

# Indonesian Culture Diplomacy Through MotoGP in The Kek Mandalika International Circuit

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## Abstract

*This research discusses Indonesia's cultural diplomacy through the MotoGP event at the KEK Mandalika international circuit. MotoGP is a motor racing championship event at the highest level in the world which is then used as an instrument in Indonesian cultural diplomacy activities towards other countries. Overall this research seeks to explain how Indonesia makes the MotoGP event a medium in Indonesian cultural diplomacy. To explain this issue, this study uses the theory of cultural diplomacy and nation branding as an analytical lens. This study uses a qualitative research method with a qualitative exploratory design that is relevant in describing Indonesia's efforts in carrying out its cultural diplomacy and branding Indonesia in the MotoGP event. This study also uses data collection techniques with literature studies and documentation studies. While the data analysis technique in this study is by reduction, data presentation, and drawing conclusions. The results of this study show that cultural diplomacy carried out by Indonesia in the MotoGP event consists of several efforts, starting with establishing the Mandalika area as one of the 5 DSP (super priority destinations), the Indonesian government also applies aspects of 3 A (accessibility, amenities, attractions) to SEZ Mandalika,*

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## **I. INTRODUCTION**

In the science of international relations, diplomacy is a familiar subject of discussion. Indonesia as a multicultural country that is rich in ethnic diversity, language, culture, customs, religion and art which is in accordance with Indonesia's motto, namely: *Bhineka Tunggal Ika*, this makes Indonesia very suitable for soft diplomacy<sup>1</sup>. Cultural Diplomacy is a form of Soft Diplomacy. According to Tulus Warsito and Wahyuni Kartikasari, cultural diplomacy can be understood as an effort made by a nation to defend its national interests through the cultural dimension, both at the micro level, such as through education, science, sports and arts, as well as at the macro level, in accordance with its main characteristics, for example with propaganda and others in the conventional sense are considered not to be political, economic or military in nature<sup>2</sup>.

Cultural diplomacy can be carried out by various means and one of the means that is currently being used frequently is cultural diplomacy which is carried out through sporting events. Currently sporting events both nationally and internationally based are not only about aspects of sportsmanship, but have spread to political, security, socio-cultural and economic aspects. Sport is now considered as one of the potential tools in relation to diplomatic activities. Events such as the Olympics, World Cup (World Cup), and SEA Games are some examples of international-level sporting events that have a relatively high level of prestige. Likewise, the Moto Grand Prix or also known as MotoGP is an international class event that is very calculated. In the two-wheeled automotive world, the MotoGP racing championship can be called the highest caste in the international motor racing event<sup>3</sup>.

In the explanation above, it has been explained that cultural diplomacy can be carried out through various means, one of which is cultural diplomacy through sporting events such as the MotoGP, therefore in this study the authors will discuss the cultural diplomacy of the Indonesian state through the MotoGP event. MotoGP itself is an automotive championship with the highest level in the world, MotoGP at this time has an important meaning for countries that are directly or indirectly related to the automotive world because there are so many parties involved in it (MotoGP). In its implementation, this event involves many multinational companies from Asia, Europe, America, participating countries, host countries, and world-class motorcycle companies that participate in it and also the success of this MotoGP event certainly involves other organizations such as the FIM (federation international de Motocyclism)(FIM). DORNA, IRTA (international road racing team association), and MSMA (motor sport

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<sup>1</sup> JN Jr., 'Soft Power: The Means to Success in World Politics', *New York Public Affairs*, 2014.

<sup>2</sup> TW Kartikasari, 'Cultural Diplomacy: Concept and Relevance for Developing Countries: Case Study of Indonesia', *Yogyakarta: Waves*, 2007.

<sup>3</sup> Adji, 'Sports as a Means of State Diplomacy', *University of Indonesia Library*, 2018, 73.

manufacturer association). Therefore, not a few countries hosting MotoGP have made the event a medium for diplomacy, including Indonesia, which has made the MotoGP event a medium for cultural diplomacy.

It has been explained above that MotoGP is a sport that is in great demand by the international community so that it has high speculation to carry out cultural diplomacy, therefore this research will analyze the "Indonesian Cultural Diplomacy Strategy in the MotoGP Event at the KEK Mandalika International Circuit". With this study, the author wants to explain what I think the efforts of the Indonesian government are in implementing a cultural diplomacy strategy at the Mandalika MotoGP event.

## **II. METHODOLOGY**

This study uses exploratory qualitative design, exploratory qualitative research is research that produces descriptive data and tends to use analysis<sup>4</sup>. According to Catherin Marshall, Exploratory qualitative research is understood as a process designed to better understand the complexities involved in human interaction<sup>5</sup>. This type of exploratory qualitative research according to Martyn Denscombe is used to predict outcomes/outcomes, because this type of research question answers the event 'x' occurs in 'y'<sup>6</sup>. Thus the exploratory qualitative research design is a research process that describes or explores a problem by building a comprehensive picture, and providing reports from informants in detail. Based on the exploratory qualitative definition above, the authors consider this research design to be very relevant for use in this study, because this research will describe Indonesian Cultural Diplomacy in the MotoGP event on the KEK Mandalika circuit.

This research seeks to analyze how the Indonesian Cultural Diplomacy strategy is in organizing the MotoGP event at the KEK Mandalika circuit. This study focuses on the implementation of Indonesian cultural diplomacy through the MotoGP event as a strategy for cultural diplomacy and for branding Central Lombok to become the 2nd Bali in Indonesia. And as a whole the objects of research in this study include: Indonesian Cultural Diplomacy in the MotoGP event at KEK Mandalika and explaining how the Mandalika MotoGP has become Indonesia's nation branding.

Methods of gathering information in qualitative research use the method of collecting information, news or facts that are related and relevant to the problem to be monitored. Thus, in order to conduct research on Indonesian cultural diplomacy in the MotoGP event at KEK Mandalika, the author uses secondary sources to build

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<sup>4</sup> US Bakrie, 'International Relations Research Methods', *Yogyakarta: Student Library*, 2015.

<sup>5</sup> J. Sarwono, 'Quantitative & Qualitative Research Methods', *Yogyakarta: The Graha of Knowledge*, 2006.

<sup>6</sup> Bakrie.

arguments<sup>7</sup>. Secondary data is a source of data obtained indirectly by researchers through intermediary media. Secondary data is usually in the form of evidence, historical records or reports, which have been compiled into archives, both published and unpublished by research-related institutions or parties<sup>8</sup>. In this study, the authors used several techniques to collect these data, with the following details:

### 1. Study of literature

Literature study is a series of activities that coincide with information gathering procedures, including reading and writing, and managing research materials. For Danial and Warsiah, literary research is understood as research carried out by researchers by collecting books, magazines, leaflets related to the problem and research objectives<sup>9</sup>. There is also a general way of Literature Study understood as a method of solving problems by tracing written sources, which can be accessed via print or electronic means, both in the form of books, diaries, news, commentaries, and other such bases. relevant and able to share data related to issues that are being monitored, namely regarding Indonesian Cultural Diplomacy in the MotoGP event at SEZ Mandalika.

### 2. Documentation Study

Documentation study is one of the methods that qualitative researchers can try to obtain reflections from point of view through a registered medium and other archives written or made directly by related points<sup>10</sup>. On the other hand, Danial and Warsiah think that the study of documentation is a calculation of several documents needed as data information material according to research problems, such as plans, statistical information, number of tourists, community information, diagrams, letters, and the like<sup>11</sup>. The documents used as material for this research include reports from the Ministry of Education and Culture of Indonesia, the final report from the Ministry of Tourism of Indonesia, reports from the Government of Lombok regarding economic improvement and the positive impact of the MotoGP event in KEK Mandalika, and several documents from the management body for the MotoGP event.

## III. RESULT AND DISCUSSION

### History of Mandalika Circuit Development

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<sup>7</sup> PD Sugiyono, *Quantitative, Qualitative Research Methods* (Bandung: Alfabeta, 2011).

<sup>8</sup> A. Media, 'Primary Data and Secondary Data', *Thesis*, 2016 <<http://www.krip.id/2014/06/data-%22http://www.krip.id/2014/06/data-primer-dan-data-sekunder.html%22%5Ch-primary-and-secondary-data.html.>>.

<sup>9</sup> ED Warsiah, 'Methods of Writing Scientific Papers', *Bandung: Laboratory of Civics at the Indonesian University of Education*.

<sup>10</sup> Nilamsari N, 'Understanding Document Studies in Qualitative Research', 13.2 (2014), 177–81.

<sup>11</sup> E. Danial, 'Method of Writing Scientific Papers'.

The early history of the construction of the Mandalika circuit began in 1989 under the leadership of President Soeharto and the director general of tourism held by Joop Ave, at first there were no plans to build a circuit in Mandalika but the plan was to make Mandalika an international tourist attraction like Bali. At that time Mandalika which is an area located in Central Lombok has many tourism objects and abundant natural beauty as well as local cultural diversity so that Mandalika is seen as having the potential to become the second Bali in Indonesia.

During the construction process, President Soeharto and tourism director general Joop Ave appointed the state-owned Lombok Tourism Development Corporation (LTDC) to implement the project. LTDC is a BUMN engaged in the tourism sector, standing with the initial name Bali Tourism Development Cooperation (BTDC) which was formed for the development of Bali, its success in development projects in Bali, BTDC was reassigned in the Lombok development process, namely the Mandalika area by changing its name to LTDC , but the project did not run smoothly and had to be terminated. The cessation of the Mandalika SEZ development project managed by LTDC was due to the fact that in 1998 Indonesia experienced a monetary crisis and LTDC was entangled in funding problems so that the project was taken over by the Indonesian Bank Restructuring Agency (IBRA) and Asset Management Company (PPA). This has halted the well-designed Mandalika SEZ development project and resulted in the Mandalika SEZ area experiencing land acquisition problems between the government and local residents.

The construction of the Mandalika SEZ was resumed in 2011 under the leadership of President Susilo Bambang Yudhoyono, restarting planning to build a circuit designed in the Mandalika area, this is a long-term plan with a 10 year development period spending around IDR 27 trillion and not just about the circuit but also has the goal of branding Mandalika itself as the 2nd Bali in Indonesia. In the development planning process, several investors are involved in the process, such as the MNC Group which has plans to invest in Formula 1 racing, integrated parks, and other projects planned for Mandalika through PT Global Land Development. Then Gobel Group is another investor that plans to build a number of facilities with environmentally friendly technology, including solar panels, waste management, and others. There is also the Gobel Group which is investing to develop luxury resorts in Mandalika. Not only that, Rajawali Group through PT Canvas Development is also interested in taking part and wants to develop villas and hotels, including upscale resorts.

In 2015, the construction of the Mandalika special economic zone (SEZ) was under the leadership of President Joko Widodo, the issue of land acquisition which had

become an obstacle during the era of President Susilo Bambang Yudhoyono was immediately anticipated through a presidential instruction (inpres). After going directly to the field, President Joko Widodo said "the problem so far has turned out to be only a matter of a legal umbrella for land acquisition that does not exist so that all parties are afraid to bear the problems that will arise, even though the local community already supports the existence of KEK Mandalika". This is what finally triggered the issuance of a presidential instruction (inpres).

On October 20, 2017 President Joko Widodo inaugurated the Mandalika SEZ and resumed development that had been hampered. After being inaugurated by President Joko Widodo, the Mandalika SEZ, which has a land area of 1,175 hectares, has again attracted investors with a total value of IDR 12.7 trillion. Several five-star hotels have been built, including Hotel Club Med, Pullman, Royal Tulip, and other. Development of basic infrastructure has already started, including the 150 Kv Kuta Substation, Lombok Airport, and the 200 L/second BatuJai Praya clean water treatment facility, not to mention the government has determined tax benefits for each investor, such as granting tax allowances, tax holidays, exemption from tariffs import, and so on. In addition, the government also makes it easier for foreigners in Mandalika to acquire property.

On November 12 2021 the Mandalika International circuit was completed and inaugurated directly by President Joko Widodo and is ready to be used as an international class racing event. The Mandalika Grand Prix Association (MGPA) is ready to hold an international class motorbike racing event, namely World Superbike (WSBK) which will be held on 21 November 2021 and continued with the Moto Grand Prix or what we usually call MotoGP which will be held from 18 to 20 March 2022. This event was attended by various countries in the world and became the spotlight, because Indonesia could again hold a world-class racing event and prove that Indonesia is a developed country.

#### History of MotoGP in Indonesia and its Relation to Cultural Diplomacy

Reporting from the history of MotoGP, at first MotoGP was only a 500cc class racing event. At that time MotoGP had four main manufacturers participating in it which were in Japan, namely: Honda, Yamaha, Suzuki and Kawasaki. However, the 500cc class racing event did not last long, this was because the engine market was growing more and more and finally in 2010, after lengthy discussions with the FIM, the 500cc class engine season ended, after which the four main factories participating in MotoGP had discussions with the FIM. until finally an agreement was formed to form a four-stroke class with a maximum hood capacity of 990cc. The following year saw the start of MotoGP's first full season.

Indonesia hosted an international class racing event for the first time in 1997 called "Marlboro Indonesian Grands Prix 97". at that time the motorbike racing competition only presented 500cc class racing competitions and the race was won by a racer from Italy who has now become a legend for the MotoGP championship, namely Valentino Rossi. It's just that the excitement of the Indonesian MotoGP did not last long, this was because in 1998 Indonesia experienced a financial crisis so that the government terminated the contract with Dorna who was the manager of MotoGP. And in 1999 there was the Sepang circuit in Malaysia which made the MotoGP event move to Malaysia.

After 22 years after the financial crisis which made Indonesia no longer participate in the MotoGP race, Indonesia in October 2019 under President Joko Widodo's leadership began planning the construction of an international circuit to be built in the Mandalika SEZ. This circuit will later be used for international racing events such as WSBK (World SuperBike) and also MotoGP or often called the Moto Grand Prix. In the development of the Mandalika SEZ during the era of President Joko Widodo, Indonesia handed over the development process to the Indonesia Tourism Development Corporation (ITDC). ITDC in the development of SEZ Mandalika in collaboration with the Vinci Construction Grands Project (VGCP. In the development of the Mandalika SEZ, ITDC is not only focused on the MotoGP circuit, but also the construction of other infrastructure, such as hotels, cafes, restaurants, homestays so that everything is of international standard, all built at a cost of Rp. 4.1 trillion.

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#### Background of the Implementation of MotoGP at the Mandalika Circuit

The implementation of MotoGP at the Mandalika circuit is of course caused by several things. The Mandalika Circuit is a new circuit which at the beginning of its construction had indeed been planned to be designed to be an international class circuit, the construction of this international standard circuit was proposed directly by President Joko Widodo to the VCGP (Vinci Construction Grands Project) as the largest investor in the Mandalika circuit construction project. VCGP together with ITDC (Indonesia

Tourism Development Corporation) as the person in charge of the Mandalika circuit construction project agreed to make the Mandalika circuit an international class circuit and will use the latest technology such as the latest version of asphalt called stone mastic asphalt which will support the race to be more intense when it rains.

There are a number of things that have caused Dorna as the MotoGP license holder to agree to be able to hold the MotoGP 2022 event at the Mandalika circuit, namely: First, Dorna has long wanted to organize a world-class motorcycle racing event in Indonesia. Dorna's desire to be able to hold a MotoGP event in Indonesia is due to the fact that in the past Indonesia has hosted a world-class motorcycle racing event at the Sentul circuit, and plans for a project to build an international circuit in the Mandalika area itself have actually been designed since the time of President Soeharto. This is what then makes the people of Indonesia really look forward to when a world-class motorcycle racing event will be held again in Indonesia and makes Dorna want to immediately hold a MotoGP event in Indonesia.

Second, the Indonesian people are one of the biggest MotoGP fanbases in the world. The large number of MotoGP fans in Indonesia, making Indonesia one of the largest fanbases in the world, has made Dorna even more interested in being able to hold the MotoGP championship in Indonesia. The large number of motorbike sales in Indonesia is one of the effects why Indonesian people can become one of the biggest MotoGP fanbases. Third, Indonesia can become a very large market in organizing MotoGP events. What is meant here is that holding the MotoGP event in Indonesia will have a positive impact on Dorna, both in terms of popularity and in terms of the economy.

Fourth, the Mandalika circuit has a tropical themed circuit and has beautiful beach views and is an area managed specifically by the Indonesian government and has even become a special economic zone. The Mandalika international circuit which is located on the island of Lombok makes it a circuit that is different from circuits in other countries, this is because Lombok is an area that has a variety of unique cultures and has natural beauty in the form of very beautiful beaches. Located in the Special Economic Zone is also an added value seen by Dorna, this is because the Mandalika SEZ will certainly continue to be developed both in terms of accessibility, amenities and attractions.

Two very prestigious and well-known international racing competitions, namely WSBK (World Superbike) and MotoGP, will be held in Indonesia every year. World Superbike, also known as the FIM MOTUL Superbike World Event, is an annual international motorcycle superbike racing championship. It will be contested in



Indonesia from 12 to 14 November 2021, with 24 foreign racers competing for the championship. Meanwhile MotoGP is the main competition in several Grand Prix motorcycle racing series, which includes a number of motorbikes with capacities ranging from 250 to 1000cc and is often held every year. From 18 to 20 March 2022, Indonesia will host the MotoGP competition, where elite racers including Marc Marquez, Fabio Quartararo, Miguel Oliveira and others will compete for the championship podium.

All the MotoGP riders and other riders have great things to say about WSBK and the MotoGP performance at Mandalika. The asphalt of the Mandalika Circuit was praised by six-time WSBK champion Jonathan Rea for having excellent traction even in the rain, making it one of the best traction tracks in the world. MotoGP Race Director Mike Webb then expressed his admiration for the marshals of the Mandalika Circuit for their quick thinking and ability to solve problems on the circuit. Motorcyclists also expressed their appreciation for the position of Mandalika and its surroundings, which described them as extraordinary. Like Pol Espargaro's reaction to the Repsol Honda team, "I fell in love with the Mandalika," and Fabio Quartararo's response to the Yamaha squad, "I fell in love with this nation (Indonesia)". Besides that.

The implementation of WSBK and MotoGP at the Mandalika circuit was successfully watched by more than 15 thousand spectators. This certainly had a huge impact on the Mandalika SEZ and became a good start for motorbike racing in Indonesia. MotoGP in Indonesia also provides an opportunity for Indonesia to be able to introduce itself and promote local Indonesian culture as well as inform the international world that Indonesia is a country that continues to develop and has proven capable of becoming one of the host countries for MotoGP.

**Improvement of 3A Aspects (Accessibility, Amenities and Attractions) and Sport Tourism as the Indonesian Government's Cultural Diplomacy Strategy**

One of Indonesia's efforts in carrying out its soft diplomacy is the development of 3A aspects (attractions, accessibility and amenities) in 2021. Several tourist objects developed using 3A aspects are: Borobudur, Labuan Bajo, Likupang, Lake Toba and Mandalika, tourist attractions. These are five Super Priority Destinations (DSP) which will be an emphasis on increasing the 3A features of tourism destinations to attract tourists, both local and foreign. Mandalika is one of the leading destinations under development, a number of tourist attractions have been built in Mandalika, one of the most famous of which is a race track called the Mandalika Circuit. With this development, Mandalika will become the venue for international racing sports events, including WSBK and MotoGP competitions.

The holding of WSBK and MotoGP which are international class motorcycle racing events at the Mandalika Circuit in 2022 which can be considered as sport tourism. It can be said that way because the WSBK and MotoGP 2022 shows cover three different types of sport tourism, namely: active involvement, visiting sports locations and being included in sporting events. Actively participating in this are racing athletes from abroad who take part in the WSBK and MotoGP 2022 events. At the WSBK event, you can see many professional teams from various countries, for example the Kawasaki Racing team which relies on riders Jonathan Rea and Alex Lowes, the Ducati team with Scott Redding and Michael Ruben Rinaldi, the Yamaha team that relies on rider Toprak Razgatlioglu. and Andrea Locatelli as their mainstay, and others.

Sport Tourism can also be seen from the large number of tourists who come to sports venues such as in Mandalika due to world-class racing sports competitions. Namely, in September 2021 the number of tourists increased by 1.4% compared to August 2021 when the Mandalika Circuit was being planned and built with 126,000 international visitors. The WSBK and MotoGP spectators who came to the location to see sports events firsthand were also included in the definition of sport tourism, accounting for 25,000 people present as spectators during the WSBK Mandalika racing event, while the Mandalika MotoGP was attended by 102,801 people. Thus it can be said that the WSBK and MotoGP Mandalika events have succeeded in building Indonesian sport tourism because they were able to attract many foreign tourists.

From the data described above, in carrying out the Indonesian cultural diplomacy strategy the government is trying to improve aspects related to the tourism factor. If viewed through the theory of cultural diplomacy, the efforts of the Indonesian government in developing aspects of 3A in SEZ Mandalika and implementing Sport Tourism during the series of MotoGP events are included in the form of exhibitions in the theory of cultural diplomacy. The development of the 3A aspect is included in the theory of cultural diplomacy in the form of exhibitions because what is developed in the 3A aspect is everything related to tourism factors, namely accessibility to the Mandalika KEK which also of course affects accessibility to tourism in Mandalika as well, then increasing the existing amenities will also affect the comfort of the tourists, as well as the development of attractions that will attract the interest of tourists. This is in line with the form of exhibitions in the theory of cultural diplomacy where tourism is used as a means of disseminating existing culture.

Pre-Event MSME Goes To Mandalika as a Cultural Diplomacy Strategy for the Government of Indonesia

In carrying out cultural diplomacy in the form of exhibitions, the Indonesian government is holding a pre-event MotoGP Mandalika 2022, namely the MSME Goes To Mandalika event. This pre-event is run by the Ministry of Cooperatives and SMEs (KemenKop UKM) in collaboration with the Ministry of Tourism and Creative Economy (Kemenparekraf), Association of Indonesian Travel Companies (ASITA), and the Indonesian Motorcycle Association (IMI) on Sunday 3 June 2022 at the Smesco Building Indonesia. There will be a series of interesting events, starting with 50 travel agents, 20 MSME automotive exhibitions, coaching clinics for two-wheeled automotive enthusiasts and ending with MSME exhibitions at the Mandalika Circuit. With the UMKM Goes To Mandalika event, the Indonesian government is trying to showcase local culture and local MSMEs to the international sphere.

Deputy for UKM for the Ministry of Cooperatives and Small and Medium Enterprises Hanung Harimba Rachman explained that the Mandalika 2022 MotoGP pre-event in West Nusa Tenggara (NTB) or more precisely in the KEK Mandalika area will involve the role of a number of ministries/agencies. Several ministries that will contribute include the Ministry of Tourism and Creative Economy, Bank Indonesia (BI), the Office of Cooperatives and SMEs in the Province of West Nusa Tenggara, and other stakeholders. The Ministry of Tourism and Creative Economy will prepare planograms and food trucks at BIZAM Airport and Beach Park respectively. The NTB Regional Government will build MSME showcase sites at 14 points, while BI will prepare showcasing at the Mandalika circuit. KemenKop UKM itself will hold an exhibition of superior UKM goods from 14 Provinces at 2 display site points at the Pertamina Mandalika International Street Circuit. The participation of a number of ministries/institutions in the series of MotoGP Mandalika events is of course aimed at the success of cultural diplomacy in the form of exhibitions tucked in.

The UMM Pre-event goes to Mandalika was considered a success and had a positive impact. The success of the pre-event which took place from February 11 to 13 can be seen by the presence of more than 1,000 visitors who attended the UMKM goes to Mandalika pre-event, also present at the event the ministers who had contributed to the implementation of the event. This pre-event is also a blessing for tourism in Lombok, H. Yusron Hadi as head of the NTB (West Nusa Tenggara) Provincial Tourism Office said in a press conference "Thank God for this MotoGP pre-event, NTB (West Nusa Tenggara) got a blessing. We get free tourism promotion from the riders, they take a walk in the bubble area and promote the beauty of Mandalika Lombok."

The completion of the Mandalika 2022 MotoGP series of events is considered to have a positive impact. The success of Indonesia's efforts to improve its reputation

abroad by hosting MotoGP at the international circuit of the KEK Mandalika made Dorna as the MotoGP licensee feel happy and made the cooperation contract for organizing the Indonesian MotoGP extended from 5 years to 10 years. The reason for the extension is because Dorna Sport, as the company that organizes MotoGP, is aware of the potential of Indonesia, especially Lombok, he said that "The circuit built in Central Lombok has advantages, namely in terms of its tourist objects, as well as the values that the people of NTB have, which are very kind, friendly and various existing culture". With the extension of the MotoGP contract in Mandalika, this proves that the efforts made by the Indonesian government are running smoothly.

From the data above it can be seen that the Indonesian government with all the cultural diplomacy strategies carried out during the series of MotoGP events began by holding a MotoGP Pre-Event, namely UMKM Goes To Mandalika until the implementation of MotoGP can be considered a success. According to the analysis that the author reviewed through the theory of cultural diplomacy, the MSME Goes To Mandalika pre-event is one of the cultural diplomacy strategies carried out by the Indonesian government. conferences and competitions. In terms of the form of the exhibition, namely by introducing Lombok tourism and the cultural uniqueness in Lombok at the pre-event exhibition, and in terms of the form of the conference, namely with art and cultural exhibitions during the pre-event. Meanwhile, when viewed from the form of competition, MotoGP itself is included in one of the sports. From this it can be seen that the cultural diplomacy strategy carried out by the Indonesian government has succeeded in making Indonesia more respected and increasing Indonesia's reputation in the international arena.

'Wonderful Indonesia' as a branding framework for the Indonesian government in advancing Mandalika tourism

Along with changing times, diplomacy is also undergoing rapid adjustments. Currently the public also plays an important role in diplomacy, not only government actors are involved. With the development of increasingly advanced technology, public diplomacy has become a popular practice in many countries today. By engaging in public diplomacy countries can highlight their strengths and enhance their lucrative reputation internationally. Public diplomacy is used in Indonesia as a forum for displaying the country's potential, especially in the fields of culture and tourism, the instruction of the President of the Republic of Indonesia Number 9 of 1969 especially Chapter II Article 3 which states that "Tourism development efforts in Indonesia are a development of the "tourism industry" and is part of development and development efforts as well as the

welfare of society and the State", contains information about the development of the Indonesian tourism sector .

From the data above it can be seen that the tourism sector in Indonesia is one of the important factors for Indonesia to be able to achieve many things. After knowing this, the writer will review the tourism sector in Indonesia through the theory of nation branding, in the theory of nation branding there are 6 main factors namely: Brands, Policy, Investment, Culture, People, and Tourism. In terms of nation branding, the MotoGP event held at KEK Mandalika is very relevant if it is used as a means of branding Indonesia, this is evidenced by seeing that the implementation of the MotoGP event includes 6 factors in the theory of nation branding and to find out how nation branding is applied in MotoGP events the author will explained in the explanation below.

One of the leading tourist destinations in Indonesia that has the potential to attract tourists from abroad is Mandalika. Apart from making this area a SEZ, the government is also trying to improve accessibility, amenities and attractions known as "3A" to support the marketing of the "Wonderful Indonesia" brand both outside and inside the Mandalika area. The ease with which a location can be reached is what is called accessibility. Accessibility can also be interpreted as a system of buildings and other infrastructure that connects one area to another and serves as the main entrance for people entering a tourist destination. While amenities are a method of assistance, they can also contribute to meeting the needs and wants of visitors, they also relate to the availability of places to stay and the presence of restaurants or stands serving food and drinks to guests. This will have an impact on how long activities related to tourism last in a location with the accompanying amenity components. Besides that, attractions are what tourists might see and do when visiting a destination, which is related to the attractiveness of that location. With the 3A, it is hoped that tourists will feel comfortable and want to visit again later.

SEZ Mandalika has two main entrances for accessibility, of which Lombok International Airport serves as an air route and various ports in Lombok are used as maritime routes. These ports include Sheet Harbor which welcomes visitors from Bali Island, Kayangan Harbor which welcomes visitors from Sumbawa Island, and Pemenang Harbor which welcomes visitors from abroad. KEK Mandalika which is located close to Lombok International Airport, Praya, Mandalika area has easy access by air. International flight routes currently open include flights from Malaysia, Singapore and Australia. However, later the government intends to focus on building direct international aircraft connections between Brunei Darussalam, China and countries in the Middle East region.

In its development, many foreign investors have invested in the Mandalika Tourism Area which has developed into a popular tourist destination in the world. The majority of local and international investors are very interested in building hotels and villas in the Mandalika area as facilities. Hotel Royal Tulip will be built on a 3.2-hectare land in the Mandalika area of Lombok by Mosaïque Jiva One Sky which is a joint venture between Indonesian and Japanese companies. Later, the Royal Tulip Hotel in the Mandalika area, which has an investment of Rp. 250 billion will offer 198 rooms consisting of 20 villas and 178 rooms. In addition, there are several hotels built to complement the Lombok tourism development scheme, especially in Mandalika. Construction of the Pullman Hotel which cost up to IDR 600 billion.

Water management has been implemented in the Mandalika tourist area as another amenity development to meet the need for clean water availability in Mandalika. The Mandalika SEZ, which has many beaches, has prompted the government to come up with an idea to convert seawater so that it is suitable for drinking water by converting or processing it for tourism needs. EBD Bauer, a company from the US, which is an expert in processing saltwater and accompanied by PT. ITDC directly monitors the progress of the water management system. The EBD Bauer firm was chosen because it has expertise in building seawater treatment facilities in a number of countries, including Saudi Arabia, Bahrain, the Philippines and Turkey. Mandalika Eco Water is the name of the development of water management, where later hotels in the KEK Mandalika will have access.

The Mandalika area in its tourism branding has very good potential from the attractions sector. The attraction sector that is very clear is of course the Mandalika international circuit, which in March 2022 held a MotoGP racing event. This event attracts the most tourists to visit Mandalika and also becomes a bridge in introducing other tourism in Lombok Mandalika. In addition to the circuit of beaches in Mandalika which has very white sand and coral reefs that are easily visible in the shallow waters of the Mandalika bay and the sea off the coast of Mandalika which is deep enough to make it suitable for scuba diving, it adds to the attractions for tourists. Tanjung Aan Beach, Kuta Lombok Beach, and Seger Beach are some of the beaches in the famous SEZ Mandalika. Kuta Beach with its distinctive white sand, crystal clear water and views of the hills. Tanjung Aan Beach also offers a great attraction besides Kuta Lombok Beach which foreign tourists find attractive. Sunbathing, surfing and scuba diving are examples of beach activities that are attractive attractions for tourists.

Besides having the beauty of seaside tourism, the Mandalika tourist area also has additional unique attractions in the form of a tourist village. One of the tourist villages

in the Mandalika SEZ is Sade Traditional Village and Ende Traditional Village, approximately 170 traditional houses of the Sasak Loteng community can be found in the Sade traditional village which occupies an area of more than five hectares in the highlands. The Sade indigenous village community is known as a group of individuals who are very rigid and strict in upholding the authenticity of traditions passed down by their ancestors, all traditional houses in this area are basically built using the same model. Ende traditional village which has a tourist attraction is another traditional village besides Sade village. In Pujut sub-district, Central Lombok, precisely in Sengkol village, which is home to the Ende traditional village, This traditional village is unique because it is larger in area than the Sade traditional village, when you set foot in this rural area the air will feel cool and the atmosphere is calm because there are many trees along the road and you will smell cow and buffalo dung, this cow and buffalo dung serves to keeping the clay which is the foundation of the house in Sade village clean and free of dust. With the development of these 2 traditional villages, the government hopes to attract tourists with the distinctive culture of the 2 traditional villages Cow and buffalo dung is used to keep the clay which is the foundation of houses in Sade village clean and free of dust. With the development of these 2 traditional villages, the government hopes to attract tourists with the distinctive culture of the 2 traditional villages Cow and buffalo dung is used to keep the clay which is the foundation of houses in Sade village clean and free of dust. With the development of these 2 traditional villages, the government hopes to attract tourists with the distinctive culture of the 2 traditional villages.

As for other forms of attractions in Mandalika, namely several cultural arts in the form of Lombok Traditional Duels, including Peresean and the Bau Nyale Festival. The duel perseren festival is a form of cultural promotion of the Mandalika SEZ. This event begins with praying by forming a circle then one of the members carries a cane made of rattan while reciting a mantra then the two combatants rush into the arena while uniting their weapons and shields. There are three rounds in each section with each round lasting one minute. This festival is accompanied by a typical Lombok gamelan and of course the fighters suffer some injuries. While the Bau Nyale Festival is a typical event of West Nusa Tenggara Province. The Bau Nyale Festival consists of a series of different activities such as beach cleaning, cultural parades, surfing, beach volleyball, selfie competitions with cellphone cameras, culinary villages, the election of Princess Mandalika, performances and various entertainment events. Local residents, especially Wetu Tilu devotees, have a habit of looking for worms (nyale) called "bau Nyale". This tradition is very much tied to Princess Mandalika which is narrated by many princes who struggled to make her a bride, Princess Mandalika struggled to decide who she should

choose as her husband and finally threw herself into the sea. This worm (nyale) is very unique and only appears once a year. Local residents think that this is Princess Mandalika who is manifesting herself. This tradition is carried out to preserve ancestral customs and as a form of longing for Princess Mandalika performances and various entertainment events. Local residents, especially Wetu Tilu devotees, have a habit of looking for worms (nyale) called "bau Nyale". This tradition is very much tied to Princess Mandalika which is narrated by many princes who struggled to make her a bride, Princess Mandalika struggled to decide who she should choose as her husband and finally threw herself into the sea. This worm (nyale) is very unique and only appears once a year. Local residents think that this is Princess Mandalika who is manifesting herself. This tradition is carried out to preserve ancestral customs and as a form of longing for Princess Mandalika performances and various entertainment events. Local residents, especially Wetu Tilu devotees, have a habit of looking for worms (nyale) called "bau Nyale". This tradition is very much tied to Princess Mandalika which is narrated by many princes who struggled to make her a bride, Princess Mandalika struggled to decide who she should choose as her husband and finally threw herself into the sea. This worm (nyale) is very unique and only appears once a year. Local residents think that this is Princess Mandalika who is manifesting herself. This tradition is carried out to preserve ancestral customs and as a form of longing for Princess Mandalika Local residents, especially Wetu Tilu devotees, have a habit of looking for worms (nyale) called "bau Nyale". This tradition is very much tied to Princess Mandalika which is narrated by many princes who struggled to make her a bride, Princess Mandalika struggled to decide who she should choose as her husband and finally threw herself into the sea. This worm (nyale) is very unique and only appears once a year. Local residents think that this is Princess Mandalika who is manifesting herself. This tradition is carried out to preserve ancestral customs and as a form of longing for Princess Mandalika Local residents, especially Wetu Tilu devotees, have a habit of looking for worms (nyale) called "bau Nyale". This tradition is very much tied to Princess Mandalika which is narrated by many princes who struggled to make her a bride, Princess Mandalika struggled to decide who she should choose as her husband and finally threw herself into the sea. This worm (nyale) is very unique and only appears once a year. Local residents think that this is Princess Mandalika who is manifesting herself. This tradition is carried out to preserve ancestral customs and as a form of longing for Princess Mandalika Princess Mandalika struggles to decide who she should choose as her husband and finally throws herself into the sea. This worm (nyale) is very unique and only appears once a year. Local residents think that this is Princess Mandalika who is manifesting herself. This tradition is carried out to preserve ancestral customs



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From the explanation above, it can be concluded that to attract tourists, both local and foreign, accessibility, amenities and attractions are important components for a tourist attraction. Likewise in the Mandalika Tourism Area, where the 3A criteria are the main factors for making Mandalika an international standard tourist area. It is hoped that by fulfilling these requirements the number of tourists visiting the Mandalika tourist area will increase and the tourism industry will contribute more to increasing foreign exchange.

In an effort to make the Mandalika SEZ a nation branding strategy, the government does not only develop tourist areas in Indonesia, but also seeks to promote Indonesia abroad. Through its representative office at the Indonesian Embassy in Zagreb, Croatia, the government carried out a campaign to brand "10 New Balis". This agenda aims to promote Indonesia's tourism potential in the European market. The Indonesian Embassy in Belgium also seeks to promote Indonesia on the continent by participating in the Brussels Holiday Fair which takes place from 7 February to 10 February 2019. With the aim of making Mandalika a leading tourist destination, the Ministry of Tourism is also holding a Mandalika exhibition named "Mandalika: the Mandalika Tourism art" which will take place from 23 to 24 August 2019 in the Mandalika Special Economic Zone.

After looking at the data above, it can be concluded that the Indonesian government in making the Mandalika SEZ as a branding strategy did many things. Judging from the theory of nation branding, by developing the 3A aspect this will also make SEZ Mandalika fulfill the 6 aspects of nation branding theory. The 'Wonderful Indonesia' brand as a form of nation branding for Indonesia in this situation will be increasingly recognized by the world and this will also have an impact on the cultural diplomacy strategy undertaken by the Indonesian government. With the successful development of the Mandalika tourism sector with the wonderful Indonesia brands, it is hoped that the Mandalika special economic zone can meet international standards and become the main destination for foreign tourists.

Construction of the Nurul Bilad Grand Mosque as a means of preaching to tourists at the MotoGP event

In the series of MotoGP events until the end of the event, Indonesia did not only carry out cultural diplomacy and nation branding, but Islamic diplomacy was also tucked in there. One of them is the construction of an Islamic Center in Lombok and the Raya Mandalika Mosque, also known as the Nurul Bilad Mosque. The construction of the Nurul Bilad Grand Mosque is part of a government initiative, especially the Ministry of Tourism, to promote halal tourism in West Nusa Tenggara. This development cannot be separated from the fact that the average population of Lombok is guided by Islam.

In the argument of the Al-Quran letter Ad-Dzariyat verse: 55

وَذَكِّرْ فَإِنَّ الذِّكْرَى تَنْعَعُ الْمُؤْمِنِينَ

Meaning: "Continue to give warnings because in fact the warning is beneficial for the believers."

This argument reveals how the primacy of da'wah, Lombok, which is an area nicknamed the island of a thousand mosques, is due to the fact that the majority of its inhabitants are Muslims, this makes non-Muslim tourists who visit Lombok during the MotoGP event amazed by the many mosques that in Lombok area. The tourism government, with its initiative, told Lombok residents to more often hold joint prayers at mosques, this was intended so that tourism could get to know Indonesia's Islamic culture better.

This then made several racers interested in Indonesian Islamic culture, one of which was Marcoz Ramirez, a racer from Spain, who at first felt uncomfortable with the many mosques in Mandalika and the chanting of the prayers he heard, but in the end he liked the chanting of the prayers because he felt when he listens she feels calm. This proves that the Islamic da'wah included in the MotoGP event is going well and can convey how Indonesian Islamic culture is.

#### **IV. CONCLUSION**

Based on the explanation in the previous chapters, a conclusion can be drawn that Indonesia is a multicultural country that is rich in ethnic diversity, language, culture, customs, religion and the arts which is in accordance with Indonesia's motto, namely: Bhineka Tunggal Ika, this because Indonesia is very suitable for soft diplomacy. Feeling comfortable with the government's soft diplomacy utilizing the MotoGP 2022 event which was held at the SEZ mandalika as a means to carry out a strategy of cultural diplomacy and nation branding. So that during the implementation of the MotoGP event,

in the series of events the Indonesian government and people inserted many Indonesian cultural values and elements aimed at foreign tourists who participated in attending the MotoGP event,

In carrying out the Indonesian cultural diplomacy strategy, the government uses a form of exhibition in cultural diplomacy theory. Basically, hosting a MotoGP event is a kind of cultural diplomacy in the form of an exhibition. It can be said that because MotoGP itself is the most popular motor racing event that attracts a lot of interest from the world community, so that the host country for MotoGP will be a place for MotoGP fans to gather. However, to be able to succeed in cultural diplomacy in the form of this exhibition, it is necessary to take action both in terms of regional development and preparation in holding events that will also support the success of the objectives of cultural diplomacy in the form of exhibitions.

One of the government's efforts to carry out the cultural diplomacy strategy in the form of an exhibition is to hold a pre-event MotoGP Mandalika 2022, namely the MSME Goes To Mandalika event. This pre-event is run by the Ministry of Cooperatives and SMEs (KemenKop UKM) in collaboration with the Ministry of Tourism and Creative Economy (Kememparekraf) and the Association of Indonesian Travel Companies (ASITA). It started with an event for 50 travel agents, an exhibition for 20 MSME automotive, a coaching clinic for two-wheeled automotive enthusiasts and ended with an MSME exhibition at the Mandalika Circuit. With the UMKM Goes To Mandalika event, the Indonesian government is trying to showcase local culture and local MSMEs to the international sphere.

Another effort by the government to carry out the cultural diplomacy strategy in the form of exhibitions is to start developing tourism in Mandalika. The Indonesian government in developing tourism in Mandalika applies aspects of 3A (attractions, accessibility and amenities) to every tourism object in Lombok, especially Mandalika. In developing this 3A aspect, the government does not only use the MotoGP event as a medium for cultural diplomacy, but the government also uses it as a means to increase Indonesia's branding in international eyes. Through the nation branding "Wonderful Indonesia", the government hopes that Indonesian tourism, which is unique in its cultural uniqueness, will be better known internationally.

In the series of MotoGP events until the end of the event, Indonesia did not only carry out cultural diplomacy and nation branding, but Islamic diplomacy was also tucked in there. One of them is the construction of an Islamic Center in Lombok and the Raya Mandalika Mosque, also known as the Nurul Bilad Mosque. The construction of the Nurul Bilad Grand Mosque is part of the government's initiative, especially the Ministry

of Tourism, to promote that there is halal tourism in West Nusa Tenggara and convey Islamic culture, namely blessings to foreign tourists through mosques in Lombok. Of course, this cannot be separated from the fact that the average population of Lombok is guided by Islam.

The success of the Mandalika 2022 MotoGP series of events proves that cultural diplomacy in the form of exhibitions held by Indonesia is also a success. This is evidenced by the decision Dorna as the MotoGP licensee is happy and the cooperation contract for organizing the Indonesian MotoGP was extended from 5 years to 10 years. And also a number of questions from foreign tourists who express their enjoyment of the beautiful nuances and unique culture in Indonesia through their social media accounts.

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