



Exploration Study on Media Exposure and Maintenance of the 22nd Tour de Borobudur Sports Tour Activities 2022

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ABSTRACT

In the holding of the 22nd Tour de Borobudur 2022, media exposure is considered to be one of the most important aspects of the event's success. Media exposure covers the sports tourism sector to attract audiences and encourage people to get to know and join the event. The main objective of this research is to find out how much media exposure there is at the 2022 Tour de Borobudur and what media gives the biggest exposure to the event. This research uses a research design that is exploration research with methods of retrieval of archive research data. The results of this study show that electronic media has 15 views and online media has 42 views. Exposure to the 2022 Tour de Borobudur event in the post-event period has the highest intensity of exposure, with a total of 35 online announcements. Online media, in the form of online news, is the primary source of exhibition for the 2022 Tour de Borobudur events compared to electronic media. So, online news has more potential than electronic media news and becomes the most recommended in the media display of the event due to the number of views given.

Keywords: *Sports Management, Sports Tourism, Sports Event, Media Exposure, Tour de Borobudur.*

Studi Eksplorasi tentang *Media Exposure* pada Penyelenggaraan Kegiatan Pariwisata Olahraga *Tour De Borobudur ke-22 tahun 2022*

ABSTRAK

Dalam penyelenggaraan acara 22 Tour de Borobudur 2022, eksposur media dianggap menjadi salah satu aspek yang paling penting dalam keberhasilan acara ini. Eksposur media mencakup sektor pariwisata olahraga untuk menarik penonton dan orang untuk mengenal dan bergabung dalam acara ini. Tujuan utama penelitian ini adalah untuk mengetahui seberapa besar cakupan paparan media di Tour de Borobudur 2022 dan media apa yang memberikan paparan terbesar pada acara ini. Penelitian ini menggunakan desain penelitian yaitu penelitian eksplorasi dengan metode pengambilan data penelitian arsip. Hasil dari penelitian ini menunjukkan bahwa media elektronik memiliki 15 paparan dan media online memiliki 42 paparan. Paparan terhadap event Tour de Borobudur 2022 pada periode pasca-event memiliki intensitas ekspos terbanyak dengan jumlah 35 pemberitaan online. Media online dalam bentuk berita online menjadi sumber ekspos terbanyak dari event Tour de Borobudur 2022 dibandingkan dengan media elektronik. Jadi, berita online lebih potensial dari pemberitaan menggunakan media elektronik dan menjadi yang paling direkomendasikan dalam papar media acara ini karena jumlah paparan yang diberikan.

Kata Kunci: *Manajemen Olahraga, Pariwisata Olahraga, Event Olahraga, Media Exposure, Tour de Borobudur.*

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INTRODUCTION

Tour de Borobudur is one of the tourism sports events organized in Indonesia. This annual event is held on the island of Java, in particular the Central Java region, and the Tour de Borobudur has been organized since 2000. The Tour de Borobudur itself is a bicycle racing event that combines sport with tourism, or what is commonly called sports tourism. Taken from the two words sport, which means sport, and tourism, which means tourism. Sport is a human activity that takes precedence over physical abilities as well as the level of concentration that is the main thing in it (Eime et al., 2016), and tourism, according to the WTO, is a human travel activity carried out outside the environment where they live. (Pitana & Diarta, 2009). So sports tourism is an integral part of a sporting event, and sport tourism itself can be classified as a fast-growing tourism industry (Cheung, 2017; Gozalova et al., 2014).

According to Higham & Hinch, sports tourism is a tourism activity that uses sport as a primary driving force to present a tourist experience and recreation to tourists dating at a sporting event. (Higham & Hinch, 2018). Due to the fact that tourism and sports in some parts of the country have become an important and highly prepared event (Kiani & Rizvandi, 2020), sport tourism is considered very important because if a country fails or cancels a sporting event, it will be very influenced and felt by many sectors, such as event organizers, major tourist destinations, participants, and local residents (Kennelly et al., 2015). How can tourists and members of local and international communities come to the event? That's by knowing what's going on.

Sports events or sports tourism cannot grow or run without the announcement or marketing of the event. In this case, media exposure becomes the main driver in the news and marketing of a sporting event, as media exposure is the source of entertainment. (Marani et al., 2022).

Media exposure becomes something that affects the course of an upcoming event because the media will produce a view and also a perspective of someone (Morgan et al., 2021). Media exposure can also have a negative effect if it does not give good news. Like it can generate a perspective and generate pessimism about an area in the minds of an individual, media exposure can also have a positive effect by attracting the attention of individuals to visit an event or simply by influencing the perspective of individuals on an event and region (Rezaei Soufi et al., 2021), even though the effect of media exposures is also influenced by individual interest in something. (de Vreese & Neijens, 2016).

Media exposure can be expressed as a measure of the extent to which news or a specific exposure about something can be communicated to individuals. (Slater, 2004). Media exposure has a strong impact on sports events, on the sporting events that are held, and on the area where the sports events are held. (SCHARPF et al., 2023). Media exposure covers many media; this study focused on exposure through online media (online news) and electronic media (TV). This research focused only on online media and electronic media because, in the news, online media continues to dominate the market, but the one that competes is electronic media, based on data from the Digital News Report 2022, which shows that as much as 83% of the total population of Indonesia use online media, in this case, online news, as a source of news, and as many as 57% of the total population in Indonesia use electronic media as a resource of news. (Steele, 2022).

Online media itself can be defined as media that is connected to the Internet and contains digital information that can be stored, searched, and retrieved more efficiently and can be shared and accessed anywhere at any time. (Holliman, 2010). Electronic media is a term used to describe a type of mass media that uses electronic energy in the production, delivery, and acquisition of news or information. According to Singh and Kumar (2013), electronic media can be defined as one of the media that can be accessed by means of electronic devices. (Kumar & Singh, 2013). Against the backdrop of these things, this research is being carried out to find out how much media exposure there is to the 22nd Tour de Borobudur event in 2022, as well as any media that has an exposure effect on the event. Online and electronic media will be compared to find the highest level of exposure to the

announcement of the 22nd Tour de Borobudur events in 2022.

METHOD

This research is qualitative, with the design of the research used being exploratory research, and the method of data collection used is the observation of documents in the form of archival research covered for a month. The document covers all exposure to online news and electronic media such as television or radio. The data is obtained from searches using tags or keywords related to the Tour de Borobudur in search engines such as Google and so on in the range of 2022 in September–November. All news received is collected and distributed according to its type and then analyzed using criteria such as type of message, sentiment of message, and topic or content of message.

RESULTS

Based on the analysis of the data carried out, it can be seen that the media exposure derived from the news of the 2022 Tour de Borobudur is dominated by online news with 74% of the total exposure and electronic media with only 26% of the overall exposure. Out of all the news, the main topics raised by the 2022 Tour de Borobudur are the participation of Ganjar Pranowo, jerseys designed by children with special needs, and the road or track that is challenging for the participants.

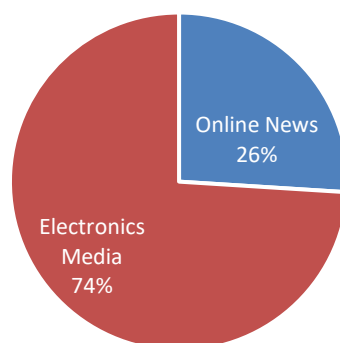


Figure 1. Media Exposure Monitoring Results

If you look at the news, then you can see that there are 30 media sites that report on the Tour de Borobudur in 2022. The data also shows that there are 10 media that have the most reach, and Tribunnews.com has the highest exposure, with a total of 5 news reports about the tour de Borobudur by 2022.

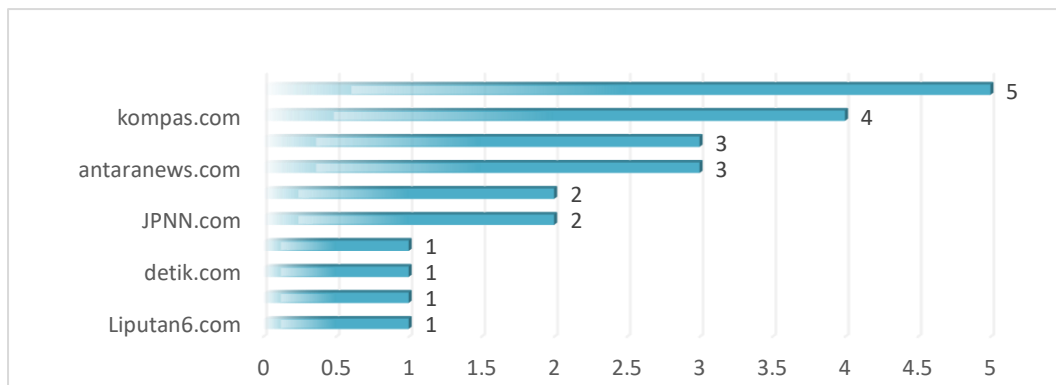


Figure 2. Ten Online News Stories with the Most Reach

In addition, there are a total of 42 online news articles about the 2022 Tour de Borobudur, from pre-event to event, taking place. Results obtained from data that has been collected and identified throughout the year 2022, with a focused news spread from September to November 2022, In September and October 2022, news related to the pre-event activities of the 2022 Tur de Boropudur only found 7 articles, while the most news reports were in November 2022, which is the month of the event taking place. 35 articles were found.

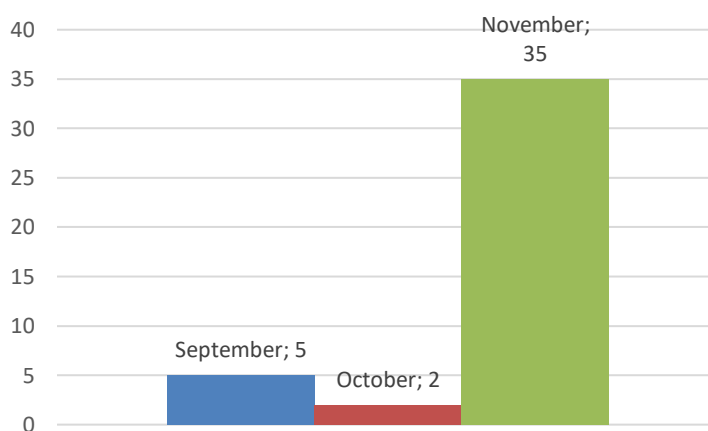


Figure 3. Number of News Appearances on Online News

In the three-month period, almost all the media showed positive sentiment with a total of 46 articles, while one article showed neutral sentiment. This sentiment generally informs us about the participation of the Governor of Central Java, Mr. Ganjar Pranowo, as a participant. Besides, the news about jerseys designed by children with special needs and the beautiful new and more challenging tracks also color this positive sentiment.

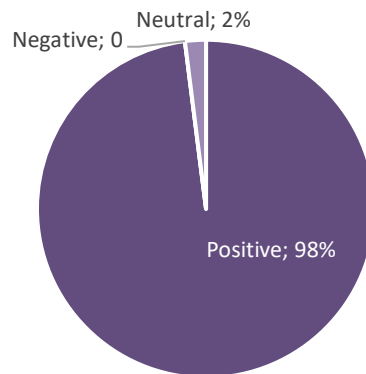


Figure 4. Online News Sentiment about Tour de Borobudur 2022

The sentiment emerged with a wide variety of major topics, and the topic that has the most exposure in online news is the participation of Ganjar Pranowo in the Tour de Borobudur 2022.

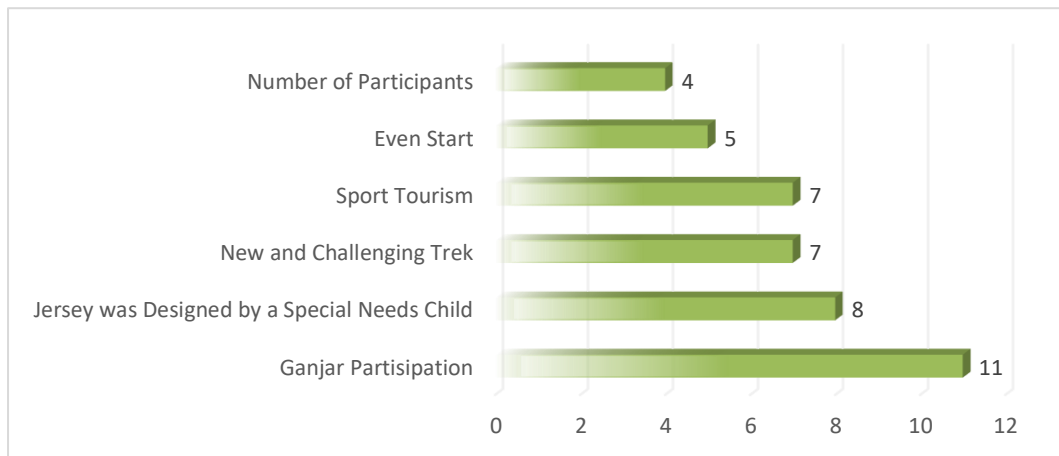


Figure 5. Distribution of Main Topics News on Online News

In the news that appeared in the electronic media, there were 15 announcements broadcast by several national and local television stations. The announcement was broadcast between September and November 2022, and the TV Kompas became the most broadcast media, with the main topic being the participation of Ganjar Pranowo, Governor of Central Java, and the number of participants participating in the Tour de Borobudur in 2022.

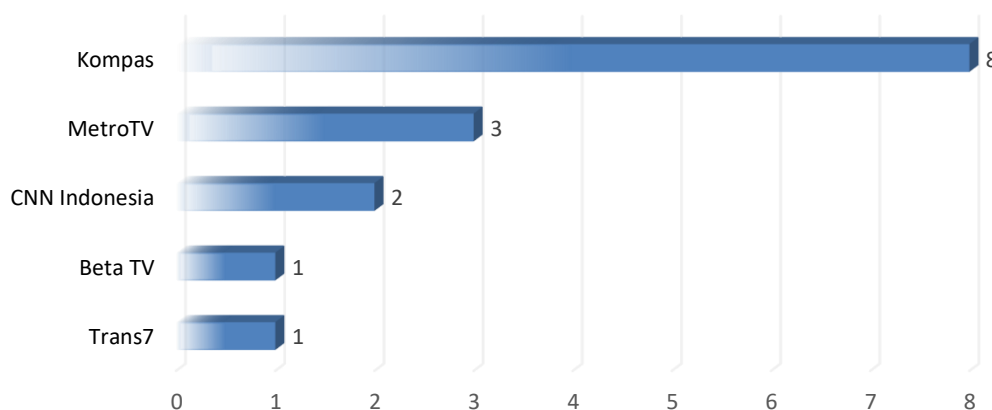


Figure 6. Number of announcements on Electronic Media

In addition to the main topic of the announcement in the electronic media talking about the participation of Ganjar Pranowo, Governor of Central Java, as a participant in this cycling event, there are several topics that become highlighted in the notification, as seen in Figure 7.

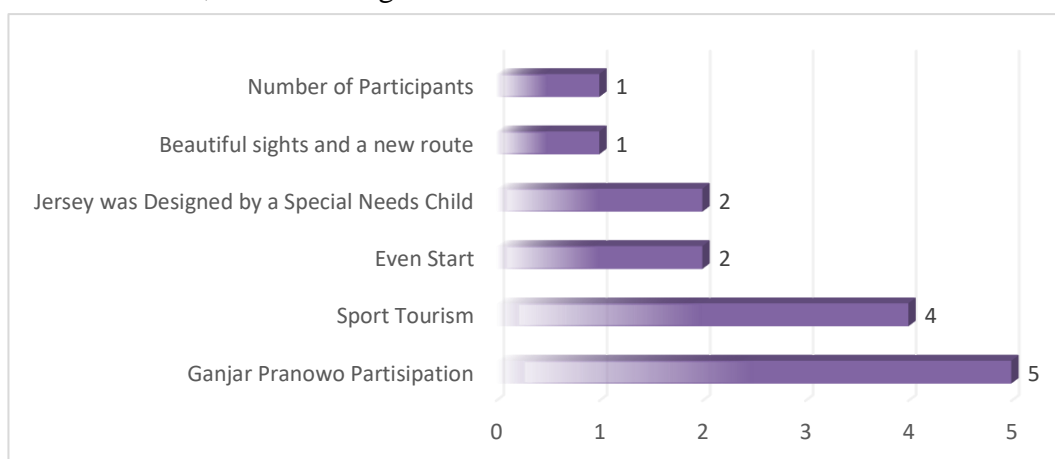


Figure 7. Distribution of Main Topics of Announcements on Electronic Media

DISCUSSION

Based on the data obtained, media exposure to the 2022 Tour de Borobudur event can be classified into two sections: online news exposure and electronic media. During the months of September to October 2022, the data taken showed that online news gave 42 announcements and electronic media gave 15 announcements. Whereas 74% of the total exposure comes from online news, based on the data above the timeline, the intensity of dissemination of news about the Tour de Borobudur 2022 event is in the post-event period; as many as 35 announcements out of a total of 42 are in the after-events period, and for the

exposure in the post-events period, there are only 7 announcements. Even in terms of the amount of exposure provided by the electronic media linked far below the online news, if you look from the point of view of the content, it is not much different. Through the above diagram, it shows that Ganjar Pranowo's participation has become a major news topic in online news as well as electronic media.

Overall, there are significant differences in media monitoring data, where online news has twice the number of reports compared to the level of reports from electronic media. This can be attributed to the growing digital age, in which humans prefer online news to search for information (Lee et al., 2021). It can be seen that a large number of conventional news media are switching to publishing their news online, with a decrease in conventional press (Wilding et al. 2018). This phenomenon can be demonstrated by the data that has been found that Kompas.com is the second-largest online reporter in terms of exposure to the 2022 Tour de Borobudur event, where Kompas was previously the conventional print news media.

The rapid development of technology in the digital 4.0 era has become one factor and also a factor of convenience, where the use of online news can be done anywhere and anytime while electronic media can only be heard through the media. This is why people in the digital age tend to choose to search for information through online news. As stated by Marwick, media platforms in terms of affordability of technology influence consumer habits, that is, society. (Marwick, 2018). In terms of news, online news has the main advantages in terms of information speed, accessibility, and versatility in its use. According to a study by Mr. Raisul Islam (2023) on "Online News Media: A Comparative Cross-Cultural Analysis," ease of access and ease of understanding (relevance) are factors that make online news more frequently used. (Islam, 2023). The nature of online news media, which is bottom-up and interactive, becomes an attraction for users (Kramp, 2015).

Several studies have also revealed that online news media coverage can be more attractive to young people due to their thick digital age and proximity to their day-to-day activities (Purcell et al., 2010). Previous research based on literature reviews found that online media and interactive websites are potential platforms for

sports coverage globally. (Maher et al., 2014; Vandelanotte et al., 2007). While electronic media is already considered a technological development, however, there are shortcomings in it: it cannot repeat the news already broadcast (Rahmiyati, 2017), displays the latest news less quickly resulting from the process of managing news coverage results using manual methods (Sahrin, 2019), and must use certain pre-sarana and non-mobile means in its use (Usman KS, 2010). Based on these things, it can be seen that advertising through electronic media and online media is both part of technological development, but when viewed through the level of effectiveness of advertising, the reach of exposure, and the interest of the public, the advertising of an event using online media is more preferable and recommended. This is supported by previously obtained data, which shows that the exposure of the Tour de Borobudur 2022 through online media is three times as much as the exposure from electronic media.

The comparison of media exposure to the Tour de Borobudur 2022 activities of online news with electronic media is very positive, as are the results of previous studies and research findings that indicate advantages based on the level of efficiency, mobility of use, ease of accessibility, and speed of up-to-date news from online media as compared to electronic media (TV). Then, in the future, online media can be used as a medium to display the main news about a sporting event because the audience that can be reached through online media is quite large and wide.

CONCLUSION

Based on the results of the data analysis as well as the discussions presented, it can be concluded that exposure to the media will be more effective and attractive to the audience by using online media platforms and by bringing online news articles. The platform showcases the most exhibits on the 2022 Tour de Borobudur events compared to those from electronic media due to the increasing factor of the digital age. The advancement of technology has made people feel more comfortable and efficient when reading through online news, which they can access anywhere and anytime without any limited time or means. Therefore, the organizers of the Tour de Borobudur or other sports events should be able to maximize the role of

media exposure by utilizing and using online media platforms that are online news even more widely in the announcement of an event.

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