



EXTREME SPORTS EVENTS ON POPULARITY PLACE MARKETING

Oleh

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The objective of the study is to find out what aspects of the place need to be considered in running the extreme sports events on the popularity of place marketing in West Nusa Tenggara Province, Indonesia. The study applies both quantitative and qualitative methods in analyzing data. Furthermore, this study is a survey study. The subjects of this study are extreme sports spectators in West Nusa Tenggara. In collecting data, the researcher used a questionnaire. In the questionnaire, the researcher gave some questions related to components of running extreme sports events in popular places marketing to the spectator. The study found that 71.23% of the fans of extreme sports in West Nusa Tenggara strongly prefer to watch the competition in a more comfortable space. Another important aspect that needs to be considered is watching the competition in a good parking vehicle in which 63.70% of the spectators strongly would like a good parking vehicle. In addition, an attractive venue surrounded by nature and good infrastructure is a critical aspect of running extreme sports events. As the fans responded 59.59% strongly liked to watch the competition in an attractive place and better infrastructure.

Keywords: Event Marketing, Extreme Sport, Place Marketing

INTRODUCTION

Currently, extreme sports are recognized as action and even high-risk sports, which are gaining rapid popularity worldwide, especially among young people. There are 6,34% of those aged (18-29) fans of extreme sports in America[1]. Similarly, the Ministry of Economy Creative Republic of Indonesia, mentions that 72.82% of spectators of MotoGP Mandalika are young people[2]. Furthermore, running an extreme sports event needs to consider carefully selecting and promoting the location of the events. This is to create attraction for the spectators. An attractive venue is an important component to be highlighted as it offers many attractions such as sightseeing, beach, hiking, snorkelling, as well as relaxing place.

In 2021, the Ministry of Youth and Sports of the Republic of Indonesia ran an annual event called the Indonesian Open X Championship (IOXC). The event ran in the temple Borobudur area, a unique and popular

tourist destination in Indonesia. The competition was recognized as the largest event in Southeast Asia with more than 300 domestic and foreign players [3]. Additionally, an extreme sports event in 2022, MotoGP, was successfully run in Mandalika Lombok, Indonesia. The Mandalika offers a place to watch such a MotoGP event and many attractive activities such as surfing in big waves, paragliding, diving, snorkelling, visiting historical buildings, and cultural stories as well. This means that Mandalika is one of the most attractive places and popular places to promote such an extreme sports event in West Nusa Tenggara. Another extreme sports event run in West Nusa Tenggara was MXGP (Motocross Grand Prix). The event took place in Samota Sumbawa in 2022. The venue is attractive as well. Samota is known as a popular destination for tourists. Additionally, carrying out the event the venue at least should consist of natural areas, comfortable and safe places, good parking vehicles, as well as easy



access. This will attract many people or extreme sports fans to attend the competition. Therefore, the purpose of the study is to find out what aspects of the place need to be considered in running extreme sports events on the popularity of place marketing in West Nusa Tenggara Province, Indonesia.

TEORITICAL FRAMEWORK

These days, event marketing become popular among companies and organizations aiming at introducing their product brand and maintaining customer relationships. Ogechukwu states that the reason event marketing is expanding so quickly is that it gives businesses some alternatives to the clustered mass media, particularly in terms of advertising and sales promotion, as well as the ability to segment on a local or regional basis [4]. Additionally, it includes opportunities for reaching specific lifestyle groups, whose consumption behavior can be linked to the global event. Event marketing also becomes a driver to establish and increase long-term customer relationships. A marketing event is a new promotion concept to promote a company's product and service [5]. They also found that event marketing is an effective tool for companies to build customer long-term relationships. Furthermore, Event Marketing is a strategy for the brand promotion that involves connecting a company to significant "sporting, entertaining, cultural, social, or another type of high-interest public activity" [4]. This may refer to a seminar, workshop, sport event, celebration, anniversary, competition, and so on. Marketing events are known as creating unique occasions or events in which attracting participants to "experience the brand" and increasing the image of the brand are the most important goals of the marketing event. Therefore, it can be inferred that event marketing has a positive impact on enhancing brand products, and also it enables the creation of a long-term relationship with the potential customer. Once you can reach both brand's products increase and long-term customer relationships create, you will

manage to make an outstanding event. what's more, product, place, price, public relations, and positioning are essential components that should be included within the scope of events marketing. This is to achieve the goals of the event and to create sustainability in running the event. The event will happen continuously. The participants feel satisfied with the product's offer and they want more of its product and service.

Moreover, place marketing is an essential component that needs to be involved in promoting and selling products and services within a destination. As it provides a benefit for the place itself such as increasing the competitiveness and reputation or image of the place. However, to make successful of place marketing, marketers need to comprehend the concept of place marketing. Olsson & Berglund point out that the majority of researchers in this area conceptualize place marketing in terms of recent urban growth and use the term to describe actions made to increase a place's competitiveness and attractiveness [6]. They also mention that the most recent group of research defines place marketing as an overall combination of marketing management and marketing thought in public planning and place development. This means that conducting place marketing allows to improvement of a place's reputation and event increasing place performance. According to Vuignier place marketing is the execution of marketing techniques to target specific geographic areas, such as cities, towns, regions, and communities [7]. The marketing purpose is to create value within those areas by designing the place or destination into more attractive so that many reasons for visitors to come. Rainisto points out that in place marketing, to satisfy the needs of place customers, the place product must be modified. Only after completing this work can the overall goals of a location be met. Every location should clearly define and convey its unique qualities and competitive advantages [8]. Thus, place marketing can be defined as the implementation of marketing methods in a



particular area where added attraction of the place as a product attracts the target consumer. This is also considered a strategy for the development of the city, region, and its people. In addition, understanding the concept of extreme sport needs to be elaborated well enough as it has limited literature on the study. Extreme sports have two places that they depend upon, both the physical environment (e.g. structure for BASE jumping and big wave for surfing) and the social environment (e.g. communities' financial, political, social, and environmental resources)[9]. According to Brymer & Schweitzer, sporting, recreational, therapeutic, and tourist activities, all fall under the category of extreme sports [10]. They now serve as a sporting event.

In the research literature, extreme sports are mostly categorized as “high-risk sports” [11]. It means that the participants require to take this into account carefully while involve in the activity to prevent risk. Cohen et al also suggest that extreme sports can be defined as “high physical and psychological risk” where in consequence of the activity is injury and even death. Walin defines extreme sports are sports that are concerned with fast speeds, lofty altitudes, a high level of physical effort, highly specialized equipment, or impressive stunts that may cause risk to participants [12]. For example, surfing, snowboarding, mountain climbing, and skydiving. People who participate in these kinds of sports activities perform endanger with them. Brymer & Schweitzer propose also extreme sports are those activities that are on the very edge of independent adventurous leisure activities, where a mishandled error or accident would most likely result in death [10]. According to Buckley, an extreme sport is any activity, level, or circumstance where a participant's existence depends on their ability at any one time and where a mistake is likely to have lethal consequences [13]. Extreme sports provide a high level of risk. This is the fundamental principle of extreme sports [11]. Therefore, extreme sports are known as high physical risk activities sport that needs to have

a well enough training and skills to prevent accident. If an error is handled improperly when participating in a sport, the participant's life could be in danger or perhaps end in death. Although the previous definition clearly states that extreme sport is closely related to participating in activities that may cause danger to people's lives.

However, what makes people still have high motivation to involve in it?. The attraction of extreme sports is for many people looking for a happy feeling from its thrill or its sensation [14]. Musumeci also states that many of these extreme sports, including snowboarding, surfing, skateboarding, rock climbing, bungee jumping, skydiving, and others, provide you with the opportunity to push your physical and mental limits. Not only that, but it also helps you to reduce the possibility of dangers itself for people by “educating people, using proper safety equipment, and implementing emergency plans in case of dangerous situations outbreak” when you experienced a high-risk activity [12]. Walin also mentions that the excitement, aesthetics, and affiliation with the sport itself are the only reasons people participate in these activities, according to statistics from the 2005 LG World Championships of Freestyle Motocross. It is also important to bear in mind that the adrenaline-pumping delights of extreme sports are what set them apart from more popular competitions. Accordingly, extreme sport is an exciting and dangerous sport that allows you to go beyond normal limits. As the consequences can be injury and even fatal when you mishandle the mistake properly. It requires the participants to have good enough training and high-skill performance while engaging in this type of sport to prevent the high risk. what frequently happens to the participant who is unsuccessful in performing the activities, they usually have a lack of confidence due to a lack of skill. Furthermore, involving in extreme sports should bear in mind the risk of danger and fatalities that might occur so that we are aware of it. Then, most importantly engaging in this



sport is you feel the thrill sensation and happy feeling. When the participant passes the obstacle or adrenaline-pumping during the performance, they will experience mental happiness, as well as physical health. Those are what motivate many people to be involved in extreme sports activities.

RESEARCH METHOD

The study applies both descriptive quantitative and qualitative. Furthermore, this study is a survey study in which collecting the data is mainly using a questionnaire. When it comes to describing and examining variables and constructs of interest, survey research is an effective and acceptable method [15]. The researcher shared the questionnaire with all fans of the extreme sport who watched the competition in a popular place marketing in West Nusa Tenggara. 19 questions were given to respondents with a total of 146 respondents participating in filling out the questionnaire as a sample of the research. Likert scale was the main form of the question. There are five scales that the researcher uses in the question as follows;

Table 1. Likert Scale

Scale	Point
Strongly Disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly Agree	5

To analyse the data, this study uses assessment's indicator. The following table is an assessment indicator to determine the result of the study.

Table 2. Assessment Indicator

Percentage (%)	Indicator
80-100%	Very good
60-79%	Good
40-59%	Good enough
10-39%	Not good

RESULTS AND DISCUSSION

Result

The responses of spectators watching competitions of extreme sports on popularity place marketing in west Nusa Tenggara. Furthermore, 59.59% of the fans responded strongly agree and 26.03% agreed with watching the competition in an attractive place such as surrounded by nature and good infrastructure. Then, in terms of the weather (warm and sunny), the fans responded 54.79% strongly agree and 31.51% agreed. On the other hand, concerning rainy and warm weather, 58.90% strongly disagree to watch competitions in those weather. Thus, most of the fans like to watch the competition in good weather.

A good parking vehicle area is important for extreme sports fans when watching the competition. It shows that 63.70% responded strongly agree and 26.03% agreed to watch the event in a good parking vehicle. Regarding the space where the event takes place, 71.23% strongly agreed and 20.55% agreed to watch the competition in a more comfortable space than an uncomfortable one. A big quantity of the venue is also a necessary element to consider in running extreme sports events in West Nusa Tenggara. 54.79% strongly agree and 33.56% agree. They prefer to watch competitions in a large space. There are 52.24% strongly agree and 26.03% of the fans prefer to attend the competition on weekends. And only 45.21% of fans answer neutral to watching the events in a well-known place which is the highest percentage.

Furthermore, when it comes to consumer behavior, most extreme sports fans in West Nusa Tenggara have neutral responses. This can be analysed that 46.58% of the fans have neutral responses to a photograph of the player. Yet, 41.10% agree with watching the competition can allow talking to people who have the same interest. In addition, spending most of their money watching the competition, 32.88% of the fans respond neutral and 33.56% disagree that they spend most of their money on the events. Then, 37.67% of the spectator answered neutrally



would like to spend time alone, 44.52% answered neutrally watching the competition with their partner, and 34.93% answered neutrally watching a competition with families. Regarding merchandise use during the event, the fans answer neutral which is 43.84%. And 43.15% of the fans purchased the merchandise during the competition. The spectator's high response to social engagement during the event is neutral. That is 41.78% and also only 38.36% agree to share information about the event on their social media. Then, in terms of how often the fans watch extreme sports competitions, 42.47% of their answer is neutral.

Discussion

The most essential aspect to consider in carrying out extreme sports event on a popular place marketing in West Nusa Tenggara is a comfortable space or venue. As it showed that the highest percentage (71.23%) of the fans of extreme sports in West Nusa Tenggara strongly prefer to watch the competition in a more comfortable space. Providing a comfortable space or venue during the event allow the spectator to enjoy their time watching with their partner and families as well. Furthermore, the spectator also will obviously gain memorable experience during the competition. Indeed, All participants in a running event need to feel comfortable for their own safety, performance, and happiness. It helps to improve accessibility, streamline operations, and add to the event's overall attractiveness.

Another important aspect that needs to be considered is watching the competition in a good parking vehicle in which 63.70% of the spectators strongly would like to have a good parking vehicle. This means that the event organizer should make sure that the venue is considerably comfortable for the spectator and the space where the event run should provide a good parking vehicle area as well, especially in West Nusa Tenggara. In extreme sports events, proper parking is far more than just a convenience—it's a crucial component of event design that impacts participant

happiness, safety, and the event's overall performance. Well-considered parking options enhance the event's experience and reflect highly of the organizers.

In addition, an attractive venue such as one surrounded by nature and good infrastructure is a critical aspect in running extreme sports events. As the fans responded 59.59% strongly liked to watch the competition in an attractive place and better infrastructure. This component enable the spectator to enjoy the event and other activities. The attractive venue is essential to the success of any extreme sports event. It affects every aspect of the event, including the athletes' motivation, the audience's participation, and the event's overall impact and appeal. An extreme sports competition can become an enthralling spectacle with resonances that extend well beyond the confines of the sport itself with a carefully selected venue.

Conclusion

Carrying out extreme sports events on popularity place marketing is important to be considered as it has some positive impact on the place and its people or fans. Some fans prefer to watch the competition in such an attractive place, comfortable space, good infrastructure, and good weather conditions as well. Not only those elements but also some fans of extreme sports like to engage during the competition and events on social media of the event. The fans prefer to watch the competition based on the following aspects: organizing the event in attractive venues, watching the competition in a comfortable place, watching the event in a good parking vehicle area, and having good weather such as sunny and warm. In Indonesia, running extreme sports events during bad weather like rain is not a good time to watch and run the competition for spectators. Meanwhile, in other countries like Europe, extreme weather is attractive for fans to watch and run extreme sports events.

Recommendation

The researchers require to conduct further



study about the impact of carrying out the extreme sports events on branding the region in West Nusa Tenggara.

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