

## TOURISM PROMOTION STRATEGY, CULTURAL INTRODUCTION, AND MSME DEVELOPMENT IN THE MOTOGP EVENT AT THE MANDALIKA CIRCUIT

Zunan Setiawan<sup>1)</sup>, Sunday Ade Sitorus<sup>2)</sup>, Hayu Lusianawati<sup>3)</sup>, Evi Sirait<sup>4)</sup>,  
Indra Iryanto Nur Hidayat<sup>5)</sup>

<sup>1</sup>Universitas Ahmad Dahlan

E-mail: [zunan.setiawan@mm.uad.ac.id](mailto:zunan.setiawan@mm.uad.ac.id)

<sup>2</sup>Universitas HKBP Nommensen

E-mail: [sundaysitorus@uhn.ac.id](mailto:sundaysitorus@uhn.ac.id)

<sup>3</sup>Universitas Sahid

E-mail: [hayu\\_lusianawati@usahid.ac.id](mailto:hayu_lusianawati@usahid.ac.id)

<sup>4</sup>Politeknik Maritim Negeri Indonesia

E-mail: [evi@polimarin.ac.id](mailto:evi@polimarin.ac.id)

<sup>5</sup>Universitas Pembangunan Nasional (Veteran) Yogyakarta

E-mail: [indrainyantonurhidayat27@gmail.com](mailto:indrainyantonurhidayat27@gmail.com)

### ***Abstract***

*This research aims to determine tourism promotion strategies, cultural introduction, MSMEs in the MotoGP event at the Mandalika Circuit. This research is descriptive qualitative research. This research describes tourism promotion strategies, cultural introduction, MSMEs in the MotoGP event at the Mandalika circuit. The data analysis technique in this research includes data presentation, data reduction, and drawing conclusions. The results of this research show that the tourism promotion strategy in the Moto GP event at the Mandalika Circuit through the Ministry of Tourism and Creative Economy website contains dimensions of entertainment, interaction, trends and customization. In introducing culture at the MotoGP event, it shows the fact that Indonesian artists and local workers have the capacity to design and create world-class works of art directly. In promoting MSMEs at the MotoGP event, the Government provides full support for MSME craft products by providing a promotional platform for MSMEs to enliven the MotoGP event.*

**Keywords:** *Tourism Promotion, Cultural, MSME, MotoGP, Mandalika*

### **1. INTRODUCTION**

The charm of Mandalika with its natural beauty and culture continues to attract tourists. In recent years, the Mandalika area, located in Central Lombok, West Nusa Tenggara, has been known as a world-class sports tourism destination. This cannot be separated from the presence of the Mandalika International Street Circuit which has hosted world-class racing events, one of which is the MotoGP racing event (Arsa, 2023). The Mandalika area has the potential for natural beauty and is a tourist area that has the potential to continue to develop. For this reason, the government has an important role in exploring potential and making policies for tourism development, so that local communities are raised in their awareness to explore potential and move to develop their region (Masrun, 2022).

To utilize and maximize the various tourism potentials that are owned, community empowerment and marketing strategies are needed in the development of creative industry-based tourism in the Mandalika Special Economic Zone to provide benefits to the people in the area which will ultimately improve the economy of the surrounding community (Hidayat, 2022; Sulaiman, 2021). Tourism development as one part of the development of the creative economy sector is currently one of the central government's priority development programs. Development programs that focus on infrastructure, maritime, energy, food and tourism place tourism as the leading sector. Apart from being able to bring in foreign exchange for the country, the development of the tourism sector in several regions has proven to be able to have a broad impact of change (Moenir, 2021; Satrio, 2021).

Tourism is an economic sector that has been proven capable of alleviating poverty in an area. Because tourism management will definitely have a trickle down effect for local communities. It is certainly hoped that this will stimulate both the government and tourism actors in the regions to be more active in developing the tourism sector in their respective regions as a development orientation (Hermanto, 2017).

President Joko Widodo has determined 5 super-priority tourism destinations at a limited cabinet meeting held in Jakarta on July 15 2019. The five super-priority tourism destinations are Labuan Bajo (NTT), Mandalika (NTB), Borobudur (Central Java), Lake Toba (North Sumatra ) and Likupang (North Sulawesi). This determination has attracted public attention because various infrastructure developments which can be called mega projects and the inherent super-priority branding have become an attraction not only for tourism observers but also the Indonesian people (Chotijah, 2021).

Mandalika as one of the five super priority destinations has its own charm. Apart from the beautiful natural landscape, KSPN which has an area of 1,024 hectares will become the focus of the world with the MotoGP event. This international standard sport tourism event, which was successfully implemented in 2021-2023, has certainly attracted the attention of many parties, as well as being a hope for West Nusa Tenggara and Indonesia in realizing the number of tourist visits both domestic and foreign (Chotijah, 2021).

Mandalika, which has become a tourism destination for world tourists, can be realized because of the cooperation of various stakeholders from the community, government and media. The development of tourism in Mandalika through the international standard MotoGP sport tourism event will of course have a positive impact on the surrounding community, namely impacting the sustainability of small and medium enterprises (MSMEs) as providers of tourist needs (Putri, 2023).

Indonesia Tourism Development Center (ITDC) The Mandalika as a state-owned company that manages the Mandalika area has carried out promotions and preparations in such a way. Likewise with policy makers in provincial, district and city governments, hotel and restaurant managers, organizations and others in facing MotoGP at the Mandalika Circuit, Central Lombok. The city of Mataram, as the capital of West Nusa Tenggara province, does not even want to be left behind in facing the implementation of MotoGP. The Mataram City Government is doing its best to synergize with micro, small and medium enterprises (MSMEs), hotel and restaurant management as well as restaurant managers and souvenir center managers. The large number of visitors watching world motorbike racing will have a big impact on the

community's economy so that other districts and cities in NTB are taking various strategic steps for the success of MotoGP (Sofian, 2022).

Based on the explanation above, this research aims to determine tourism promotion strategies, cultural introduction, MSMEs in the MotoGP event at the Mandalika Circuit.

## **2. METHOD**

This research is qualitative-descriptive research. Qualitative research aims to explore in depth social problems. Even though qualitative research is considered subjective because it emphasizes language as a research tool, qualitative research contains detailed meanings behind the culture, human behavior and society being studied (Rukin, 2019). This research describes tourism promotion strategies, cultural introduction, MSMEs in the MotoGP event at the Mandalika circuit.

The primary data source used in this research is the content of the Indonesian Ministry of Tourism and Creative Economy website and relevant research. The data analysis technique in this research includes data presentation, data reduction, and drawing conclusions based on Miles and Huberman's perspective (Huberman & Miles, 2002). Researchers present tourism branding data used by the Indonesian Ministry of Tourism and Creative Economy in image form, reduce the data with data descriptions, then draw research conclusions.

## **3. RESULTS AND DISCUSSION**

### **3.1.Branding "Wonderful Indonesia" in the Moto GP Event at the Mandalika Circuit**

Branding 'Wonderful Indonesia' in the MotoGP event at the Mandalika circuit to market Indonesia to the world as tourism that has abundant natural and cultural charm. The large number of visitors at the Mandalika MotoGP event, both directly and through international live broadcasts, is an effective momentum for promotion. MotoGP has a large group of fanatical supporters. This is what the government is paying attention to, especially as Indonesia is one of the biggest MotoGP fans in the world.

***Figure 1. Branding Wonderful Indonesia in the MotoGP Event***



Source: *Kemenparekraf RI*

The Ministry of Tourism and Creative Economy itself previously also maximized this world-class motorbike racing event as a means of promoting Indonesian tourism, especially the Wonderful Indonesia nation branding at a number of points on the Pertamina Mandalika International Circuit. Wonderful Indonesia branding is placed at turns 16 and 18 of the Mandalika circuit, Wonderful Hills (Bukit 360), and several other points. Apart from that, the Wonderful Indonesia brand will also be installed on vehicles that will carry MotoGP racers in a parade around the Mandalika circuit before the warm up lap session. The race, which is organized by Dorna, is covered by around 119 media partners and reaches more than 200 countries and is increasingly expected to make Wonderful Indonesia known to the world.

Not only inside the circuit, Wonderful Indonesia will brighten up areas outside the circuit in various forms such as signage, neon boxes, banners, shuttle buses, as well as at the Mandalika side event. Minister of Tourism and Creative Economy Sandiaga Uno said that the Mandalika MotoGP is one of the biggest sports tourism events in the country. Promoting Wonderful Indonesia's nation branding at the biggest motorbike racing event in the world is an effective strategy.

In the country brand strategy rating, Wonderful Indonesia is ranked 25th (Kemenparekraf). This certainly adds to the competitiveness of Indonesia's tourism and creative economy. Wonderful Indonesia as brand equity has become the identity of the Indonesian tourism industry and creative economy which is known throughout the world. The Mandalika MotoGP event is also a strategy to introduce one of Mandalika's super priority destinations and of course to encourage people to travel to Indonesia.

Sandiaga is optimistic that the MotoGP sports tourism industry will be an opportunity that continues to grow. In addition, Indonesia will host the Mandalika championship for 10 years starting in 2021. Referring to the 2022 Mandalika MotoGP, holding this event will have an economic impact of up to 3.57 trillion for the NTB economy and 4.5 trillion for the national economy as well as absorbing a workforce of 4,600 people. The government hopes that this event can revive the economy, opening up business opportunities and employment opportunities as widely as possible. We believe that this is a virtue that is right on target, right on benefits and on time.

### **3.2. Tourism Promotion Strategy in the MotoGP Event at the Mandalika Circuit**

Based on the temporary results of internal research conducted by the Ministry of Tourism and Creative Economy, 90% of 102,929 visitors want to return to Mandalika and its surroundings. They were satisfied with the MotoGP event, accommodation and public transportation (Sandiaga, Kemenparekraf, 2023). ITDC Director Ari Respati further said that the Mandalika MotoGP is not just a motor sport event but is a stage where Indonesia is increasingly recognized by the world.

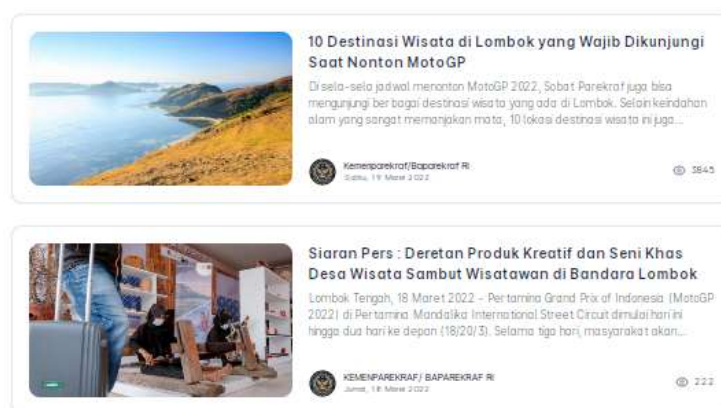
The findings of this research indicate that the tourism promotion strategy in the Moto GP event at the Mandalika Circuit through the Ministry of Tourism and Creative Economy website contains dimensions of entertainment, interaction, trends and customization.

Table 1. Mandalika Circuit Tourism Promotion

Tourism Promotion Dimensions	Examples of Promotional Strategies
<i>entertainment</i>	Publication of entertainment content by showcasing the natural charm and various tourist destinations that Lombok has to enliven the MotoGP event
<i>interaction</i>	Inviting the public to visit various selected tourist destinations in NTB, especially the Mandalika area
<i>trendiness</i>	Uploading current trending content regarding the international MotoGP sports tourism event at the Mandalika circuit
<i>customization</i>	Uploading information about the Moto GP event at the Mandalika Circuit by displaying interesting news headlines with the theme 'Mandalika Variety'

The Indonesian Ministry of Tourism and Creative Economy has an important task in developing sustainable tourism. In its website content, the Indonesian Ministry of Tourism and Creative Economy publishes entertainment content with the aim of getting a positive response from the public regarding the uploaded content. The entertainment content displayed is created under the special title 'Ragam Mandalika' which contains interesting information about the Mandalika MotoGP sport tourism event as shown in the following picture.

Figure 2. Entertainment Dimensions in Kemenparekraf RI Web Content



The image above shows the content of the Indonesian Ministry of Tourism and Creative Economy which entertains the public through news articles showing the natural charm and various tourist destinations that Lombok has. Tourists are also presented with typical Lombok art that enlivens the MotoGP event.

Apart from containing entertainment content, the Ministry of Tourism and Creative Economy's web content contains interaction content. The Ministry of Tourism and Creative Economy utilizes the 'Variety of Mandalika' information website as part of its tourism promotion strategy. The use of persuasive language is an influential part of promotion in attracting public attention. Interaction in information media has an important influence on tourist interest in visiting.

**Figure 3. Interaction Dimensions in Kemenparekraf RI Web Content**



The image above shows the role of the Indonesian Ministry of Tourism and Creative Economy in inviting the public to visit various selected tourist destinations in NTB, especially the Mandalika area. With persuasive language '5 tourist recommendations in NTB' as part of tourism promotion which recommends tourists to visit the super priority destination Mandalika. The Indonesian Ministry of Tourism and Creative Economy offers several choices of attractive tourist destinations for tourists who will visit the Mandalika area.

The Indonesian Ministry of Tourism and Creative Economy's web content also contains trends which publish the latest and most up-to-date articles as a source of information for the public to enjoy government-managed tourism. The government, in this case the Ministry of Tourism and Creative Economy, always updates information and uploads the latest content related to tourist destinations that are enjoyable for tourists.

**Figure 4. Trendiness Dimensions in Kemenparekraf RI Web Content**

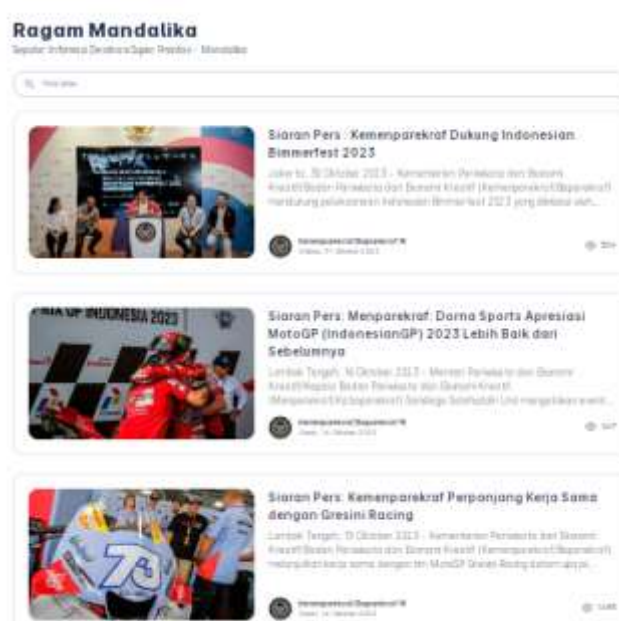


The image above shows the Ministry of Tourism and Creative Economy's web content which contains current trends regarding international standard sport tourism events at the Mandalika circuit with the article title 'MotoGP Mandalika 2023 was successful, exceeding the target number of spectators' as part of the Mandalika MotoGP Branding through the Indonesian Ministry of Tourism and Creative Economy website. The Ministry of Tourism and Creative Economy appreciates the implementation of the world-class sports tourism event MotoGP Mandalika (IndonesianGP) 2023 which will take place at the Pertamina Mandalika International Circuit, Lombok, NTB, on 13-15 October 2023. This web content indirectly informs the public with the aim of showcasing MotoGP Mandalika is an international class sports tourism destination.

The government, in this case the Indonesian Ministry of Tourism and Creative Economy, is tasked with adapting public interest related to tourism, so it is important for tourism industry stakeholders to adjust content aspects and service strategies in publishing web content by showcasing Mandalika's tourism potential, including organizing international standard sport tourism events.

Another dimension of tourism promotion is customization, which is a relatively dynamic tourism branding strategy on social media.

**Figure 5. Customization Dimensions in Kemenparekraf RI Web Content**



The Ministry of Tourism and Creative Economy provides information about Mandalika, especially the MotoGP event, which is tailored to public interest. The information on the Ministry of Tourism and Creative Economy website which contains the customization dimension is created with the special title 'Mandalika Variety' which contains interesting articles related to events in Mandalika and inserts photos that will attract the attention of tourists who have a special agenda to visit the Mandalika circuit in particular. young generation.

### **3.3.Culture Introduction at the MotoGP Event at the Mandalika Circuit**

Not only natural beauty, racers also like Lombok's unique creative economy products. Like the typical Lombok keris which was given to the podium finishers at the 2023 IndonesianGP. Previously at the 2022 MotoGP international championship, the trophies handed over to the racers who won the podium were the work of local children inspired by the shape of a torch, made by creative economy actors from Tuxedo Studio, Gianyar, Bali. Tuxedo Studio itself is better known in its capacity as a specialist in manufacturing handmade classic cars. However,



ITDC has trusted Tuxedo Studio to design and produce the Pertamina Grand Prix of Indonesia trophy (MotoGP Mandalika 2022).

Tuxedo Studio explained that the trophy design was inspired by the "Torch" which symbolizes the burning flame of a hot racing competition. The fire itself also later became an inspiring symbol of the rise of the Indonesian economy. It is also proof that Indonesia is not only capable of holding international scale events once or twice, but is also a country that has continuous artistic and world-class production capabilities. There are local motifs on the edge of the cup. Meanwhile, at the top it is equipped with a silhouette pattern of the Pertamina Mandalika International Street Circuit. The aluminum base material which is light and has the right strength to support speed was chosen by Tuxedo Studio to symbolize a racing event where the winner is determined by the speed of the driver and the performance of the vehicle.

This is proof that Indonesia is not only capable of holding a world-scale event but also the fact that local artists and workers have the capacity to design and create world-class works of art directly with their own hands.

The Minister of Tourism and Creative Economy, Sandiaga Salahuddin Uno, appreciated Tuxedo Studio for being selected and successfully presenting the MotoGP trophy. It is hoped that this can encourage innovation from other creative actors, especially product designers, to contribute to producing other interesting products. The creativity presented by creative economy actors can not only open up employment opportunities, but can also be an attraction for tourists.

### **3.4.MSMEs in the MotoGP Event at the Mandalika Circuit**

MSMEs are one of the pillars of economic growth that have proven their resilience in facing crises. Apart from being a pillar of economic growth, MSMEs can also be said to be preservers of local culture because many MSMEs are engaged in crafts based on local culture. The government provides full support for MSME craft products. One of the concrete forms of this support is providing a promotional platform for MSMEs to enliven the MotoGP event as a branding and promotional media that is able to encourage sustainable development and creative economic growth that prioritizes the noble values of national culture.

The 2022 Mandalika MotoGP will be a large space to provide benefits to the community. Especially for MSME players in efforts to revive the economy and open up job opportunities. This can be seen from the number of MSME players who have the opportunity to showcase their products at world-class events. Starting from culinary, fashion, crafts and others. The creative economy bazaar will provide opportunities for creative economy actors to become better known to the wider community.

Furthermore, Minister of Tourism and Creative Economy Sandiaga said that the 2023 Mandalika MotoGP would also have a big impact on improving the performance of the tourism sector and the creative economy. In particular, the room occupancy rate has increased as well as MSME products which are in great demand by tourists. Lodging occupancy around Mandalika also reached 100 percent with an increase in lodging rates in the range of two to three times the price increase compared to normal days.

Deputy for Strategic Policy at the Ministry of Tourism and Creative Economy, Dessy Ruhati, stated that temporary data collected in early November 2023 after the world-class MotoGP Mandalika sports tourism event took place 13-15 October 2023, showed that on



average creative economy actors and MSMEs around the Mandalika area experienced an increase in income. amounting to 36.54 percent. Dessy added that business actors agreed to return to this event in the future. Business actors stated that the Mandalika MotoGP had a good impact on increasing business turnover for these business actors.

#### **4. CONCLUSION**

The findings of this research state that the tourism promotion strategy in the Moto GP event at the Mandalika Circuit through the Ministry of Tourism and Creative Economy website contains dimensions of entertainment, interaction, trends and customization. Introducing culture at the MotoGP event shows that Indonesia is not only capable of holding a world-class event but also the fact that local artists and workers have the capacity to design and create world-class works of art directly with their own hands. In promoting MSMEs at the MotoGP event, the Government provides full support for MSME craft products by providing a promotional platform for MSMEs to enliven the MotoGP event as a branding and promotional medium that is able to encourage sustainable development and creative economic growth that prioritizes the noble values of national culture.

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