



The Influence of Sponsorship on Marketing Development Fun Run in Central Java

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Abstract

This study aims to analyze the influence of sponsorship on the marketing and development of fun run sports in Central Java. Fun run as a type of recreational sport is increasingly in demand by various groups of people. The involvement of sponsors in this activity plays an important role in increasing the attraction, participation, and success of the event. Sponsorship makes a significant contribution through financial support, provision of facilities, and promotion. This study uses a quantitative approach with a survey of participants and organizers and sponsors involved in fun run events specifically in the Central Java region. The results of the analysis show that sponsorship has a positive impact on increasing brand awareness, increasing the number of participants participating in the Fun Run, and can ensure the sustainability of the event effectively. Thus, the sustainability of the relationship between organizers and sponsors is a key factor in supporting the marketing and development of fun runs in Central Java.

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INTRODUCTION

The era is sophisticated and increasingly proceed produce Lots innovation new in various field as solutions and breakthroughs For existing problems . Can not be separated from economy , which also requires innovation and solution problem . One of the steps taken by a company in matter marketing is do promotions carried out to audience as target consumers .

Promotion usually done through conventional media and online media and the internet, as well as through events , campaigns , and social media. One of them method the most popular promotions moment This with many target consumers is through sports . One of the sports in which own a vast ecosystem and also with strong mass is run Relax (Fun Run). Fun Run is one of the type sports that are increasingly popular in Central Java, Fun Run has develop become activity sport interesting recreation attention various circles , starting from individual until community .

Popularity Fun Run in Central Java does not off from the role of a supportive sponsor event management . Sponsorship in sport functioning as one of the element key For sustainability activities , especially in matter funding , promotion , and facilities . According to Tsiotsou & Alexandris (2009) , sponsorship in sport own impact direct to event quality , improvement participation , as well as Power pull public to activity those . Sponsors usually originate from various sectors , such as company food and beverage , service health , up to technology . Their role No only limited to providing funds, but also contributing to aspects of branding, promotional media , and event innovation .

In Central Java, activities Fun Run Keep going increase , good from aspect amount organization and participation community . Events such as «Semarang Night Run», «Solo Charity Run», and various Fun Run other has become a routine agenda that is awaited . Many companies makes sponsorship a Fun Run as part from marketing strategy For strengthen image brand they . This is in line with study Lagae (2005) , who stated that sports sponsorship is an effective strategy For increase visibility brand at a time create attachment emotional with consumers .

Sport run Relax / Fun Run the more develop as part from style life and tourism sports . Activities sport like Fun Run No only become supporting activities style life healthy , but also an interesting platform for sponsors to build awareness brand , improve loyalty consumers ,

and expand market share . In the context of Here , sponsorship plays a role important as element strategic in marketing sports . Promotion is introduction , distribution , and announcement a product to public with objective For encourage , influence , and motivate people to buy goods the .

Sponsorship in sport Fun Run create connection each other profitable between party organizers , participants , and sponsors. Sponsorship play role important in support implementation of the Fun Run event , good through funding and provision facilities , for ensure the continuity of the event and increase experience participant (Zidan et al . , 2024) . Sponsors often help promote Fun Run event through marketing and branding, which expands reach and improve awareness public towards the event .

From the side marketing , sponsorship also has an impact positive on image sponsor brands . Participation in a marathon event allows sponsors to build awareness brand awareness and image positive (brand image) among consumers . The success of sponsorship is greatly influenced by the suitability between the event and the sponsor, as well as the sponsors ability to create relevant relationships with target audience . In Central Java, sports events running at the Maybank Marathon and Borobudur Marathon events, sponsors also support training participants , ensure security route , and give experience running that is professional and fun . In addition , collaboration with community local strengthen connection emotional between events and society around (Permatasari, 2022) (Santika et al., 2022) .

Fun Run also provides opportunity for sponsors to interact direct with audience through various activity like distribution sample products , promotional booths , or related digital campaigns with the event . Activities This No only increase involvement audience but also creates experience positive to brand . Although So , the effectiveness of sponsorship is not only depends on the involvement of sponsors and organizers , but also on how the event is marketed . Organizer get support financial or material for organize the event, while the sponsor benefits from the event For introduce brand , promote product , or strengthen image company in front diverse audience . Fun Run which is often associated with style life healthy and together give opportunity big for sponsors to associate brand they with values positive the .

Other studies show that sponsorship in sporting events can influence decision purchase

consumers . According to Meenaghan (2001) , effective sponsorship can increase brand awareness , brand image, and consumer brand recall . On the other hand , Farrelly et al . (2006) mention that The effectiveness of sponsorship depends on how much relevant and appropriate sponsor brand with sponsored activities . In the context of Fun Run , relevant sponsors like product health , clothing sports , or drink energy tend own more impact significant to participants . Influence This covers aspect financial , social , to continuity of the event. Previous study by Meenaghan (2013) show that The success of sponsorship depends on synergy between the goals of sponsors and event organizers , as well as level involvement society . Cornwell et al. (2001) also said that effective sponsorship capable create impact term long to involvement society and the sustainability of sporting events . On the other hand , it is Correct the role of sponsorship in support Fun Run Enough significant For its influence to development sports , but Not yet Lots in -depth studies at the regional level such as Central Java. This relevant in Central Java context , where the Fun Run event often become means interaction effective social .

Study This leave from importance understand to what extent does sponsorship influence development sport Fun Run . The role of sponsors can seen No only from contribution financially , but also from the impact to level participation society , quality event management , and promotion style life healthy . In the context of This , Central Java offers interesting case Because diversity its society , dynamics regional economy , and potential big in develop sport recreational . This study relevant For fill in gap existing research and provide outlook new about the role of sponsorship in sports . Research This expected can give contribution to literature academic at a time become guide practical for organizer and sponsor of the Fun Run event in Central Java.

METHOD

Study This use approach quantitative , which aims For measure connection between sponsorship (variable independent) and marketing development sport Fun Run in Central Java (variable) dependent) in Fun Run event context . Approach quantitative chosen Because allow analysis connection causal using processed numeric data in a way statistics (Creswell, 2016) . The research design used is survey explanatory chosen For analyze the influence of sponsor-

ship on marketing development sport Fun Run in Central Java. Survey This collect data from participant Fun Run , organizers , and sponsors through questionnaire structured . Research explanatory aiming For test connection cause and effect between variable (Babbie, 2020) .

Study This done in several city big in Central Java that regularly hold Fun Run events , such as Semarang, Solo, and Yogyakarta. The selection location This based on facts that third city This often hold a Fun Run event with involving sponsored by various company . Research time will implemented in the period July to November 2024, which includes several Fun Run events held in Central Java .

Population in study This consists of from all participants , organizers , and sponsors involved in the Fun Run event held in Central Java in 2024. Research sample This will chosen use purposive sampling technique based on criteria certain as as follows : (1) Participants Fun Run : Sample consists of of the 100 participants who took part in the Fun Run event sponsored in several city large in Central Java. (2) Organizers and Sponsors: The sample consists of of 5 event organizers and 5 sponsors involved in the Fun Run event in Central Java. The selection This done based on involvement active they in Fun Run events held in the area .

For collect the necessary data in study this , researcher using two techniques Main : questionnaires and semi- structured interviews . (1) Questionnaire will used For collect data from participants , organizers , and related sponsors the influence of sponsorship on Fun Run event development . Questionnaire will consists of of two parts : Part 1: Questions about characteristics demographic respondents (age , gender) gender , experience in follow Fun Run , etc.). Part 2: Questions about Brand awareness , Quality of sponsored events (e.g. , facilities , routes , and logistics). Impact of sponsorship on amount participants and event sustainability . Questionnaire For participant will use Likert scale 1-5 for evaluate satisfaction they to various aspects of the event. While questionnaire For organizers and sponsors will evaluate the influence of sponsorship on the success of the event and its contribution to development term length of the Fun Run event . (2) Semi- structured interviews will done with 5 organizers and 5 sponsors of the Fun Run event For dig more in about the influence of sponsorship on various aspect development of events, such as improvement quality of events, quantity participants , as well as event continuity . Interview This will give chance to source person

For share experience they in a way more open and deep .

Study This has two variables main : Variable Independent (Sponsorship), sponsorship refers to support financial and non- financial from sponsors for support the Fun Run event . This includes contribution in matter facilities , promotions , branding, and innovations provided by sponsors in the event . Variables Dependent (Marketing development Fun Run), marketing Fun Run event developments measured through a number of indicators , as following : (1) Increase Brand awareness , (2) Increase amount participants (number) registrant , participant active) and (3) Event sustainability (ability organizer hold an event sustainable with sponsor support) .

Instruments used For collecting data is : (1) Questionnaire For Participants , Questionnaire This focus on measuring perception participant to quality of the event, the impact of sponsorship on facilities and event experience . Questionnaire This use 5- point Likert scale For evaluate level satisfaction participant to the event. (2) Questionnaire For Organizers and Sponsors, Questionnaire This used For know perception organizers and sponsors about sponsorship contribution to success of the event. Questions in questionnaire This focus : Improvement Brand awareness : Obtained from question about the influence of sponsors on awareness participants and community about brand . Improvement Participation Participants : Obtained from question about how much big the influence of sponsors in interesting more Lots participant For following the event. Event Continuity : Obtained from question about support financial and logistical support provided by sponsors for ensure the event can in progress every year . (3) Semi- Structured Interview Guide , Interview guide This used For dig information qualitative from organizers and sponsors. Interview This will focus on the sponsorship strategies used and their impact to Fun Run event development .

Researcher will use technique analysis statistics descriptive and analytical inferential . Here is steps analysis that will be done : (1) Analysis Descriptive , Statistics descriptive used For describe characteristics samples , including demographics respondents and perceptions they towards the Fun Run event . Analysis descriptive is also used For describe the influence of sponsorship on quality of the event and sustainability of the event. (2) Pearson Correlation Test, Pearson correlation test will used For measure strength connection between sponsorship (variable inde-

pendent) and the development of the Fun Run event (variables dependent) . This test help determine whether There is significant relationship between sponsorship and event development in improvement Brand awareness , increase event participants , and event continuity . (3) Simple Linear Regression , Simple linear regression will used For test influence direct sponsorship of marketing Fun Run event development . Regression model This will help measure how much big sponsorship contribution to variable its dependents .

Next For ensure validity and reliability of data, research This will use data triangulation . Triangulation done with compare results questionnaires , interviews , and secondary data related to the Fun Run event that has been held previously . Validity content will tested by experts in sponsorship and sports events For ensure instruments used can measure the variables in question . Reliability questionnaire will tested with using Cronbach's Alpha to measure internal consistency of the instruments used (Sugiyono, 2017).

RESULTS AND DISCUSSION

Study This aiming For know the influence of sponsorship on marketing development sport Fun Run in Central Java. Data processing is done with use device soft statistics spss For analysis correlation and regression use identify connection between sponsorship and marketing development Fun Run in Central Java. Data obtained through questionnaire distributed to participants , organizers , and sponsors of the Fun Run event held in several cities in Central Java. Here are results process the data obtained . Survey This measure three variable main : the influence of sponsorship on improvement brand awareness , increase participation participants , and the continuity of the event.

Characteristics Respondents

Participant as many as 100 people: Most of them participants (70%) aged between 18 and 35 years old , and the majority (55%) are men . 72% of participant own experience more from one time follow Fun Run . Organizers : 5 organizers involved in the Fun Run event in Central Java originated from from various city and have experience in organize sports events similar during more from 3 years . Sponsors: 5 sponsors involved is company from various sectors , such as food and drink , clothing sports , and technology . Most sponsors provide support in the form of financial and goods promotion .

The Influence of Sponsorship on Improvement Brand awareness

As many as 75% of participants disclose that they know sponsor brands through ads found during the event or through products given at the Fun Run event . In addition , 80% of the organizers report that sponsors help in promote the event through social media channels , advertising , and offline events.

Analysis results regression show that brand awareness influenced by sponsorship with coefficient regression of 0.68 and the R^2 value = 0.73, which means 73% of the variation in improvement brand awareness can explained by the influence of sponsorship.

The Influence of Sponsorship on Improvement Participation Participant

As many as 65% of participants state that they decide For join the Fun Run event after see advertisement or promotions conducted by sponsors. Results of the analysis show that the existence of related sponsors with improvement amount participants . This is seen from amount participants who continue increase in every Fun Run event is supported by major sponsors .

Analysis Pearson correlation shows connection significant positive between sponsorship and amount participants , with mark correlation 0.72. This shows that the more big sponsor support , increasingly Lots participants who participated in the Fun Run event . The results of the analysis linear regression more carry on show coefficient regression of 0.54, which shows that every improvement one unit in sponsorship will increase amount participant of 0.54 units.

The Influence of Sponsorship on Event Continuity

As many as 85% of organizers disclose that they rely heavily on sponsors for guard continuity of the event. Sponsors provide support financial and logistical enabling holding of Fun Run event in a way annual without existence disturbance .

Regression results show that sponsorship plays a role significant in ensure continuity of the event, with coefficient regression of 0.79 and the R^2 value = 0.80. This is means 80% of the event's sustainability can be achieved explained by the influence of sponsorship.

Correlation of Sponsorship and Increase Brand awareness

Pearson correlation test between sponsorship and increase brand awareness show value 0.73, which indicates a strong and positive relationship . This means that the more tall support

from sponsors, the more big awareness brand created among participants and the community .

Correlation of Sponsorship and Increase Participation Participant

Analysis Pearson correlation between sponsorship and increased participation participant show value 0.72, which indicates enough relationship strong and positive . This indicates that improvement sponsor support in significant can increase amount participant in the Fun Run event .

Correlation between Sponsorship and Event Sustainability

Correlation between sponsorship and event sustainability shows value 0.80, which indicates connection strong and positive . This is confirm that sponsor support plays a role big in ensure the Fun Run event can held regularly every year .

Linear regression results for the influence of sponsorship on Fun Run Event Marketing is as following :

Improvement Brand awareness : Coefficient regression 0.68, $R^2 = 0.73$

Improvement Participation Participants : Coefficient regression 0.54, $R^2 = 0.72$

Sustainability : Coefficient regression 0.79, $R^2 = 0.80$

High R^2 values show that sponsorship has very significant influence to third observed aspects in study This .

The Influence of Sponsorship on Improvement Brand awareness

Research result This show that sponsorship has significant influence to improvement brand awareness , good for both sponsors and the event myself . Most of participant confess that they get to know the event sponsors through branding done at the event location and through social media managed by the sponsor. Findings This support theory put forward by Meenaghan (2013) , which states that sponsorship can increase awareness brand through channel effective communication , such as advertising and event promotion . Similar with results study Karo Karo & Firstyana (2021) that Clas Mild's own sponsorship impact strong with big influence by 49.1 percent to building Brand Awareness Authenticity.

The Influence of Sponsorship on Improvement Participation Participant

Sponsorship proven increase participation participant in the Fun Run event . This is can

seen from the amount participants who stated that they attend the event because the existence of sponsors who offer present interesting or own image brands that already exist known area . Findings This in accordance with study Tsiotsou & Alexandris (2009) , who showed that sponsors can interesting more Lots participant with offer various attractive incentives and promotions and the role of sponsorship in build awareness and image positive that influences interest public For involved more active in sports (Lee, 2019) . Other studies also mention that sponsorship is proven own impact significant to improvement interest public For participate in sporting events (Tanvir, 2012) .

The Influence of Sponsorship on Event Continuity

Sponsorship has a very big role in guard the continuation of the Fun Run event . Without existence sponsor support , the event will difficulty in matter funding and logistics . Findings This in accordance with theory put forward by Lagae (2005) , which states that sponsorship provides stability financial and ensure continuity of the event with provide source power required and for push success of the event in to weave cooperation in form of sponsorship, the role of the sponsorship division is to to weave mutual cooperation profitable Good from the organizer or target company that is the sponsor (Nurelya & Setyawan, 2020) .

CONCLUSION

Based on results data processing and discussion , can concluded that sponsorship plays a role significant in marketing sport Fun Run in Central Java. Sponsorship increases brand awareness , attractive more Lots participants , and ensure continuity of the event. Therefore that , the organizer of the Fun Run event need strengthen connection with sponsors who can give support financial , promotion and adequate facilities For the success of the event.

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