

## STUDY ON GOVERNANCE OF THE IMPLEMENTATION OF THE JAKARTA MARATHON (CASE STUDY OF THE 2015-2016 IMPLEMENTATION)

Mohamat Emir Ferdian <sup>a\*)</sup>, Fauziah Eddyono <sup>a)</sup>

<sup>a)</sup> Sahid University, Jakarta, Indonesia

<sup>\*)</sup>Corresponding Author: [lepidius2005@gmail.com](mailto:lepidius2005@gmail.com)

**Article history:** received 02 September 2023; revised 16 September 2023; accepted 02 October 2023

DOI: <https://doi.org/10.33751/jhss.v7i3.7907>

**Abstract.** A sporting event that is held regularly in Jakarta almost every year is the Jakarta Marathon. This sporting event has a high level of popularity and is in demand by the public, both as participants and as spectators. Participation in this sporting event involves tourists from both domestic and foreign countries, and makes a significant contribution to increasing revenue in the tourism sector, especially in the DKI Jakarta area. The purpose of this research is to realize the objectives of sports tourism development by analyzing its implementation which has reliable prospects to become the leading sports tourism sector in DKI Jakarta. This research design is a descriptive research design. The object of this research is the organizer of the Jakarta Marathon Sports Tourism and its impact on the DKI Jakarta tourism sector. The results showed that the implementation of the Jakarta Marathon Sports Tourism in DKI Jakarta starts from planning, implementation and evaluation after the entire series of events is completed. The planning process for organizing the Jakarta Marathon Sports Tourism in DKI Jakarta every year is divided into two parts, namely preparations made by the committee and the F&B stand

**Keywords:** governance; implementation; Jakarta Marathon

### I. INTRODUCTION

Currently, tourism is an important and priority sector for the development of the Indonesian government. The tourism sector is considered to be able to provide alternative sources of state revenue and local revenue (PAD) in a short time and can also be sustainable if routinely implemented. This makes many regions compete in holding and developing tourism potential as a strategy in increasing local revenue and increasing the number of tourist visits, both local and foreign. Tourism is a trip made for a while, arranged from one place to another for sightseeing and recreation [1]. Currently, one of the efforts to promote and develop the tourism potential of various regions in Indonesia is through sport tourism. Sport tourism is a tourist activity carried out by doing fun sports activities, generally carried out in tourist attraction areas. As according to Standeven and De Knop sport tourism is any form of active or passive involvement of a person in sports activities, participating as a participant or in organizing an activity with non-commercial purposes for business or commercial reasons, which requires travel from a place of residence to a tourist area or organizing a sporting event [2]. There is a proliferation of national and international events in various regions with the theme of "sport tourism", such as: Indo MXGP Championship and Sungailiat Triathlon 2017 organized by the Ministry of Tourism and Ministry of Youth and Sports, Sea Games, Asian Games 2018, Wonderful Indonesia Golf Tournament 2018, Musi Triboaton 2017,

Ironman 70.3 Bintan 2017 and so on. Sports tourism is gaining attention and experiencing rapid development because in addition to providing benefits by bringing in tourists, it is also considered effective in promoting tourism in various regions in Indonesia. Sports tourism in some cities and countries is used to encourage and promote tourism, or use sports activities or sports performances as a vehicle to drive economic growth [3][4]

Baumann et al. [5] demonstrated the effectiveness of sports-based tourism by finding sports tourism activities in Hawaii that have a positive and significant impact on tourist arrivals, namely the Honolulu Marathon, Ironman Triathlon, and Pro Bowl. Another study from Fourie & Santana-Gallego showed that major sporting events such as the Summer Olympics, Winter Olympics, FIFA World Cup, Cricket World Cup, Rugby World Cup, and Lions Tour, promote host country tourism effectively and provide an increase in tourist arrivals to the host country [6]. Although major sporting events are scheduled at least once a year in the place in the world hosting the event, major sporting events still have an effective impact in promoting tourism. Sports tourism opportunities should be optimally utilized through tourism development and tourism management to improve people's welfare, expand and balance business opportunities and employment opportunities, advance regional development, introduce and use tourism facilities and attractions. The capital city of Indonesia will soon move to the State Capital (IKN) in Kalimantan, which will leave DKI Jakarta as a

special area but not the status of the state capital. Currently, DKI Jakarta is in the top position as the province with the highest Regional Gross Domestic Product (GRDP) of 2,918.54 trillion Rupiah in 2021. However, it cannot be denied that more than 50% of this income value is still dominated by Central Government Expenditure. For this reason, DKI Province also through its tourism, intensively continues to improve its tourism sector to anticipate a decrease in gross regional domestic product (GRDP) after no longer being the capital of the country. One of the Sport Tourism events that contribute to the Tourism sector in DKI Jakarta which is routinely held in Jakarta almost every year is the Jakarta Marathon. This sporting activity is very popular and in demand by the public both as participants and as spectators of the sporting event from both local and foreign tourists and always contributes to increasing revenue in the tourism sector, especially in DKI Jakarta.

The Jakarta Marathon, official name Mandiri Jakarta Marathon, is a marathon held annually in Jakarta, the capital city of Indonesia. The marathon is recognized by the International Association of Marathon and Long Distance Sailing (AIMS) and the International Federation of Athletics Associations (IAAF). The marathon is organized by the Indonesian government's Ministry of Tourism. In 2015, the event was held on October 25 and was attended by more than 15,000 participants from 53 countries. The Jakarta Marathon aims to establish Jakarta as a "world-class" tourist destination, particularly in the field of sports tourism. The event is recognized as "the largest running event in Indonesia". Around 10,000 people took part in the first marathon in 2013. The number of participants increased to 14,000 in 2014 and 15,000 in 2015. The Jakarta Marathon is divided into 42 km full marathon, 21 km half marathon, and 10 km and 5 km routes. Based on the background and formulation of the problems that have been stated, the purpose of this research is to realize the objectives of sports tourism development by analyzing its implementation which has reliable prospects to become the leading sports tourism sector in DKI Jakarta.

## II. RESEARCH METHODS

In this study, a descriptive research design was used, namely research intended for exploration and clarification of a phenomenon or social reality, by describing a number of variables related to the problem and the unit under study [7]. The final result of this study is usually a typology or patterns regarding the phenomenon being discussed. The approach used is a qualitative approach with an in-depth interview method. The qualitative approach is aimed at understanding social phenomena from the point of view of participants. Based on the description that has been presented, the selection of the use of this method is on the grounds that researchers want to describe and analyze what the organizers of the Jakarta Marathon activity are like. In this study, researchers conducted in-depth interviews with the organizers of the Jakarta Marathon activities to obtain information and data on Jakarta Marathon activities.

The author describes or describes the problems in this study correctly and as they are according to the facts obtained in the field, such as how the activities of the Jakarta Marathon Tour take place, a promotional strategy used as a tourism activity in DKI Jakarta Province. The data obtained is then analyzed to be used as part of the discussion and conclusion of the problems in this study. The object of this study is the organizer of the Jakarta Marathon Sports Tourism and its impact on the DKI Jakarta tourism sector. In accordance with the formulation of the existing problem and the subject of this discussion, the discussion will carry out drafting activities that will become the units analyzed, namely the parties related and involved. In the research studied can be an individual or bias also a group. The analysis unit in this study is the organizer of the Jakarta Marathon Sports Tourism and the Head and staff of the tourism sector in DKI Jakarta.

Data collection techniques are ways or strategies to obtain the data needed to answer problems. In a study, data collection tools will determine the quality of the research. Therefore, data collection tools and techniques must be subjected to careful cultivation. In qualitative research, data collection is more in depth interviews. Therefore, this study uses participating data collection techniques and in-depth interviews. The data collection technique in this study was carried out using three methods, namely:

In-depth Interviews, An interview or interview is a conversation with a specific intention conducted by two parties. Detailed Documentation, Arikunto argues that the documentation method, which is to find data on things or variables in the form of notes, transcripts, books, newspapers, magazines, inscriptions, meeting minutes, leggers, agendas and so on. For this reason, the documentation method is an investigation of inanimate objects in order to find the necessary data. And this method is used by supporters related to the implementation of the Jakarta Marathon Sports Tourism in the form of photos or related documents [8]. To determine the direction of theoretical research in qualitative research according to Arikunto operational definitions are a complete set of instructions on what should be observed and how to measure a variable or the concept of operational definition helps us to classify the surrounding symptoms into special categories [8].

In the operational definition, the research was conducted by looking at two aspects, namely the Implementation of the Jakarta Marathon and from the aspect of support for DKI Jakarta tourism. This research is qualitative descriptive research with in-depth interviews, so that the appropriate data analysis technique is a qualitative analysis technique. Data analysis is the process of systematically searching and compiling data obtained from the results of interviews, field notes, and other materials, so that they can be easily understood, and the findings can be informed to others. Data analysis is carried out by organizing data, describing it into units, synthesizing, structuring into patterns, choosing which ones are important and which ones to learn, and making conclusions that can be told to others [9].

In this study, the data analysis technique used qualitative descriptive analysis with Nvivo12-assisted coding.

Research using the help of Nvivo, which is a program or application that helps researchers analyze qualitative data. The results of the exploration can be visualized, for example, such as tree maps, mind maps, or project maps. Nvivo 12 is just a tool to help researchers, that way researchers are required to have an application and study it. The validity of data is an activity carried out so that research results can be accounted for from all sides. The validity of the data in this study includes tests of internal validity (credibility), external validity (transferability), reliability (dependability), and objectivity (confirmability). This is in accordance with the opinion of Sugiyono [9] who stated that the data validity test in qualitative research includes internal validity tests (credibility), external validity (transferability), reliability (dependability), and objectivity (confirmability) [10].

### III. RESULTS AND DISCUSSION

The Jakarta Marathon is a marathon race held annually in Jakarta, the capital city of Indonesia in Southeast Asia, since 2013. The marathon is organized by the Ministry of Tourism of the Government of Indonesia, and is recognized by the Association of International Marathons and Distance Races (AIMS) and the International Federation of Athletics Associations (IAAF). The Jakarta Marathon aims to project Jakarta as a "world-class" tourist destination, particularly in sports tourism, and is considered the "biggest running event in Indonesia." The Jakarta Marathon is sponsored by the Indonesian Ministry of Tourism and Creative Economy together with the Jakarta government. Around 10,000 people participated in the inaugural race in 2013; participation increased to around 14,000 in 2014 and around 15,000 from 53 countries in the 2015 edition. The key to an activity is in the preparation or planning stage. Organizing activities must be planned and designed as well as possible. Likewise in organizing the Jakarta Marathon Sports Tourism in DKI Jakarta. The aspects of planning in Jakarta Marathon Sports Tourism are based on the results of Nvivo coding derived from interviews with informants. Based on these interviews, it can be concluded that the planning for the implementation of the Jakarta Marathon Sports Tourism in DKI Jakarta is divided into 5 aspects, namely the process, the actors involved, the person in charge, the time and activities carried out during planning.

#### *Planning Process*

The planning process for organizing the Jakarta Marathon Sports Tourism in DKI Jakarta every year is based on the results of Nvivo coding derived from interviews with informants. Based on the results of Nvivo coding, it can be concluded that the planning process for organizing the Jakarta Marathon Sports Tourism in DKI Jakarta every year is divided into two parts, namely preparations made by the committee and tenant stands (food and beverages). In every planning, there must be actors involved in it to prepare everything needed in an event. The actors involved in planning the Jakarta Marathon Sports Tourism in DKI Jakarta every year are the DKI Jakarta Provincial Tourism Office, the

DKI Jakarta Provincial Tourism Industry, the Committee (Event Organizer), Partners, and Sponsors. In addition to the actors who prepare the planning for the implementation of this activity, there is also a person in charge of it. The responsible parties in this case are the ranks of the DKI Jakarta provincial government and sponsors. The planning time of the Jakarta Marathon Sports Tourism activity is based on the results of Nvivo coding derived from interviews with informants including H-9 months, H-2 months, H-2 to 3 months, H-3 months, H-3 to 5 months and H-6 months. Where H-3 months is the most common answer. So, it can be concluded that the planning time for the Jakarta Marathon Sports Tourism was carried out 3 months before the event took place. Meanwhile, the activities and programs that become references in the implementation of the Jakarta Marathon Sports Tourism in DKI Jakarta each year are based on analyzing the implementation of previous years, comparing with similar activities in other countries that are in the same international activities, and aligning targets with prospective event organizers, as well as conducting coordination meetings with various parties who participate in implementing Jakmar. After completing the planning, it moves to the next stage, which is implementation. Implementation is the core activity of an event being held. Implementation in organizing the Jakarta Marathon Sports Tourism in DKI Jakarta consists of various aspects, namely the implementation process, the number of participants, relationships in each year, opportunities and obstacles that occur during the event.

Based on the results of Novvivo coding, it can be concluded that the process of organizing the Jakarta Marathon Sports Tourism in DKI Jakarta every year includes: 1) the promotion process according to the Jakarta Marathon agenda schedule, 2) the process of determining sponsors who will participate, 3) the process of preparing for the implementation of activities, 3) coordination with the team and related parties for the smooth running of activities during the process, 4) the process of organizing participants as well as possible so that unwanted things do not happen, 5) making comfort for the audience present, 6) the process of tight guarding during the event. And this implementation process is in accordance with the planning that has been launched before the Jakmar event. For the number of participants in organizing the Jakarta Marathon Sports Tourism in DKI Jakarta every year around 10,000-20,000 people each year causing GBK (Gelora Karno) to always be full. Where participants not only come from Jabodetabek, but also from outside the region. The relationship between organizing the Jakarta Marathon Sports Tourism in DKI Jakarta every year is based on information and participant data, there is still a disconnection between the Jakarta Marathon every year, due to differences in the organizing committee and information systems that are different from each other when organizing. However, in its implementation, coordination and technical protocols for implementing the event do not have significant differences from year to year, but the organizers continue to look for things that can be added or adjusted to add to the perfection and variety of the Jakarta Marathon the following year.

An event certainly has opportunities and obstacles in every management, as well as in organizing the Jakarta Marathon. Based on the data, it is known that the opportunities that may be obtained by the event management organizing the Jakarta Marathon Sports Tourism in DKI Jakarta every year are the participation of various parties which is more important. Because the more participation, the greater the contribution to the tourism sector in Jakarta. The obstacles faced by the event management organizing Jakarta Marathon Sports Tourism in DKI Jakarta every year are divided into two obstacles, namely operational technical and non-technical. Operational technical constraints during the event take place and become a periodic evaluation after the event from year to year, such as event coordination that can still occur miss information, where the EO or committee is difficult to contact when needed, as well as constraints on activity participants both local and foreign, routes that are not sterile from vehicles during the event, and also in terms of branding that only uses baleho without other media, as well as chaos during the event that occurs at the re-registration counter when entering the venue, highway or marathon route, purchasing F&B stands and there are also surprised traders, namely traders who suddenly appear in the Jakmar organizing area. As for non-technical obstacles that are beyond the control of the committee such as sudden natural events, namely rain which then brings flooding so that there is a blackout during the event.

After completing the implementation of an event, the organizers and related parties will conduct an evaluation as a reassessment of the performance results of an event. Evaluation in the implementation of the Jakarta Marathon Sports Tourism in DKI Jakarta consists of various aspects, namely the closing process of the event, evaluation every year, actors who evaluate, and evaluation results obtained. Evaluation in the Jakarta Marathon in the closing process every year is by conducting awarding ceremonies and entertainment events after the marathon activities take place, as well as being treated to a variety of culinary delights that can be selected by the participants and spectators of the event. This is in accordance with the results of interviews with informants. Evaluation of the implementation of the Jakarta Marathon Sports Tourism in DKI Jakarta every year is important to be carried out by stakeholders, namely the DKI Jakarta government, partners and sponsors, where the sponsors themselves say they are included and vice versa, by going through several stages, starting from on site where the event has just finished, then continuing with an evaluation with the main stakeholders of the Jakarta Marathon activities, namely the DKI Jakarta Provincial Government with sponsors and partners who participated during the series of activities. This is in accordance with the results of interviews with informants.

The results of the evaluation obtained by the Jakarta Marathon Athletes in DKI Jakarta every year are the impacts that occur on these activities, making considerations for the Jakarta Marathon activities in the following years such as perfection in participant registration, databases that can be integrated, ease of re-registration, to providing evaluations

and suggestions for improving the Marathon route that participants take during the event is for the safety and comfort of the event. In addition, there is also an additional evaluation from the event organizer or committee. The organization of an event, especially a Sport Tourism event, will have an impact on the area where the event is held. Likewise, in organizing the Jakarta Marathon Sports Tourism in DKI Jakarta, it can contribute to the Tourism Sector in DKI Jakarta. In this study, the impact of implementation is seen from 5 aspects, namely the number of visits, forms of participation, infrastructure, PAD and GRDP, as illustrated by the results of Nvivo coding as follows.

The contribution of the Jakarta Marathon Sports Tourism in DKI Jakarta in the number of tourist visits both local and foreign each year is the number of participants and spectators who attend are quite enthusiastic and increasing, f&b sales increase, the occupancy rate of lodging also increases, the number of tourists who shop during the visit also increases.

Table 1. Number of Tourist Visits to DKI Jakarta in the 2013-2022 Jakarta Marathon

Kunjungan	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
September	201.336	226.181	217.994	234.887	286.186	318.354	327.427	-	4.135	111.139
Oktober	191.480	215.109	203.444	243.007	296.080	329.359	338.746	-	13.731	112.588
November	205.468	186.945	223.093	225.298	274.503	309.036	320.006	-	19.086	113.958

The impact of the Jakarta Marathon Sports Tourism in DKI Jakarta in the form of participation in the tourism sector is an increase in the number of participants and spectators, resulting in increased sales in the food and beverage sector, as well as increased lodging occupancy, ticket sales and tourists who shop during the event also increased. The impact of the Jakarta Marathon Sports Tourism in DKI Jakarta on infrastructure in the tourism sector in terms of lodging is qualified to accommodate, in terms of the food and beverage sector there are still several things that can be overcome to accommodate participating participants. And of concern, for example other attractions in Jakarta that are affected during the event, such as the old city or shopping centers that are the destination of participants and spectators in their spare time between events, it must also be prepared and improve services, because it has not reached the leading tourism side in DKI Jakarta.

*Internal Validity Test (Triangulation)*

The planning process for organizing the Jakarta Marathon Sports Tourism in DKI Jakarta every year is divided into two parts, namely preparations made by the committee and the Tenant (Food and Beverage) stand. What the committee does during the Jakarta Marathon planning process is to review or recheck the implementation of the Jakarta Marathon Sports Tourism in the previous year regarding its shortcomings and advantages to see again the opportunities that can be obtained and developed and explore the latest potential to add donors or sponsors to participate in the event to be held. Meanwhile, on the F&B side, the planning process is to prepare contract documents and prepare to open the stand and check the location of the stand that will

stand during the event. After the planning process is complete, then proceed to the implementation of the Jakarta Marathon Sports Tourism in DKI Jakarta. The process of organizing the Jakarta Marathon Sports Tourism in DKI Jakarta every year includes: 1) the promotion process according to the Jakarta Marathon agenda schedule, 2) the process of determining sponsors who will participate, 3) the process of preparing for the implementation of activities, 3) coordination with teams and related parties for the smooth running of activities during the process, 4) the process of managing participants as well as possible so that unwanted things do not happen, 5) creating comfort for the audience who attend, 6) a strict guarding process during the event. And this implementation process is in accordance with the planning that has been launched before the Jakmar event.

*Reliability Test*

The number of participants in organizing the Jakarta Marathon Sports Tourism in DKI Jakarta every year is around 10,000-20,000 people every year, causing GBK (Gelora Karno) to always be full. Where participants not only come from Jabodetabek, but also from outside the region. This can be seen from the 2020 Inspiro Mice Promoter statement. Where the number of Jakarta Marathon Participants in 2013-2021 as shown in the following table.

Table 2. Number of Jakarta Marathon Participants in 2013-2021

Year	Number of Domestic Participants	Number of Foreign Participants	Total Participants
2013	8.900	1.100	10.000
2014	12.906	1.214	14.120
2015	13.649	1.351	15.000
2016	14.530	1.470	16.000
2017	14.415	1.585	16.000
2018	11.432	1.068	12.500
2019	14.900	1.421	16.321
2020	1.100	1.000	2.100
2021	CANCELLED		

Meanwhile, the relationship between the implementation of the Jakarta Marathon Sports Tourism in DKI Jakarta every year to the information and data of participants is still inequality between the Jakarta Marathon in each year, due to differences in the organizing committee and information systems that differ from each other when organizing. However, in its implementation, coordination and technical protocols for implementing the event do not have significant differences from year to year, but the organizers continue to look for things that can be added or adjusted to add to the perfection and variety of the Jakarta Marathon the following year. And the opportunity faced by the event management organizing the Jakarta Marathon Sports Tourism in DKI Jakarta every year is the participation of various parties which is more the main thing. Because the more participation, the greater the contribution to the tourism sector in Jakarta. Meanwhile, the obstacles faced by the event management of organizing Jakarta Marathon Sports Tourism in DKI Jakarta every year are divided into two obstacles, namely operational technical and non-technical.

Operational technical constraints during the event take place and become a periodic evaluation after the event from year to year, such as event coordination that can still occur miss information, where the EO or committee is difficult to contact when needed, as well as constraints on activity participants both local and foreign, routes that are not sterile from vehicles during the event, and also in terms of branding that only uses baleho without other media, as well as chaos during the event that occurs at the re-registration counter when entering the venue, road or marathon route, purchasing F&B stands and there are also surprised traders, namely traders who suddenly appear in the Jakmar organizing area. As for non-technical obstacles that are beyond the control of the committee such as sudden natural events, namely rain which then brings flooding so that there is a blackout during the event. The closing process of the Jakarta Marathon Sports Tourism event in DKI Jakarta every year is to hold an awarding ceremony and entertainment program after the marathon activities take place, as well as being treated to a variety of culinary delights that can be chosen by the participants and spectators of the event. Followed by an evaluation of the implementation of Jakarta Marathon Sports Tourism in DKI Jakarta every year, it is important to be carried out by stakeholders, namely the DKI Jakarta government, partners and sponsors, where the sponsors themselves say they are included and vice versa, by going through several stages, starting from on site where the event has just finished, then continuing with an evaluation with stakeholders. The main event of the Jakarta Marathon is the DKI Jakarta Provincial Government with sponsors and partners who participate during the series of events.

And those who evaluate the implementation of the Jakarta Marathon Sports Tourism in DKI Jakarta every year are the DKI Jakarta Provincial Government in the Tourism Industry Division, the DKI Jakarta Provincial Government Tourism Office, Event Organizers and participant sponsors. Thus, the evaluation results obtained from the implementation of the Jakarta Marathon Sports Tourism in DKI Jakarta every year are the impacts that occur on activities, making considerations for Jakarta Marathon activities in the following years such as perfection in participant registration, integrated databases, convenience when re-registering, to providing evaluations and suggestions for improving the marathon route that participants take during the activity. In addition, there is also an additional evaluation from the event organizer or committee. Planning, implementation and evaluation have been explained by Noor [11] that they are part of event management, which is the organization of an activity organized by a community or institution that is managed professionally, efficiently, and effectively starting from planning, implementation to the completion of the activity. A successful event has five important stages that must be considered, namely: research, design, planning, coordination, and evaluation [12]. The relationship between sports and tourism is inseparable because it can be mutually beneficial. It could be that sports events are held in tourist areas with the aim of providing additional entertainment for tourists, or vice versa, they are only used specifically to attract local and

foreign tourists [13]. Thus, sports can ultimately trigger new businesses such as recreational entertainment venues, restaurants, hotels, small business development (local accessories become more developed), local food and drinks become more recognized, and ultimately can create jobs.

This is in line with the results of research which explains that the impact of the Jakarta Marathon Sports Tourism in DKI Jakarta on the number of tourist visits both local and foreign each year, namely the number of participants and spectators who attend is quite enthusiastic and increasing, f & b sales have increased, the occupancy rate of lodging has also increased, the number of tourists shopping during the visit has also increased. The impact of the Jakarta Marathon Sport Tourism in DKI Jakarta in the form of participation in the tourism sector is an increase in the number of participants and spectators, thus making an increase in sales in the food and beverage sector, and lodging occupancy also increased, ticket sales and tourist spending during the event also increased. And the impact of Jakarta Marathon Sport Tourism in DKI Jakarta on infrastructure in the tourism sector in terms of lodging is qualified to accommodate, in terms of food and beverage there are still some things that can be overcome to accommodate participating participants. And of concern, for example, other attractions in Jakarta that are affected during the event, such as the old city or shopping centers that are the destination of participants and spectators in their spare time between events, it must also be prepared and improve services, because it has not reached the leading tourism side in DKI Jakarta.

The impact of the Jakarta Marathon Sports Tourism in DKI Jakarta on the Regional Original Revenue (PAD) of DKI Jakarta Province every year is not visible due to limited data, although overall it has increased, although in 2016 it has decreased, but the decline is not too far, which is only about 10% of the previous year and the impact of the Jakarta Marathon on the Gross Regional Domestic Product (GRDP) of DKI Jakarta is not visible because of limited data every year although it has increased from 2013 to 2019, although in 2020 it has decreased, but the decline is not too far from the previous year. The increase in tourism business in an area can increase due to tourist demand for tourism needs to an area. The increase in tourist demand will increase income, employment opportunities and also one of the government's efforts in order to increase foreign exchange earnings. Tourism, which is touted as a third service industry (tertiary industry), has an important role in employment policies, especially in developing countries. This is because the increasing demand for tourism each year requires countries to utilize these potentials.

#### *External Validity Test for The Implementation of Jakarta Marathon Sports Tourism*

The implementation or implementation of an event cannot be separated from consisting of three main things, namely preparation (planning), implementation, and post-implementation evaluation. The organization of an event, especially a Sport Tourism event, will have an impact on the area where the event is held. Likewise, in organizing the Jakarta Marathon Sports Tourism in DKI Jakarta, it can

contribute to the Tourism Sector in DKI Jakarta. In this study, the impact of implementation is seen from 5 aspects, namely the number of visits, forms of participation, infrastructure, PAD and GRDP. In studies related to tourism implementation, especially sports tourism and its contribution to the local tourism sector, Mapping as shown in Figure 4.24 and Figure 4.25 can be implemented thoroughly to analyze a tourism implementation, especially sports tourism.

#### *Objectivity Test of Jakarta Marathon Sports Tourism*

An event certainly has opportunities and obstacles in every management, as well as in organizing this Jakarta Marathon. Because the more participation, the greater the contribution to the tourism sector in Jakarta. The obstacles faced by the event management organizing the Jakarta Marathon Sports Tourism in DKI Jakarta every year are divided into two obstacles, namely operational and non-technical technical. Operational technical constraints during the event take place and become a periodic evaluation after the event from year to year, such as event coordination that can still occur miss information, where the EO or committee is difficult to contact when needed, as well as constraints on activity participants both local and foreign, routes that are not sterile from vehicles during the event, and also in terms of branding that only uses baleho without other media, as well as chaos during the event that occurs at the re-registration counter when entering the venue, road or marathon route, purchasing F&B stands and there are also surprised traders, namely traders who suddenly appear in the Jakmar organizer area. As for non-technical obstacles that are beyond the control of the committee such as sudden natural events, namely rain which then brings flooding so that there is a blackout during the event. The relationship between the implementation of the Jakarta Marathon Sports Tourism in DKI Jakarta every year is based on the results of Nvivo coding, which can be concluded that the relationship between the implementation of the Jakarta Marathon Sports Tourism in DKI Jakarta every year to information and participant data is still disconnected between the Jakarta Marathon every year, due to differences in the organizing committee and information systems that are different from each other when organizing. However, in its implementation, coordination and technical protocols for implementing the event do not have significant differences from year to year, but the organizers continue to look for things that can be added or adjusted to add to the perfection and variety of the Jakarta Marathon the following year.

## IV. CONCLUSION

Based on the presentation of the research results and discussion in the previous section, the conclusions are summarized below. The implementation of the Jakarta Marathon Sports Tourism in DKI Jakarta starts from planning, implementation and evaluation after the entire series of events is completed. The planning process for organizing the Jakarta Marathon Sports Tourism in DKI Jakarta every year is divided into two parts, namely preparations made by the

committee and the F&B stand. The committee's planning is to review or recheck the implementation of the Jakarta Marathon Sports Tourism in the previous year regarding its shortcomings and advantages to see again the opportunities that can be obtained and developed and explore the latest potential to add donors or sponsors to participate in the event to be held. F&B planning by preparing contract documents and preparing for the opening of the stand and checking the location of the stand that will stand during the event. Anyone involved in planning activities is the DKI Jakarta Provincial Tourism Office, DKI Jakarta Provincial Tourism Industry, Event Organizer, Partners, and Sponsors. And the person in charge is the DKI Jakarta Provincial Government and participating sponsors. And the time is approximately H-3 months before the event. So that the activities and programs that become references are by analyzing the implementation of previous years, comparing with similar activities in other countries that are in the same international activities, and aligning targets with prospective event organizers. After the planning process is complete, then proceed to the implementation of the Jakarta Marathon Sports Tourism in DKI Jakarta.

## REFERENCES

- [1] Subhani A. *Potensi obyek wisata pantai di kabupaten Lombok Timur tahun 2010* (Doctoral dissertation, UNS (Sebelas Maret University)).
- [2] Weed M, editor. *Sport & tourism: A reader*. Routledge; 2007 Oct 31.
- [3] Nicolau JL, Santa-María MJ. Sports results creating tourism value: Rafael Nadal's tennis match points worth€ 12,000,000. *Tourism Economics*. 2017 May;23(3):697-701. <https://doi.org/10.5367/te.2015.0537>
- [4] Yeh CC, Hua KT, Huang CH. Service quality improving effects and recreational benefits for sports tourism—A case study. *Tourism Economics*. 2016 Dec;22(6):1332-7. <https://doi.org/10.1177/1354816616672357>
- [5] Baumann RW, Matheson VA, Muroi C. Bowling in Hawaii: Examining the effectiveness of sports-based tourism strategies. *Journal of Sports Economics*. 2009 Feb;10(1):107-23.
- [6] Fourie J, Santana-Gallego M. The impact of mega-sport events on tourist arrivals. *Tourism management*. 2011 Dec 1;32(6):1364-70. <https://doi.org/10.1016/j.tourman.2011.01.011>
- [7] Moleong LJ. *Penelitian kualitatif*. Bandung: Remaja Rosdakarya. 2007.
- [8] Arikunto S. *Prosedur penelitian suatu pendekatan praktik*. 2019. <https://doi.org/10.1177/1527002508327401>
- [9] Sugiyono. *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta. 2017.
- [10] Raharjo M. *Metode pengumpulan data kualitatif*. Repository Uin-Malang. Ac. Id. 2011 Jun.
- [11] Noor A. *Manajemen Event*, Bandung. CV. Alfabeta. 2009.
- [12] Goldblatt JJ. *Special events: Twenty-first century global event management*. New York, United States: John Wiley and Sons Ltd.; 2002.
- [13] Sudiana IK. Dampak Olahraga Wisata Bagi Masyarakat. *Jurnal Ika*. 2018;16(1):55-66. <https://doi.org/10.23887/ika.v16i1.19826>