Mandalika widely as a sport tourism destination was achieved.

The suitable approach is required for positioning because this is strongly tied to how companies communicate in order to establish a certain image in the minds of customers. In order to promote awareness of Mandalika as a sport tourism destination that offers services to witness international motorcycle racing events while also traveling by visiting various attractions, sport facilities, and destinations in the Mandalika area, ITDC is holding the first international sports event in the Mandalika Special Economic Zone. Along the route, ITDC looks for a variety of strategies that could help all its efforts to compete their goals for Mandalika at the WSBK in 2021.

Marketing communication is the process through which businesses attempt to inform, convince, and remind customers about the items and brands they are selling, either directly or indirectly. Marketing communications may inform or demonstrate to customers how and why a product is utilized, by whom, and when. Companies use marketing communications to connect their brands to people, places, events, products, experiences, sentiments, and other objects. The major objectives of ITDC's marketing communications for Mandalika as a sport tourism destination during WSBK 2021 are to educate people about the various tourism destinations, persuade them to visit Mandalika, and establish Mandalika as a sport tourism destination in the minds of target consumers.

According to Kotler and Armstrong (2016), advertising is a form of promotion by conveying information about the products and services offered by the company in a non-personal manner. Advertising encompasses all kinds of presentation and promotion, not only personal information about ideas, products, or services purchased from a specific sponsor. According to the study's findings, public relations and advertising were the most often used marketing communications strategies. Traditionally, ITDC placed billboards and T-banners advertising at numerous areas across Lombok Island, as well as videotron in major cities including Jakarta, Surabaya, and Medan. Digitally, ITDC also finished up promoting tasks on Instagram and other social media. ITDC believes that Mandalika's branding as a sport tourism destination in WSBK has succeeded in accomplishing strategic goal by undertaking advertising and branding on Instagram with relevant captions, visuals, and hashtags. This accomplishment still needs to be strengthened for branding and marketing initiatives in next sporting events.

Public relations is defined as an all-encompassing strategy used to build and maintain trust and understanding between a company and its target audience (Nova, 2009:35). It is crucial to cultivate positive connections with stakeholders since they are the ones that interact most frequently and directly with tourists. As a result, the ITDC public relations team also held press conferences, conducted interviews, and issued press releases that were featured in media-generated stories. It is obvious that successful PR efforts, which include media relations as a part of marketing communications, are connected to marketing strategies.

According on the study's findings, it is noticeable that ITDC uses its website's tools, particularly Instagram, to carry out marketing and branding communication activities. The purpose of using the internet is to inform the general audience. Social media is used to provide information about exciting activities to do in Mandalika, sporting events and venues, fascinating facts about Mandalika, and the area of Mandalika. The usage of social media is

also supported by remarks made by ITDC sources who work with them directly; information is delivered faster and in more detail through social media since branding on social media is a current trend that must be pursued.

If destination branding will not go through steps that can develop branding through a marketing communication strategy, destination branding cannot put into practice. Consequently, there is a connection between branding strategy and marketing communication. The major objective of this case is to promote Mandalika as a sport tourism destination through sports event namely WSBK 2021. The ITDC branding plan for Mandalika as a sport tourism destination during the 2021 WSBK event through a marketing communication strategy has already accomplish this.

3) Comparison to Previous Research

In the first previous research entitled Major Sports Events, Destination Image and Intention to Revisit: A Perspective of Foreign Tourists written by Liu, the data result concentrated on the image impact of an entire sports events initiative on tourism destinations from the perspective of foreign tourists. A questionnaire study conducted in the past reveals that Shanghai has had some success attracting tourists and raising awareness by holding important sporting events. The fact that visitors could accurately identify at least one sporting event indicated a high level of awareness. While this study data discusses the branding strategy for tourist destinations through sport events. The evidence in this study reveals in depth how branding strategies of Mandalika as sport tourism destination such as the activities conducted, the use of advertising, social media, and the use of public relations with the media work according to interviews and documentation through sporting event namely WSBK 2021. Therefore, the data is not gathered from the viewpoint of all foreign tourists but rather from internal parties that implement branding strategies.

The second previous study entitled Communication Marketing Strategy of Mandalika Special Economic Zone as the Priority Tourism Destination Post 2018 Earthquake, he marketing communication strategy implemented was

branding "NTB Bangkit" through a roadshow during Car Free Day, websites, official social media accounts managed directly by the West Nusa Tenggara Tourism Office, advertising especially those related to the Mandalika SEZ namely the 2019 Bau Nyale Festival using print media in the form of newspapers published by Lombok Post, Radar Lombok and Suara NTB. Electronic media, namely RRI Radio, RRI TV, and Lombok TV, and selling. The marketing carried out wants to inform that Lombok is safe to visit, especially Mandalika through the Bau Nyale Legend Festival. Meanwhile, websites, social media, billboards, t-banners, printed media relations, and online media are all used in the branding and marketing communication strategy ITDC has implemented for Mandalika as a sport tourism destination in sporting events. Due to the limited period, the Mandalika roadshow being held at WSBK 2021 seemed less intense. The marketing campaign being performed in conjunction with this sporting event aims to raise awareness of the fact that Mandalika is home to a lot of other sporting events. For the sport itself, the facilities that have been built already exist, especially for motoracing, surfing, jogging and cycling in Mandalika.

The third previous study entitled Relationship of Destination Image, Sports Involvement, Event Quality, and Travel Motives as an Antecedent Factors on Revisit Intention in Recurring Running Sports-Event prove that the mediating role of destination image can lead to future behavioral intention. It reveals that destination managers, sport tourism marketers, and those in charge of organizing sports events also should focus on things besides athletic competitions in order to draw in more people who attend sporting events for their psychological effects. Meanwhile, in this study, the data explains that after the WSBK motorsport event, in 2021 other sport events will still be held in Mandalika. Whether related to motor racing to take advantage of the international circuit that has been built, or other sports such as surfing because the waves owned by the Mandalika beach area are very suitable for surfing, running, and cycling competitions in the special area of Mandalika. Furthermore, in addition to hosting sporting events, Mandalika

will continue to enhance its branding and marketing strategies by hosting international sporting events.

In the fourth study with the title ITDC Communication Strategy in Building Community Participation for the Development of the Mandalika SEZ written by Muslim, The paper indicates that every community member has a right to take part in the development process, particularly when the Pertamina International Mandalika Circuit construction directly affects the community. Compared to how the community was involved in the constructing of the Mandalika SEZ circuit, it appears that the community was not participating in the branding strategy. Due to the shared roles and weighty responsibilities, ITDC is the only organization that implements the branding strategy in this study, which distinguishes it from the fourth previous study. Involving the general public in the preparation or execution of Mandalika's branding strategy as a sport tourism destination will be challenging. It is possible to participate, for instance, in ideas or special actors for special section content advertising Mandalika that will be posted on social media, even if the community lacks relevant skills or expertise.

The fifth study entitled The Role of Sport Events in Destination Marketing written by Dimanche shows that sports events must meet certain criteria in order to play a significant role in the destination's marketing strategy. The destination must have precisely defined, coordinated, and implemented goals. Therefore, it can be seen in this study that in order for sport events to be satisfied, then Mandalika runs a branding strategy and marketing communication strategy through advertising, printed or online media, detailed explanations through media interviews, content on social media as well. Mandalika not only provides facilities but also provides other activities that can be carried out in the area, especially when sporting events are held there is also an UMKM product's bazaar and music concerts to add interesting value.

In addition, there is a recent study entitled Penyelenggaraan Pagelaran Olahraga Balap di Sirkuit Mandalika Sebagai Upaya Peningkatan Nation Branding Indonesia shows that International racing sports competitions

such as the WSBK and MotoGP at the Mandalika Circuit have had a variety of beneficial impacts in a variety of areas, particularly in terms of nation branding and the numerous impacts felt in the host-economic country's sector. This sixth additional study uses many other quotations through its bibliography that discusses nation branding, while this research is clearly based on the results of interviews with directly involved parties and official documentation from agencies involved in discussing sport tourism destination branding. So that this research shows stronger evidence of how the branding strategy in Mandalika as a sport tourism destination in the 2021 WSBK is implemented.

4) SWOT Analysis

This branding strategy is developed to maximize the company's strengths from internal. The strengths including how ITDC is supported by many parties, both from the government and other parties, ITDC also takes advantage of the strong potential of Mandalika's charm in terms of areas with beautiful hills and beaches.

The limited period of branding and marketing activities created to enhance Mandalika as a destination for sport tourism—roughly one month—can be considered as a weakness. There are several procedures and regulations that must be followed throughout the brief promotion period, particularly in regard to the administration that is controlled by various ministries in the national government. The ITDC team was expected to wait before moving on to the next phase.

Opportunities exist to host or hold big sporting events to help promote Mandalika as a sport tourism destination during upcoming sporting events that will allow the destination get more recognition on a worldwide level. F1, MotoGP, Tennis, the World Swimming Championship, soccer, the Athletics League, and the Marathon are a few examples of important sporting events. From the list of major international sporting events, Mandalika might modify current infrastructure or perhaps create and host other sporting events nearby in the future. By utilizing the use of numerous

social media influencers Indonesia have, branding activities on social media may also be expanded. In addition, the social media team could be selective in deciding which influencers align with the values and can contribute to achieving the intended goals in order to increase public awareness of Mandalika and the hosted sporting events.

Threats or external factors, as with travel restrictions during a tourist health pandemic that might interfere with Mandalika's branding strategy at the 2021 WSBK sporting event. Visitors must be prepared and mindful of health considerations including vaccinations and masks. The restrictions governing will be loosened or possibly eliminated in the future if the sporting event is not scheduled during a pandemic. The number of flights to this tourist destination is still limited because this occurrence is still considered to be part of the 2021 pandemic. However in the future, situations like this will definitely change and get improved.

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Chapter IV

Conclusion

A. Conclusion

According to the description that has been stated, the following are strategies that have been implemented:

- 1) Mandalika's brand as a sport tourism destination, has fulfilled the completeness of tourism elements such as attractive attractions where people may exercise when admiring the landscape. Mandalika offers travelers with a particular experience that is different from other destinations in the world, namely sporting events and sporting activities. Complete accessibility at Mandalika consists of public transportation, including buses, ships, and airplanes, decent roads leading to the Mandalika area, road signs. ITDC builds an area with good amenities such as hotels, restrooms, holy places, parking spaces, rest spots, and restaurants. So that tourists will come to Mandalika to enjoy sport tourism activities and events.
- 2) Branding and marketing communication strategies are linked with one another to promote Mandalika as a sport tourism destination in WSBK 2021. Market research including segmentation, targeting, and positioning, and the creation of strategic plans for branding in media like the company's official website and social media are examples of branding actions that have been completed. The segmentation and targeting of the Mandalika branding as a sport tourism destination in held WSBK 2021 is people from all gender and all ages, or general people specifically from Indonesia. Its positioning is "sport tourism destination" which organizes international sports events. Then constructing a brand identity by creating Mandalika as a sport tourist location which staged international sport events. ITDC carried out branding executions for a month before conducting assessments in the last phase. By successfully achieving the goals set by ITDC, all stages were completed.
- 3) From the perspective of the marketing mix, a marketing communication strategy has been applied to the branding of Mandalika as a sport tourism

destination for the WSBK in 2021. There are still certain actions in the marketing communication strategy that may be done more effectively over a longer period of time. Public relations and advertising were the most often used marketing communications strategies. Conventionally, ITDC placed billboards and T-banners advertising at numerous areas across Lombok Island, as well as videotron in major cities including Jakarta, Surabaya, and Medan. Digitally, ITDC also finished up promoting tasks on Instagram and official website. ITDC believes that Mandalika's branding as a sport tourism destination in WSBK has succeeded in accomplishing strategic goal.

B. Research Limitations

This study has limitation whereas the branding strategy of Mandalika Special Economic Zone as sport tourism destination in held WSBK 2021 was only implemented one month before the event, the period was too short and tight.

C. Research Suggestions

The researchers provide several suggestions that are expected to be considered according to the conclusions that have been stated, including:

1) Academical Suggestions

- a) Academics must read a lot of books about sports tourism destination and sports event branding to learn more about strategy. Students must be aware of emerging branding trends in the sport tourism industry, as the branding strategy used have an impact on the people and environment.
- b) Academics must study the branding strategy in significant detail, particularly the theories that will be used. Because this study will be beneficial in determining trends for efficient branding strategies for sports tourism destinations through sports event.

2) Practical Suggestions

- a) According to the findings and discussions that the authors analyze, in order to increase and obtain optimal results, ITDC and MGPA should

implement branding strategies for a longer period of time compared to one month only.

- b) ITDC and MGPA should conduct more promotional activities including roadshows with interesting selling points in other big cities with a greater percentage of upper-middle-class people for example Jakarta and Surabaya.
- c) ITDC and MGPA need to maximize promotional activities through social media. The team can also employ community or more famous influencers from Indonesia who are suitable for expanding the target market reach for branding content on social media, specifically Instagram, Tiktok, and Twitter which are very popular nowadays.

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Attachments

Question Draft

1. How much tourism potential does the Mandalika Special Economic Zone have?
2. How was the initial plan to develop Mandalika as a Special Economic Zone?
3. What are the plans that have been made to manage and promote Pertamina Mandalika International Circuit? Explain the details.
4. How was the plan about international events held in Mandalika for the GP series, especially WSBK?
5. Who manages the Mandalika Special Economic Zone?
6. How is the process of establishing Mandalika's branding as sport tourism?
7. What are the activities/forms of marketing communication carried out by ITDC in promoting Mandalika by utilizing the 2021 WSBK event?
8. How is the process carried out by ITDC in every form of Mandalika marketing communication?
 - *Segmentation*. Who is the segmentation for Mandalika's branding as sport tourism destination which held sports event?
 - *Targeting*. What is the goal that was achieved for the Mandalika Special Economic Zone as sport tourism destination by hosting WSBK?
 - *Positioning*. Does the Mandalika Special Economic Zone already have or get a positioning as sport tourism destination from the people in general?
9. What is the process for managing official website and social media?
10. What content is uploaded within 1-2 months before WSBK 2021?
11. Who is involved in content creation?
12. What are the supporting factors and obstacles?

Interview Transcript

Informant 1

Date/Time : Saturday, 4th December 2021 / 15.00 WITA
Place : The Mandalika ITDC Office, Central Lombok.

Informant Identity

Name : Made Pari Wijaya
Gender : Male
Job Position : Site Operation Manager
Office : ITDC Mandalika

Interviewer : “Thank you for making time today. First of all, kindly please tell us about the history of ITDC. You can highlight the important points.”

Interviewee : “ITDC is a 45-year-old business unit as a part of BUMN. PT. Pembangunan Wisata Indonesia specializes in the development and operation of integrated tourism complexes. In short, ITDC's activities include plans, constructs, and develops infrastructure services and other public facilities, as well as buildings considered essential for business and tourism administration, and conducts business activities in the context of enhancing the use of owned resources for business offices, shopping centers, convention centers, and advertising. The first area that ITDC managed was Nusa Dua, Bali. Now, ITDC is currently developing the Mandalika SEZ area.

- Interviewer : “So, Mandalika is the second location developed by ITDC after Nusa Dua. How much tourism potential does Mandalika have as a Special Economic Zone developed by ITDC?”
- Interviewee : “Everyone who visits Mandalika must be aware that this area has a mesmerizing view, you can see the ocean in this area is crystal clear, the stretch of white beach sand that resembles pepper, and the presence of solid and attractive rocks around the beach area. This geographical location has the potential to benefit us, Indonesia. Moreover, the locals have a rich and fascinating culture to share. Therefore, we work to promote environmentally sustainable tourism by creating tourist objects and Mandalika tourist attractions that are always focused on maintaining the community's environmental values and quality.”
- Interviewer : “How was the initial plan to develop the Mandalika area from ITDC point of view?”
- Interviewee : “This idea started in 2012, when our team was preparing the ITDC master plan. We made plans for a typical resort in Nusa Dua, Bali, then it occurred to us how to make this Mandalika area look attractive, spectacular, and known by many people. Since then, we have developed a marketing strategy so that it can be heard, seen, and known. Initially, the revision of the master plan started by including Formula 1 or known as F1 the highest class of open-wheel single-seater formula racing cars competition. We changed it again because we think that F1's audience reach tends to be elite people only. We want to reach larger targets, so in 2018 we revised the master plan with Moto GP.”

Interviewer : “It is interesting. Can you explain in more detail about the Mandalika International Street Circuit?”

Interviewee : “First, we built the International Circuit because we want this circuit to be a branding for our country or being one of our nation’s identity. Exactly this is how we can align our nation with other nations. Second, we want to market and promote Mandalika to be known globally. Third, investors will increasingly want to invest in Mandalika. It has been said that international competitions for two-wheeled racers such as World SuperBike and MotoGP will be held as a result of the construction of this circuit. We hope that by holding this event, we will be able to attract a large number of fans, as well as visitors and tourists to Lombok. In other words, this will not only boost one employment sector, but tourism in Indonesia will also become more enthusiastic. ITDC builds good facilities as well as access to tourist destinations. As a condition for holding a sport event, ITDC improves access such as roads, hotels and inns, rest areas, airport transportation access, ships, and land transportation to Mandalika. All these things ITDC does in collaboration with the government and Mandalika investors.”

Interviewer : “Now we will talk about the main topic, which is the international events held in Mandalika, such as the WSBK and MotoGP. Could you tell me more about this?”

Interviewee : “Dorna Sports is the main event's organizer. Dorna's criteria for holding an international class event include a circuit, an international airport, a port, other access points, great public facilities, medical and crisis centers. Finally, in 2018, we reached an agreement and signed the deal. ITDC believed that we would be unable to manage this on our own after

signing the contract; the circuit was certainly under ITDC's control, but additional access required government cooperation, which was approved by the President. Finally, the president declared this as a priority tourism destination.”

Interviewer : “So, who are the organizers of this international event in Mandalika?”

Interviewee : “Mandalika Grand Prix Association (MGPA) is a subsidiary of ITDC. This MGPA was created to be the ITDC's organizer of this international event. Meanwhile, PT. Dyandra Promosindo has been the marketing partner for this international event held in Mandalika.”

Interviewer : “How is the marketing communication process?”

Interviewee : “Firstly we create masterplan on formulation process. Secondly, on implementation stage we carry out promotional activities starting from press releases as the material for websites and social media to promote Mandalika at this event. We are doing the promotion through social media, namely Instagram. We also work with other ministries. Moreover there is advertisements such as billboards, T-banners, pamphlet, and videotron. Lastly, evaluation. At the end, we conducted a final post-event evaluation after a week of the event being successfully held. The evaluation was carried out by ITDC - MGPA, PT. Dyandra Promosindo, the central government of Republic of Indonesia and NTB province, as well as media partners.”

Interviewer : “So, what media are used to promote Mandalika on this event?”

Interviewee : “Media is divided into two scopes, namely global and local. Dorna Sports is fully responsible for global media access, while for local media (printed media and electronic media)

there are several lists of media that we work with (conventional and digital media). I will attach the detailed data separately from this interview."

Interviewer : "What about the promotional activities carried out?"

Interviewee : "We conduct a lot of discussions with PT. Dyandra Promosindo for the promotional agenda about ticket sales. However, they are in charge of the details. We collaboratively put advertisements with PT. Dyandra Promosindo and other Ministries such as T-banner and billboard placement in several points, distributing pamphlets, national newspapers and local newspapers, television news channels, in publishing Mandalika and WSBK Mandalika GP Series by creating news from our public relation team. This was a national agenda as stated by President Jokowi, therefore everyone is involved."

Interviewer : "What about the branding and promotion agenda on social media?"

Interviewee : "Of course, we were doing social media branding and promotion. Through ITDC's Instagram account, @itdc id, official Mandalika GP series account @themandalikagp which is handled by MGPA, as well as PT. Dyandra's account, @dyandrapromosindo. The Ministry of Tourism and Creative Economy also promotes the event on their account, @kemenparekraf.ri, whereas each social media team for each institution sets the posting schedule. You can ask the further information about our social media to ITDC team."

Interviewer : "What are the supporting and limiting aspects in the marketing communication process?"

Interviewee : “Actually the limitation that we have is time. The preparation period for the event during this pandemic to the day of the event is very close. There are so many things and strategies that must be done in a short time. Apart from that, other things are still relatively safe and we will continue to improve the quality for the next international event.”

Interviewer : “When is the evaluation carried out by the team?”

Interviewee : “At the end, we conducted a final post-event evaluation after a week of the event being successfully held. The evaluation was carried out by ITDC - MGPA, PT. Dyandra Promosindo, the central government of Republic of Indonesia and NTB province, as well as media partners.”

Interview Transcript

Informant 2

Date/Time : Tuesday, 28th June 2022 / 10.00 WITA
Place : The Mandalika ITDC Office, Central Lombok.

Informant Identity

Name : Intan Febrika
Gender : Female
Job Position : Stakeholder and Public Relation Officer
Office : ITDC Mandalika

Interviewer : “How is the process of establishing Mandalika's branding as sport tourism destination?”

Interviewee : “ITDC has 2 developed areas, namely Nusa Dua and Mandalika. ITDC created the MICE concept for Nusa Dua. As for Mandalika, ITDC carries the concept of sport tourism with the attractiveness of a beautiful view and then builds good infrastructure in the area to attract investors and visitors. So people would notice or know what is Mandalika as sport tourism destination. ITDC initially wanted to hold an out-of-the-box event, therefore the first international automotive event in the Mandalika area was held, namely WSBK.”

Interviewer : “What are the activities or forms of marketing communication carried out by ITDC in promoting Mandalika by utilizing the 2021 WSBK event?”

Interviewee : “There are various promotional activities in marketing communication that ITDC does for Mandalika. During

WSBK, ITDC did not work alone but received assistance from the Ministry of Information for public communication. Ministry of Information helps us to promote Mandalika in WSBK 2021 through billboards and videotron in big cities. Routinely before race day, the team also issues press releases to media such as TV and radio, print media, and online media. ITDC is also actively accepting invitations for interviews with the media.”

Interviewer : “How is the process carried out by ITDC in every form of Mandalika marketing communication?”

Interviewee : “We divide it into stages. At the beginning, ITDC make a plan about which segmentation that we want to focus on. It is for public, all gender, and all-ages, during WSBK 2021 our branding target for Mandalika is specifically those who lives in Indonesia and those who is interested in sport and tourism. Through branding Mandalika Special Economic Zone as sport tourism destination by hosting WSBK, we want to achieve our goal which is raising brand awareness from public and positioning Mandalika as sport tourism destination that has great sport facilities and sports event held there. The result shown that we successfully achieved it.”

Interviewer : “How is the process for managing official website and social media media?”

Interviewee : “ITDC media such as websites and social media (Instagram, YouTube, Facebook, and Twitter) are managed by the corporate secretary division of the digital media unit. In October, the team must have a main plan and a backup plan to post content for the next two months when WSBK takes place.

- Interviewer : “What content is uploaded within 1-2 months before WSBK 2021?”
- Interviewee : “Examples of content uploaded such as information for boosting ticket sales. Prior to the implementation of WSBK, the team issued more teasers to raise awareness of WSBK 2021 and Mandalika, to make traffic rise so that there was hype. During the 3 days of WSBK, the team issued a press release which was then converted into ITDC social media content. For Instagram, MGPA uploads content specifically about racing. Content that aims to promote the Mandalika area in the WSBK is uploaded by ITDC in the form of the natural beauty of Mandalika every weekend. During weekdays there are more formal content, such as ITDC opening partnerships with sponsors whose aim is also to promote the region. ITDC has special content on Instagram every Wednesday #BicaraWisata associated to promote Mandalika before and during the 2021 WSBK event. During WSBK, ITDC did not promote anything through YouTube. Due to the strict regulations from Dorna regarding the logo and the limited time for promotion, ITDC chose not to use YouTube. Dorna always monitors posts on social media and websites, there is a special media team who always communicates in groups and e-mails. Dorna does not require what type of content to post, but they always ask for proof of work that has been done either before or during the WSBK implementation. There are no rules regarding social media content from Dorna other than the logo and size, but there are rules from sponsors for example the name for the circuit must be written "Pertamina". ITDC applies rules for content in captions such as special hashtags that are routine, such as #ITDC

and the tagline #CreatingDestination #TheMandalika and the event hashtag #WSBK. In fact, Dorna sometimes asks ITDC what the hashtag is. Content is made through a long process after the team planned it, there is proof-read by the manager which is then checked by the team in the field.”

Interviewer : “Who is involved in content creation?”

Interviewee : “People behind corporate secretary division of the digital media unit are the one who responsible for social media and website schedules and handle to post it. Meanwhile, for the design the team got key visual from MGPA and logo from Dorna.”

Interviewer : “What are the supporting factors and obstacles?”

Interviewee : “The supporting factor is that ITDC gets a lot of support from the government (all ministries). The obstacle or challenge is the very short time for promotion from late September to the end of WSBK. ITDC always waits for directions from the Ministries, therefore website and social media content also goes through a long process to be uploaded either about Mandalika or the race. In short, this time is a material for evaluation and lessons for the next event.”

Interviewer : “How is the contribution of the media in helping Mandalika's branding as a sport tourism destination in the 2021 WSBK?”

Interviewee : “Media in helping issue news about Mandalika's branding as a sport tourism destination in the 2021 WSBK usually looks for their own materials. However, keep asking the ITDC team for important matters, for example writing KEK Mandalika or The Mandalika and important data or quotes from interviews. ITDC also does not limit the creativity of the media to write positive news about

Mandalika as a sport tourism destination. Media that has been accredited by ITDC can write not only about the race but also about Mandalika as a sport tourism destination.”

Interviewer : “What are the procedural requirements that the media must follow in covering and publishing news about Mandalika as a sport tourism destination during WSBK 2021?”

Interviewee : “Previously, media that wanted to cover had to go through an accreditation process. There are 2 types of accreditation, namely accreditation by Dorna Sports and accreditation by ITDC. Media accredited by Dorna specifically discusses automotive, while media accredited by ITDC discusses Mandalika such as MSMEs, regional information, concerts at the event. Media that are accredited by ITDC are Detik.com, Antara, IDN Times, Kompas. Meanwhile, media accredited by Dorna, for example, ANTARA, TVRI, CNN Indonesia (a major media that has an automotive rubric). Dorna-accredited media, special access in the paddock, opportunity to interview drivers directly, facilities to work. ITDC-accredited media have access to work in the inner circuit area near the concert stage and food stamps. A month before WSBK, registration is open for accreditation. The media submit files such as the ranking of the media in Indonesia, how much traffic the media has, what value the media has. Then the announcement came out after 2 weeks. For media news that discusses about Mandalika, it must be based on facts in the field and real-time press conference or press releases that ITDC always issues both before the day of the WSBK implementation and during the

implementation. ITDC always issues press releases every day during the WSBK 2021 Mandalika for media materials that discuss related matters.”

Interviewer : “Does the branding ITDC has done for Mandalika as a sport tourism destination for the WSBK 2021 event become successful, from the beginning to the review stage?”

Interviewee : “Yes, the branding ITDC has done for Mandalika as a sport tourism destination for the WSBK 2021 event is successful. Despite criticism from many people, we came to know that ITDC needed to fix certain things. Finally, the racing event in Indonesia was held in Sentul, finally ITDC was able to successfully brand Mandalika as a sport tourism destination by holding the 2021 WSBK event. There were many people who came to watch and visit Mandalika, even those who did not understand racing and sports also visited Mandalika. . Thus, ITDC succeeded in raising brand awareness about Mandalika as a sport tourism destination.”