



ANALYSIS OF THE IMPLEMENTATION OF THE JAKARTA MARATHON AS A SPORTS TOURISM EVENT FOR THE DKI JAKARTA PROVINCE

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Article Information Abstract

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The purpose of this study is important in order to realize the goal of developing sports tourism by analyzing its implementation which has reliable prospects to become the leading sector of sports tourism in DKI Jakarta. Sport Tourism which is routinely held in Jakarta almost every year is the Jakarta Marathon. This sports activity is very popular and in demand by the public both as participants and as spectators of these sports events both from local and foreign tourists and always contributes to increasing income in the tourism sector, especially in DKI Jakarta.

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INTRODUCTION

Currently, tourism is an important sector and a priority for the development of the Indonesian government. The tourism sector is considered to be able to provide alternative sources of state income and regional original income (PAD) in the not too long time and can also be sustainable if routinely implemented. This makes many regions to compete in holding and developing tourism potential as a strategy in increasing local income and increasing the number of tourist visits, both local and foreign. Tourism is a trip made for a while, organized from one place to another for sightseeing and recreation (Subhani, 2010).

Nowadays, tourism has become one of the industries that continues to grow rapidly to become one of the mainstays in generating foreign exchange in various countries (Wijaya, 2015: 119). According to UNWTO tourism monitoring in 2017, global tourism growth in the 2005-2016 period reached 3.9% and similar growth in developed countries reached 3.5%, and in developing countries reached 4.5%. In the Southeast Asian region, tourism growth reaches 7.9% per year. The economic contribution of tourism activities is very significant, where as an illustration of tourist spending in 2016 at the global level averaged USD 990 per visit and tourist spending in the Southeast Asia region averaged USD 1,030 per visit (Dzikirirazak et al., 2018).

At the national level, the tourism sector has supported Indonesia's economic growth as seen in the contribution to Indonesia's GDP in 2014 reaching Rp. 946.09 Trillion, contributing to the country's foreign exchange of 140 Trillion and contributing to employment opportunities for 11 million people (Ratman, 2016:4-5). So that the Government of Indonesia implements various activities that support the improvement of the tourism sector, such as making country branding with the slogan "Pesona Indonesia", the "Ten New Bali" program, and visa-free programs for certain countries.

This is Indonesia's response to invite more local and foreign tourists to visit Indonesia. And what is one of the attractions of tourists is international festivals and events in a village. In this case, tourists no longer only want to visit tourist attractions such as natural tourism, but also want to see various kinds of cultural uniqueness, to the splendor of competition competitions that they can and will participate in. So that some regions create international events that can be combined with city or provincial birthdays, including the spirit of sports tourism. This sports tourism is becoming a trend in Indonesia. Activities that combine sports with tourism activities. Some areas that have done this are such as the Tour de Singkarak in West Sumatra, the Tour de Bintan in the Riau Islands, the Tour de Central Celebes in Central Sulawesi, and of course the Jakarta Marathon in DKI Jakarta.

Today, one of the efforts to promote and develop the tourism potential of various regions in Indonesia is through sports tourism. It can be seen that there are rampant national and international standard events in various regions with the theme "sport tourism", such as: Indo MXGP Championship and Sungailiat Triathlon 2017 held by the Ministry of Tourism and the 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 quite 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 to use sports activities or sports shows as vehicles to encourage economic growth (Nicolau & Santa-Maria, 2017; Yeh et al., 2016).

The study of Baumann et al. (2009:109) shows 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. Other research from (Fourie & Santana-Gallego, 2011:1635) shows that mega sport events such as the Summer Olympic Games, Winter Olympic Games, FIFA World Cup, Cricket World Cup, Rugby World Cup, and Lions Tour, promote host country tourism effectively and provide an increase in tourist visits to the host country. Although major sporting events are scheduled at least once a year at a place in the world that hosts events, mega sport events still have an effective impact on promoting tourism. Sports tourism opportunities should be optimally utilized through tourism development and tourism management to improve community welfare, expand and balance business opportunities and employment opportunities, advance regional development, introduce and use tourism facilities and attractions.

Sports tourism is a tourist activity carried out by doing fun sports activities, generally carried out in the tourist attraction area. As according to Standeven and De Knop (in Weed, 2008) sports tourism is all forms of involvement of a person both active and passive in sports activities, participating such as as a participant or in organizing an activity with non-commercial purposes to business or commercial reasons, which requires travel from residence to tourist area or organizing sports events.

According to Spillane (1987) tourism for sports can be divided into two categories, namely 1) Big Sport Event, tourism which is carried out due to the existence of major sports tourism such as the Olympiade Games, World Cup, and others. 2) Engage in sport tourism, which is sports tourism for people who want to exercise and exercise, such as mountain climbing, horse riding, etc. Thus, it can be said that sports

tourism is a type of tourism that makes sports activities the main attraction.

The capital of Indonesia in the near future will move to the National Capital City (IKN) in Kalimantan, which later leaves DKI Jakarta as a special area but not the status of the national 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 is undeniable that the value of this income is more than 50% still dominated by Central Government Expenditure as shown in the following Table 1 data:

Table 1. Comparison of DKI Jakarta's GRDP with Central Government Spending 2017-2021

TAHUN	PDRB DKI JAKARTA	BELANJA PEMERINTAH PUSAT	PENDAPATAN DILUAR BELANJA PUSAT	POTENSI KEHILANGAN PDRB
2021	2.914.580.000.000.000	1.926.964.900.000.000	987.615.100.000.000	66,11%
2020	2.791.120.000.000.000	1.827.400.000.000.000	963.720.000.000.000	65,47%
2019	2.840.830.000.000.000	1.496.313.900.000.000	1.344.516.100.000.000	52,67%
2018	2.599.170.000.000.000	1.455.324.900.000.000	1.143.845.100.000.000	55,99%
2017	2.365.360.000.000.000	1.265.359.400.000.000	1.100.000.600.000.000	53,50%

Source: jakarta.bps.go.id

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 it is no longer the capital of the country. In the condition of DKI Jakarta's regional income with the current configuration, it can be predicted that it will take approximately 10 years for DKI Jakarta to be able to reach the GRDP level again as in 2022 after no longer being the National Capital, or the estimated value of DKI Jakarta's GRDP in 2022 can only be achieved again in 2033 and then can grow again after no longer being the national capital.

One of the Sport Tourism events that contributes to the Tourism sector in DKI Jakarta which is routinely held in Jakarta almost every year is the Jakarta Marathon. This sports activity is very popular and in demand by the public both as participants and as spectators of these sports events both from local and foreign tourists and always contributes to increasing income in the tourism sector, especially in DKI Jakarta.

Jakarta Marathon, the official name of Mandiri Jakarta Marathon, is a marathon held annually in Jakarta, the capital of Indonesia. The marathon is recognized by the Association of International Marathons and Distance Races (AIMS) and the International Athletic Association Federation (IAAF). The marathon is organized by the Ministry of Tourism of the Government of Indonesia. 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 make Jakarta a "world-class" tourist destination, especially in the field of sports tourism. This event is recognized as "the largest joint running activity in Indonesia". About 10,000 people took part in the first marathon of 2013. The number of participants rose to 14,000 in 2014 and 15,000 in 2015. The Jakarta Marathon is divided into a full marathon of 42 km, a half-marathon of 21 km, and a route of 10 km and 5 km.

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		

Source: Inspiro Promoter Mice 2020

The purpose of this study is important in order to realize the goal of developing sports tourism that has reliable prospects to become the leading sector of sports tourism in DKI Jakarta. In particular, the development of sports tourism is expected to have an impact on the tourism sector in DKI Jakarta both now and can support DKI Jakarta after it is no longer the capital of the country.

Based on the background above, the following problems can be identified:

1. As an urban tourism destination, the development of sports tourism potential in DKI Jakarta needs to be developed not only as an annual routine agenda, but further developed as the main destination for various types of sports tourism in order to become a mainstay sector that supports DKI Jakarta.
2. As an urban tourism destination, the development of sports tourism in DKI Jakarta is expected to contribute to the tourism sector in DKI Jakarta both now and as your event in DKI Jakarta.

Based on the background of the problems that have been described above, the problems in this study can be formulated as follows:

How is the Jakarta Marathon Sports Tourism held in DKI Jakarta?

Based on the background and formulation of the problems that have been stated, the objectives of this study are:

To analyze and map the activities of organizing the Jakarta Marathon Sports Tourism in DKI Jakarta.

The scope of this research is to determine the implementation and impact of Sports Tourism in DKI Jakarta as a tourism sector in DKI Jakarta.

METHOD

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. (Moleong Lexy J, 2013) 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. (Mudjia

Raharjo, 2011) 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:

a. In-depth Interviews

An interview or interview is a conversation with a specific intention conducted by two parties.

b. Detailed Documentation

Arikunto (2019) 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.

To determine the direction of theoretical research in qualitative research according to Arikunto (2019) 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. The operational definition of variables in this study is as follows:

Table 3. Operational Definition

Aspek	Fokus	Metode Pengumpulan Data	Sumber Data	Pertanyaan	Situasi Sosial		
					Tempat	Pelaku	Aktivitas
Penyelenggaraan Jakarta Marathon	Proses Perencanaan	Wawancara Mendalam	Pemprov DKI	Bagaimana proses perencanaan dilakukan	Kegiatan rutin berskala internasional	Pemprov DKI	Proses persiapan acara
			Peserta kegiatan	Bagaimana proses keikutsertaan acara	Acara sudah menunjukkan ekspektasi	Peserta kegiatan	Proses pendaftaran
			Sponsor acara	Bagaimana kordinasi dalam perencanaan	Acara sudah menunjukkan ekspektasi	Sponsor acara	Proses persiapan acara
			Tenant Acara	Bagaimana kordinasi dalam perencanaan	Acara sudah menunjukkan ekspektasi	Tenant Acara	Proses persiapan acara
	Proses Pelaksanaan	Wawancara Mendalam	Pemprov DKI	Bagaimana pelaksanaan acara dilakukan	Kegiatan rutin berskala internasional	Pemprov DKI	Proses pelaksanaan
			Peserta kegiatan	Bagaimana pengalaman dalam acara	Acara sudah menunjukkan ekspektasi	Peserta kegiatan	Pengalaman dalam acara
			Sponsor acara	Bagaimana kordinasi dalam pelaksanaan	Acara sudah menunjukkan ekspektasi	Sponsor acara	Proses pelaksanaan
			Tenant Acara	Bagaimana kordinasi dalam pelaksanaan	Acara sudah menunjukkan ekspektasi	Tenant Acara	Proses pelaksanaan
	Proses Evaluasi	Wawancara Mendalam	Pemprov DKI	Bagaimana evaluasi kegiatan dilakukan	Kegiatan rutin berskala internasional	Pemprov DKI	Proses evaluasi acara
			Peserta kegiatan	Bagaimana umpan balik dapat diberikan	Acara sudah menunjukkan ekspektasi	Peserta kegiatan	pemberian umpan balik
			Sponsor acara	Bagaimana evaluasi kegiatan dilakukan	Acara sudah menunjukkan ekspektasi	Sponsor acara	Proses evaluasi acara
			Tenant Acara	Bagaimana evaluasi kegiatan dilakukan	Acara sudah menunjukkan ekspektasi	Tenant Acara	Proses evaluasi acara
Dukungan terhadap pariwisata DKI	Jumlah Kunjungan	Data Sekunder	Pemprov DKI	Bagaimana jumlah kunjungan saat acara	Acara sudah menunjukkan ekspektasi	Pemprov DKI	Wisatawan yang masuk
	Bentuk Partisipasi acara	Data Sekunder	Pemprov DKI	Bagaimana bentuk partisipasi saat acara	Acara sudah menunjukkan ekspektasi	Penyelenggara	Kegiatan yang dilakukan
	Infrastruktur pendukung	Wawancara Mendalam	Pemprov DKI	Bagaimana persiapan infrastruktur acara	Acara sudah menunjukkan ekspektasi	Pemprov DKI	Persiapan yang dilakukan

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 a 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 (Sugiyono, 2017).

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 (2017) who stated that the data validity test in qualitative research includes internal validity tests (credibility), external validity (transferability), reliability (dependability), and objectivity (confirmability).

RESULT AND DISCUSSION

Jakarta Marathon is a marathon race held annually in Jakarta, the capital 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 PLN, the state electricity company, became the main sponsor (and the marathon was named "Electric Jakarta Marathon" at the time) while the Indonesian Athletics Association (PASI) and INSPIRO were among the other partners.

About 10,000 people participated in the inaugural race in 2013; Participation increased to about 14,000 in 2014 and about 15,000 from 53 countries in the 2015 edition.

This section describes the profiles of all informants who participated in the interview with a total of 7 people classified according to gender, position and job title. This informant was chosen because he knew about the implementation of the Jakarta Marathon Sports Tourism in DKI Jakarta and its impact on the Tourism Sector in DKI Jakarta

In this study, to obtain data and information, researchers conducted direct interviews with predetermined informants in order to obtain data and information to answer research problems conducted by researchers. The profiles of informants in this study are:

Informant Angga. A is a Product Manager (Gesits Motor Listrik), which is one of the sponsors of the Jakarta Marathon Sports Tourism in DKI Jakarta. Researchers conducted an interview with A on January 18, 2023.

Informant Dedi Sumardi. DS is the Head of Tourism Industry of DKI Jakarta Province. Researchers conducted an interview with DS on December 5, 2022.

Intan Fahdiana informant. IF is MSB Communication and Protocol PT. PLN (Persero). Researchers conducted an interview with IF on December 8, 2022.

Kevin's informant. K is the LO Committee on Design Officer of the Year 2019. Researchers conducted an interview with K on January 19, 2023.

Ridwan's informant. Rid is the Director of PT. Berkah Nusantara Boga, which is the opening of the F&B Coffe stand in 2022. Researchers conducted an interview with Rid on January 20, 2021.

Rito's informant. Rit is a Regular Participant of Jakmar. He has participated in the Jakarta Marathon Sports Tourism event in DKI Jakarta for three consecutive years, namely in 2018, 2019 and 2022. Researchers conducted an interview with Rit on January 21, 2023.

Informant Yossy Diego. YD is a Staff at the DKI Jakarta Provincial Tourism and Culture Office. Researchers conducted an interview with YD on December 12, 2022.

To make it easier for researchers to create informant profiles which can be seen in the table below as follows:

Table 4. Informant Criteria

Report	Gender	Position & Position
A	Man	Product Manager (Gesits Electric Motor)
DS	Man	Head of Tourism Industry of DKI Jakarta Province
IF	Woman	MSB Communication and Protocol PT. PLN (Persero)
K	Man	LO Committee 2019
Rid	Man	Director of PT. Blessings of Nusantara Boga
Ride	Man	Jakmar Routine Participants
YD	Man	Staff at the DKI Jakarta Provincial Tourism and Culture Office

The implementation or implementation of an event cannot be separated from consisting of three main things, namely preparation (planning), implementation, and post-implementation

evaluation. This is as the researchers got from the coding results on Nvivo as follows.

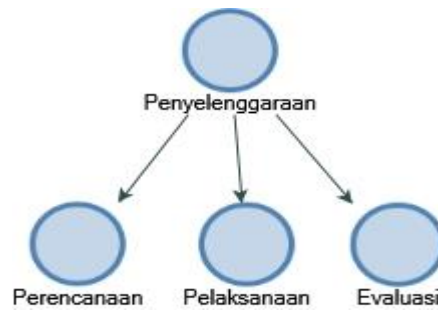


Figure 1. Project Map for Jakarta Marathon Sports Tourism

The key to an activity is at the preparatory or planning stage. Organizing activities should be planned and designed as well as possible. Likewise in organizing the Jakarta Marathon Sports Tourism in DKI Jakarta. The

aspects that are in the planning at the Jakarta Marathon Sports Tourism are based on the results of Nvivo coding which comes from interviews with informants as follows:



Figure 2. Mind Map Planning for Jakarta Marathon Sports Tourism

Based on this picture, 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 at the time of planning.

Planning Process

The planning process of organizing the Jakarta Marathon Sports Tourism in DKI Jakarta

every year is based on the results of Nvivo coding which comes from interviews with informants as follows:

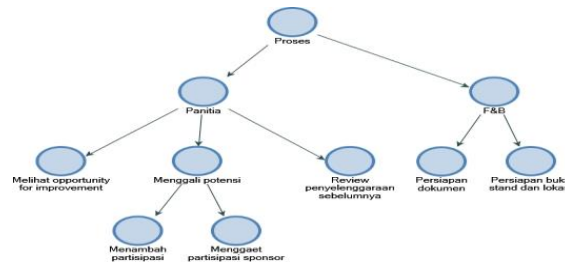


Figure 3. Project Map Planning Process

Based on the results of the Nvivo coding, it can be concluded that the planning process of organizing the Jakarta Marathon Sports Tourism in DKI Jakarta each year is divided into two parts, namely the persiapan carried out 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 the planning of the Jakarta Marathon Sports Tourism in DKI Jakarta each year are based on the results of Nvivo coding which comes from interviews with informants as follows:

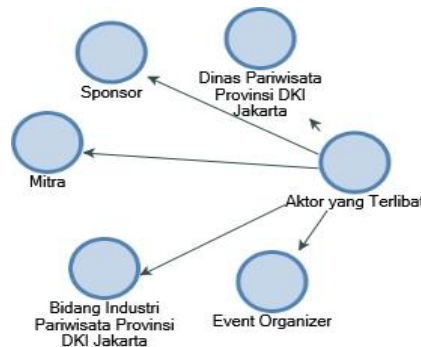


Figure 4. Project Map of Actors Involved in Planning

Based on the results of the Nvivo coding, it can be concluded that those involved in planning activities for the implementation of 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 there are actors who prepare the planning for the implementation of this activity, there is also a person in charge in it. This is based on the results of Nvivo coding derived from interviews with informants as follows:



Figure 5. Project Map in Charge of Planning

Based on the results of the Nvivo coding with regard to the person in charge of organizing the Jakarta Marathon Sports Tourism in DKI Jakarta every year, it was found that the DKI Jakarta Provincial Government and the participating sponsors were the persons in charge.

The timing of planning activities for the Jakarta Marathon Sports Tourism is based on the results of Nvivo coding which comes from interviews with informants as follows:

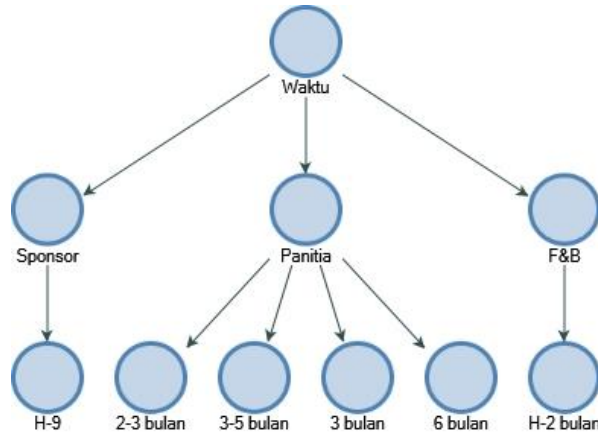


Figure 6. Project Map Time Planning Activities

Based on the results of Nvivo coding above, it is known that various answers from informants regarding the planning time in organizing the Jakarta Marathon Sports Tourism in DKI Jakarta, which includes 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 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 a reference in the implementation of the Jakarta Marathon Sports Tourism in DKI Jakarta every year are based on the results of Nvivo coding which comes from interviews with informants as follows:

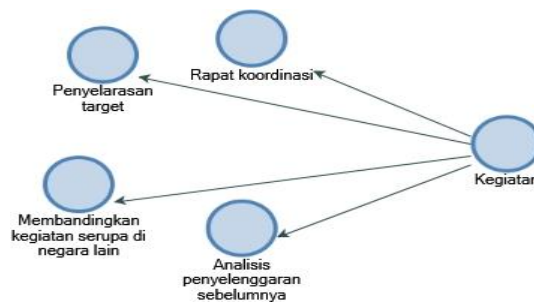


Figure 7

Project Map Planning Activities

Based on the results of Nvivo coding above, it is known that it can be concluded that the activities and programs that become a reference in the implementation of the Jakarta Marathon Sports Tourism in DKI Jakarta in each year 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, as well as conducting coordination meetings with various parties who took part in the implementation of Jakmar.

After completing the planning, it moves to the next stage, namely implementation. Implementation is the core activity of an event

held. The implementation in organizing the Jakarta Marathon Sports Tourism in DKI Jakarta consists of various aspects, such as the results of

the analysis of Nvivo coding that researchers have done, namely.

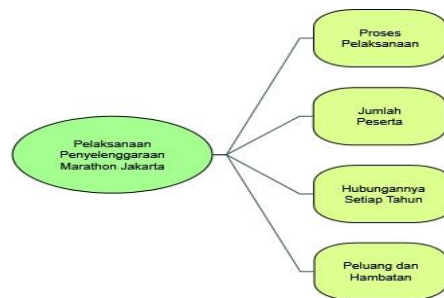


Figure 8. Mind Map of Implementation

Based on this picture, it can be said that the implementation of the Jakarta Marathon Sports Tourism in DKI Jakarta is divided into 4 aspects, namely the implementation process, the number of participants, the relationship in each year,

opportunities and obstacles that occur during the event.

The process of organizing the Jakarta Marathon Sports Tourism in DKI Jakarta every year is based on the results of Nvivo coding which comes from interviews with informants as follows:

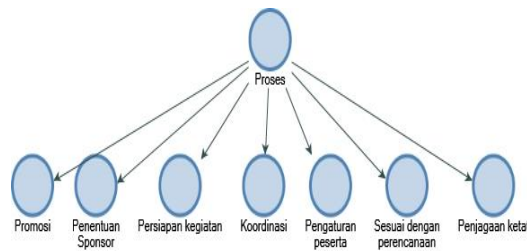


Figure 9. Project Map Implementation Process

Based on the results of the Nvivo 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 schedule of the Jakarta Marathon agenda, 2) the process of determining the sponsors who will participate, 3) the preparation process for the implementation of activities, 3) coordination with the teams and related parties for the smooth running of activities during the process, 4) the process of arranging

participants as well as possible so that unwanted things do not happen, 5) making comfort for the spectators present, 6) the process of strict 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 based on the results of Nvivo coding which comes from interviews with informants as follows:

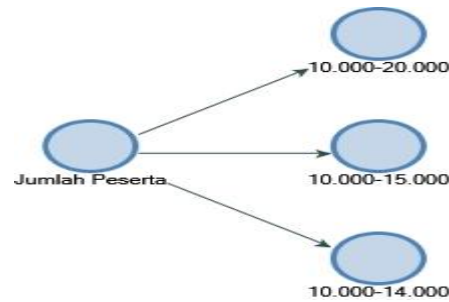


Figure 10. Project Map Number of Participants

Based on the results of Nvivo coding above, it is known that 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 to cause GBK (Gelora Karno) to always be full. Where the participants did not only come from Jabodetabek, but also from outside the area. This is in

accordance with the results of interviews with informants as follows:

The relationship between organizing the Jakarta Marathon Sports Tourism in DKI Jakarta every year is based on the results of Nvivo coding which comes from interviews with informants as follows:

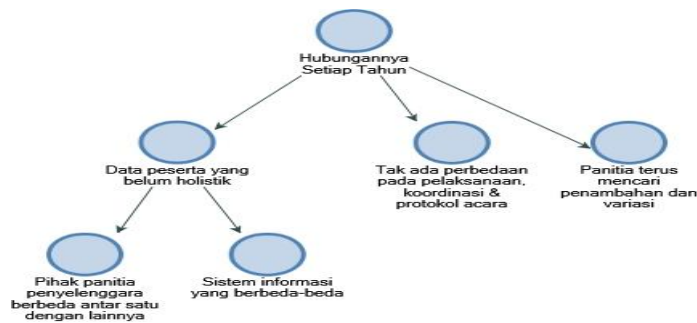


Figure 11. Project Map of Implementing Relationships Every Year

Based on the results of Nvivo coding above, it can be concluded that the relationship between organizing the Jakarta Marathon Sports Tourism in DKI Jakarta every year on the information and data of participants there is still a disconnection between the Jakarta Marathon in each year, due to differences in the organizing committee and information systems that differ from one another when organizing. However, in the implementation, coordination and technical

protocols of the implementation of the event did not have significant differences from year to year, but the organizers continued to look for things that could be added or adjusted to add perfection and variety to the Jakarta Marathon the following year.

An event certainly has an opportunity and obstacles in every management, as well as in organizing this Jakarta Marathon. As researchers get from the results of Nvivo coding, namely:

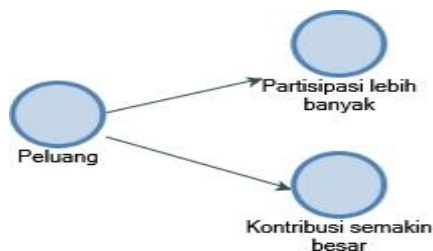


Figure 12. Project Map of Implementation Opportunities

Based on this picture, it is known that the possible opportunities obtained by the event management of organizing the Jakarta Marathon Sports Tourism in DKI Jakarta every year is the

participation of various parties which is more is the main thing. Because the more participation, the contribution to the tourism sector in Jakarta will be greater.

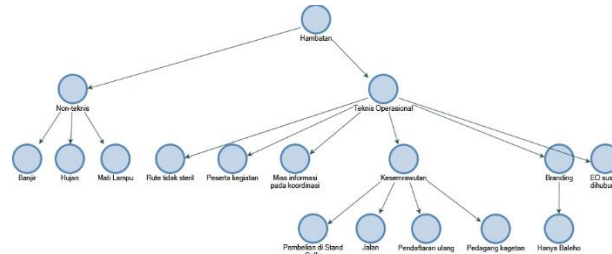


Figure 13. Project Map Obstacles in Implementation

Based on this picture, it is known that the obstacles faced by the event management of organizing the Jakarta Marathon Sports Tourism in DKI Jakarta each year are divided into two obstacles, namely technically operational and non-technical.

Technical operational obstacles during the event and become periodic evaluations after the event from year to year, such as coordination of events that can still occur miss information, where the EO or committee is difficult to contact when needed, as well as obstacles in activity participants both local and foreign, routes that are not sterile from vehicles during the event, and also in terms of branding which only uses baleho without other media, as well as clutter during the event that occurs at the re-registration counters when going to enter the venue, road or marathon route,

purchase of F&B stands and there are also surprised traders, namely traders who suddenly appear in the Jakmar organizing area.

As for non-technical obstacles which are beyond the control of the committee such as sudden natural events, namely rain which then brings flooding so that there is a power out of lights at the time of the event.

After completing the implementation of an event, the organizer and related parties will evaluate as a reassessment of the performance results of an event. The evaluation in the implementation of the Jakarta Marathon Sports Tourism in DKI Jakarta consists of various aspects, such as the results of the analysis of Nvivo coding that researchers have done, namely.



Figure 14. Mind Map Evaluation of Implementation

Based on this picture, it can be seen that the evaluation of the implementation of the Jakarta Marathon Sports Tourism in DKI Jakarta is divided into 4 aspects, namely the process of closing the event, evaluation every year, the actors

who evaluate, and the evaluation results obtained.

The evaluation in the Jakarta Marathon in the closing process every year is based on the results of Nvivo coding which comes from interviews with informants as follows:

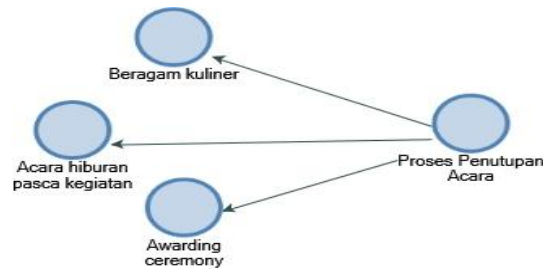


Figure 15. Project Map Event Closing Process

Based on this picture, it is known that the closing process of the Jakarta Marathon Sports Tourism event in DKI Jakarta 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 that can be chosen by the participants

and spectators of the event. This is in accordance with the results of interviews with informants.

The evaluation carried out at the Jakarta Marathon Sports Tourism in DKI Jakarta every year is based on the results of Nvivo coding which comes from interviews with informants as follows:

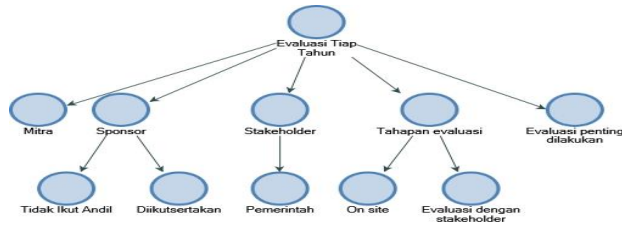


Figure 16. Project Map Evaluation in Each Year

Based on the results of Nvivo coding above, it can be concluded that the 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, namely starting from on site where when the event has just finished, then continued 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 actors who evaluate the implementation of the Jakarta Marathon Sports Tourism in DKI Jakarta every year based on the results of Nvivo coding derived from interviews with informants as follows:

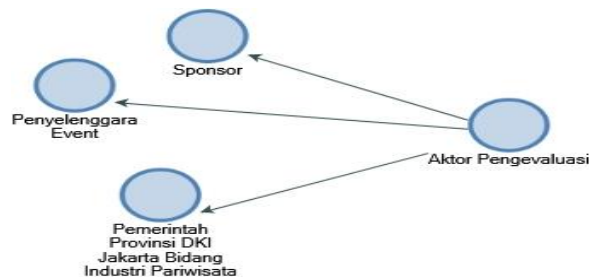


Figure 17. Project Map Aktor Pengevaluasi

Based on the results of Nvivo coding above, it is concluded that those who evaluate the implementation of the Jakarta Marathon Sports

Tourism in DKI Jakarta every year are the DKI Jakarta Provincial Government for the Tourism Industry, the DKI Jakarta Provincial Government

Tourism Office, Event Organizers and participating sponsors. This is in accordance with the results of interviews with informants.

The evaluation results obtained by the Jakarta Marathon Sports Tourism in DKI Jakarta

every year are based on the results of Nvivo coding which comes from interviews with informants as follows:

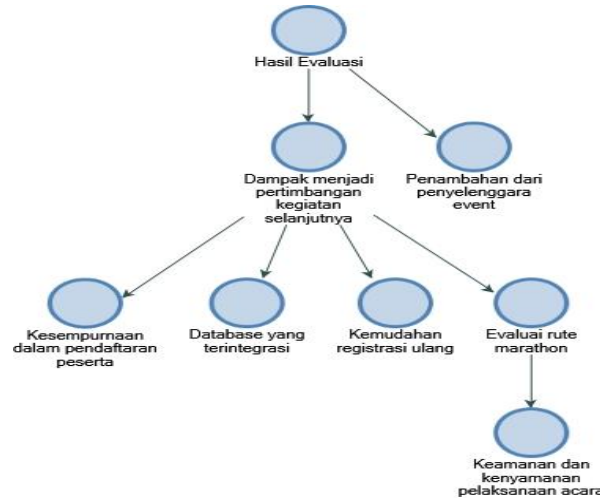


Figure 18. Project Map Evaluation Results

Based on the results of Nvivo coding above, it can be concluded that the evaluation results obtained by the implementation of the Jakarta Marathon Sports Tourism in DKI Jakarta every year are the impact that occurs on the activity, 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 improvements to Marathon routes that participants pass during the activity are for the safety and comfort of the event. In addition, there

is also an additional evaluation from the event organizer or committee.

The holding 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 the implementation was seen from 5 aspects, namely the number of visits, forms of participation, infrastructure, PAD and GRDP, as illustrated from the results of Nvivo coding as follows.



Figure 19. Mind Map of Jakarta Marathon Sports Tourism Contribution

The contribution of Jakarta Marathon Sports Tourism in DKI Jakarta in the number of tourist visits both local and foreign

every year is based on the results of Nvivo coding which comes from interviews with informants as follows:

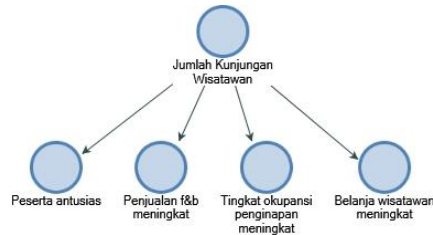


Figure 20. Impact of Jakarta marathon the Number of Visits

Based on the picture above, it can be concluded that the impact of the Jakarta Marathon Sports Tourism in DKI Jakarta in the number of tourist visits both local and foreign every year is that the number of participants and

spectators who attend is 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 5. 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 Jakarta Marathon Sports Tourism in DKI Jakarta in the form of participation in the tourism sector based on the

results of Nvivo coding derived from interviews with informants as follows:

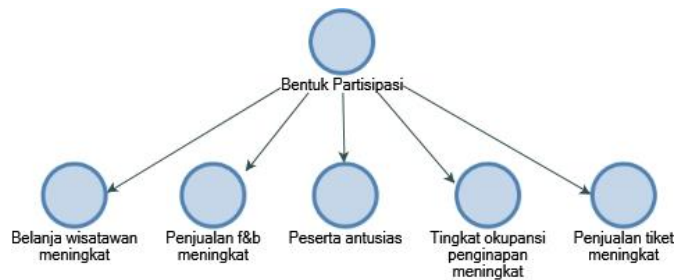


Figure 21. The Impact of Jakarta Marathon on the Form of Participation

Based on the picture above, it can be concluded that 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, thus making an increase in sales in the food and beverage sector, as well as lodging occupancy also

increased, ticket sales and tourists shopping during the event also increased.

The impact of Jakarta Marathon Sports Tourism in DKI Jakarta on infrastructure in the tourism sector based on the results of Nvivo coding derived from interviews with informants as follows:

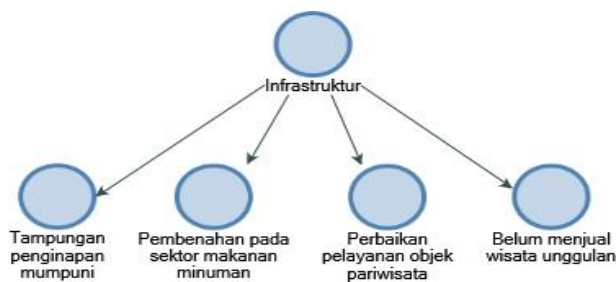


Figure 22. Jakmar's Impact on Infrastructure

Based on the picture above, it can be concluded that the impact of the Jakarta Marathon Sports Tourism in DKI Jakarta in infrastructure in the tourism sector from the lodging side is qualified to accommodate, from the food and beverage sector side there are still several things that can be addressed to accommodate the participating participants. And what is a concern, for example, other tourist objects in Jakarta that are affected during the event, for example the old city or shopping centers that are the destination for participants and spectators in their spare time on the sidelines of the event, it must also be readiness and improvement of services, because it has not yet reached the side of leading tourism in DKI Jakarta.

Internal Validity Test (Triangulation) of Jakarta Marathon Sports Tourism in DKI Jakarta

The planning process of organizing the Jakarta Marathon Sports Tourism in DKI Jakarta every year is divided into two parts, namely the preparations carried out by the committee and the Tenant (Food and Beverage) stand. What the committee did during the planning process for the Jakarta Marathon was to review or re-check the implementation of the Jakarta Marathon Sports Tourism in the previous year regarding its shortcomings and advantages to see again the opportunities that could be obtained and developed and explore the latest potentials to add donors or sponsors to participate in the event to be carried out. Meanwhile, on the F&B side, the

planning process is by preparing contract documents and preparing to open a stand and checking the location of the stand that will stand during the event.

After the planning process is complete, then move on 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 schedule of the Jakarta Marathon agenda, 2) the process of determining the sponsors who will participate, 3) the preparation process for the implementation of activities, 3) coordination with the teams and related parties for the smooth running of the activity during the process, 4) the process of managing participants as well as possible so that unwanted things do not happen, 5) create comfort for the spectators present, 6) a strict guard process during the event. And this implementation process is in accordance with the planning that has been launched before the Jakmar event.

Reliability Test for Jakarta Marathon Sports Tourism in DKI Jakarta

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 the participants did not only come from Jabodetabek, but also from outside the area. This can be seen from the statement of Inspiro Mice Promoter in 2020. Where is the number of Jakarta Marathon Participants in 2013-2021 as shown in the following table.

Table 6. 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		

(Source: Inspiro Promoter Mice 2020)

Meanwhile, the relationship between the implementation of the Jakarta Marathon Sports Tourism in DKI Jakarta every year on the information and data of participants there is still an unrelationship between the Jakarta Marathon in each year, due to differences in the organizing committee and information systems that differ from one another when organizing. However, in the implementation, coordination and technical protocols of the implementation of the event did not have significant differences from year to year, but the organizers continued to look for things that could be added or adjusted to add perfection and variety to the Jakarta Marathon the following year. And the opportunity faced by the event management of 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 contribution to the tourism sector in Jakarta will be greater. Meanwhile, the obstacles faced by the event management of organizing the Jakarta Marathon Sports Tourism in DKI Jakarta every year are divided into two obstacles, namely technically operational and non-technical.

Technical operational obstacles during the event and become periodic evaluations after the event from year to year, such as coordination of events that can still occur miss information, where the EO or committee is difficult to contact when needed, as well as obstacles in activity participants both local and foreign, routes that are not sterile from vehicles during the event, and also in terms of branding which only uses baleho without other media, as well as clutter during the event that occurs at the re-registration counters when going to enter the venue, road or marathon route, purchase of F&B stands and there are also surprised traders, namely traders who suddenly appear in the Jakmar organizing area. As for non-technical obstacles which are beyond the control of the committee such as sudden natural events, namely rain which then brings flooding so that there is a power out of lights at the time of the event.

The process of closing the Jakarta Marathon Sports Tourism event in DKI Jakarta 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 that can be chosen by the participants and spectators of the event. Continued with the evaluation of the implementation of the 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, namely starting from on site where when the event has just finished, then continued with an evaluation with stakeholders. The main event of the Jakarta Marathon is the DKI Jakarta Provincial Government with sponsors and partners who participated 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 for the Tourism Industry, the DKI Jakarta Provincial Government Tourism Office, Event Organizers and participating sponsors. Thus, the results of the evaluation obtained by the implementation of the Jakarta Marathon Sports Tourism in DKI Jakarta every year are the impact that occurs on the activity, making considerations for the Jakarta Marathon activities in the following years such as perfection in participant registration, an integrated database, convenience when re-registration, to providing evaluations and suggestions for improvements to the marathon routes passed by participants 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 (2009) that it is part of event management, which is an organization of an activity organized by a community or institution that is managed professionally, efficiently, and effectively from planning, implementation until the activity is completed. A successful event has five important stages that must be considered, namely: research, design, planning, coordination, and evaluation (Goldblatt, 2002).

The relationship between sports and tourism is inseparable because they can benefit each other. It could be that sports events are held in tourist areas with the aim of providing additional entertainment for tourists, or vice versa

only used specifically to attract local and foreign tourists (Sudiana, 2019). Thus, sports can eventually trigger new businesses such as recreational entertainment venues, restaurants, hospitality, small business development (local accessories become more developed), local food and beverages become better known, and in the end can create jobs.

This is in line with the results of research that explains that the impact of Jakarta Marathon Sports Tourism in DKI Jakarta in the number of tourist visits both local and foreign every year, namely the number of participants and spectators who attend is quite enthusiastic and increasing, f&b sales increase, lodging occupancy rates also increase, the number of tourists shopping during visits also increases. 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, thus making an increase in sales in the food and beverage sector, as well as lodging occupancy also increased, ticket sales and tourists shopping during the event also increased. And the impact of the Jakarta Marathon Sports Tourism in DKI Jakarta in infrastructure on the tourism sector from the lodging side is qualified to accommodate, in terms of the food and beverage sector there are still several things that can be addressed to accommodate participating participants. And what is a concern, for example, other tourist objects in Jakarta that are affected during the event, for example the old city or shopping centers that are the destination for participants and spectators in their spare time on the sidelines of the event, it must also be readiness and improvement of services, because it has not yet reached the side of leading tourism in DKI Jakarta.

The impact of Jakarta Marathon Sports Tourism in DKI Jakarta in the Original Regional Income (PAD) of DKI Jakarta Province every year is not visible due to limited data, although overall it has increased, although in 2016 it had decreased, but the decline was not too far, namely only around 10% from the previous year and the impact of the Jakarta Marathon on DKI Jakarta's Gross Regional Domestic Product (GRDP) It is not visible because of the 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 later increase income, job opportunities and also one of the government's efforts in order to increase the country's foreign exchange income. Tourism, which is said to be the third service industry (tertiary industry), has an important role in employment opportunity policy, especially in developing countries. This is because the increasing demand for tourism every year requires the state to take advantage of these potentials (Spillane, 1987:47).

External Validity Test for The Implementation of Jakarta Marathon Sports Tourism in DKI Jakarta

The implementation or implementation of an event cannot be separated from consisting of three main things, namely preparation (planning), implementation, and post-implementation evaluation. This is as the researchers got from the coding results on Nvivo as follows.

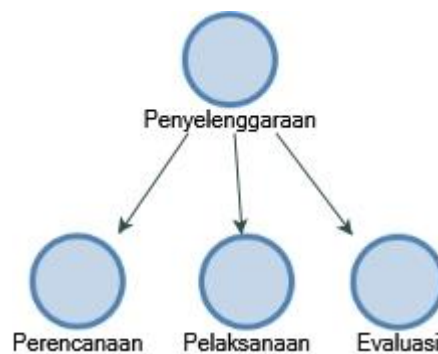


Figure 23. Project Map for Jakarta Marathon Sports Tourism

The holding 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

the implementation was seen from 5 aspects, namely the number of visits, forms of participation, infrastructure, PAD and GRDP, as illustrated from the results of Nvivo coding as follows.



Figure 24. Mind Map of Jakarta Marathon Sports Tourism Contribution

In studies related to the implementation of tourism, especially in sports tourism and its contribution to the tourism sector of the local region, Mapping as shown in Figure 4.24 and Figure 4.25 can be implemented as a whole to analyze a tourism implementation, especially sports tourism.

Objectivity Test of Jakarta Marathon Sports Tourism in DKI Jakarta

An event certainly has an opportunity and obstacles in every management, as well as in organizing this Jakarta Marathon. As researchers get from the results of Nvivo coding, namely:

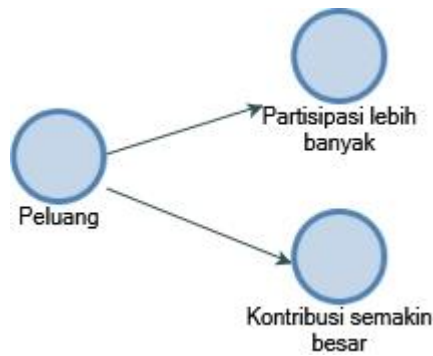


Figure 25. Project Map of Implementation Opportunities

Based on this picture, it is known that the possible opportunities obtained by the event management of organizing the Jakarta Marathon Sports Tourism in DKI Jakarta every year is the participation of various parties which is more is the

main thing. Because the more participation, the contribution to the tourism sector in Jakarta will be greater.

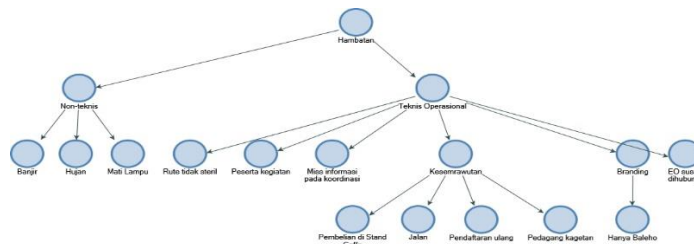


Figure 26. Project Map Obstacles in Implementation

Based on this picture, it is known that the obstacles faced by the event management of organizing the Jakarta Marathon Sports Tourism in DKI Jakarta each year are divided into two obstacles, namely technically operational and non-technical.

Technical operational obstacles during the event and become periodic evaluations after the event from year to year, such as coordination of events that can still occur miss information, where the EO or committee is difficult to contact when needed, as well as obstacles in activity participants both local and foreign, routes that are not sterile from vehicles during the event, and also in terms of branding which only uses baleho without other media, as well as clutter during the event that

occurs at the re-registration counters when going to enter the venue, road or marathon route, purchase of F&B stands and there are also surprised traders, namely traders who suddenly appear in the Jakmar organizing area.

As for non-technical obstacles which are beyond the control of the committee such as sudden natural events, namely rain which then brings flooding so that there is a power out of lights at the time of the event.

The relationship between organizing the Jakarta Marathon Sports Tourism in DKI Jakarta every year is based on the results of Nvivo coding which comes from interviews with informants as follows:

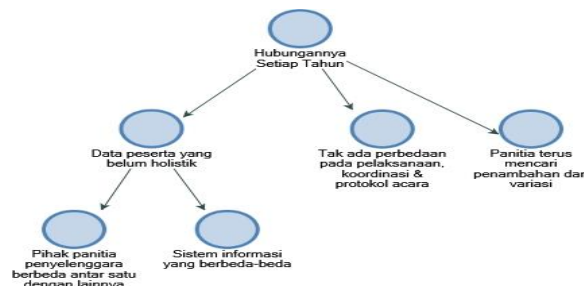


Figure 27. Project Map of Implementing Relationships Every Year

Based on the results of Nvivo coding above, it can be concluded that the relationship between organizing the Jakarta Marathon Sports Tourism in DKI Jakarta every year on the information and data of participants there is still a disconnection between the Jakarta Marathon in each year, due to differences in the organizing committee and information systems that differ from one another when organizing. However, in the implementation, coordination and technical protocols of the implementation of the event did not have significant differences from year to year, but the organizers continued to look for things that could be added or adjusted to add perfection and variety to the Jakarta Marathon the following year.

CONCLUSSION

Based on the presentation of the research results and their discussion in the previous section, conclusions are drawn as summarized below. The implementation of the Jakarta Marathon Sports Tourism in DKI Jakarta starts from

planning, implementing and evaluating after the entire series of events are completed. The planning process of organizing the Jakarta Marathon Sports Tourism in DKI Jakarta every year becomes two parts, namely the preparations made by the committee and the F&B stand. Planning of the committee is by reviewing or re-checking the implementation of the Jakarta Marathon Sports Tourism in the previous year related to its shortcomings and advantages to see again the opportunities that can be obtained and developed and explore the potentials latest to add donors or sponsors to participate in the event to be carried out. F&B planning by preparing contract documents and preparing to open a 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, the DKI Jakarta Provincial Tourism Industry, the Event Organizer, Partners, and Sponsors. And the person in charge is the DKI Jakarta Provincial Government and the participating sponsors. And the time is

approximately D-3 months before the event. So that the activities and programs that become a reference are by analyzing the implementation of previous years, comparing with similar activities in other countries that are in the same international activity, and aligning targets with prospective event organizers.

After the planning process is complete, then move on 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 schedule of the Jakarta Marathon agenda, 2) the process of determining the sponsors who will participate, 3) the preparation process for the implementation of activities, 3) coordination with the teams and related parties for the smooth running of the activity during the process, 4) the process of managing participants as well as possible so that unwanted things do not happen, 5) create comfort for the spectators present, 6) a strict guard process during the event. And the number of participants ranges from 10,000-20,000 people every year.

Meanwhile, the relationship between the implementation on information and participant data still has an unrelationship between the Jakarta Marathon every year, due to differences in the organizing committee and information systems that differ from one another when organizing. And the opportunity faced by the event management of organizing the Jakarta Marathon Sports Tourism in DKI Jakarta every year is the participation of various parties which is more the main thing. While the obstacles are on the technical side of the operation during the event, this is a periodic evaluation after the implementation from year to year.

The process of closing the Jakarta Marathon Sports Tourism event in DKI Jakarta 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 that can be chosen by the participants and spectators of the event. Continued with the evaluation carried out in several stages, starting from on site where when the event was just finished, then continued with an evaluation with the main stakeholders of the Jakarta Marathon

activity, namely the DKI Jakarta Provincial Government Ranks with sponsors and partners who participated during the series of activities. And those who evaluate are the DKI Jakarta Provincial Government for the Tourism Industry, the DKI Jakarta Provincial Government Tourism Office, event organizers and participating sponsors. Thus, the results of the evaluation obtained are the impact that occurs on the activity, making considerations for the Jakarta Marathon activities in the following years such as perfection in participant registration, databases that can be integrated, convenience when re-registration, to providing evaluations and proposed improvements to the marathon routes passed by participants during the activity.

The contribution of Jakarta Marathon Sports Tourism in DKI Jakarta in the number of tourist visits both local and foreign every year, namely the number of participants and spectators who attended was quite enthusiastic and increased, f&b sales increased, the occupancy rate of lodging also increased, the number of tourists shopping during the visit also increased. As for the form of participation, there is an increase in the number of participants and spectators, thus making an increase in sales in the food and beverage sector, as well as lodging occupancy has also increased, ticket sales and tourists shopping during the event have also increased. And in the infrastructure from the lodging side, it is qualified to accommodate, from the food and beverage sector side, there are still several things that can be addressed to accommodate the participating participants. And what is a concern, for example, other tourist objects in Jakarta that are affected during the event, for example the old city or shopping centers that are the destination for participants and spectators in their spare time in between event activities, must also be prepared and improved services. Meanwhile, in PAD and GRDP of DKI Jakarta Province every year experiences an increase which is also due to the existence of the Jakarta Marathon Sports Tourism. Sport Tourism, especially the Jakarta marathon, can become a mainstay tourism sector in DKI Jakarta, but there is still great room for improvement in the future so that it can become a reliable tourism sector in DKI Jakarta.

At the time of planning, it is expected to always review or re-check the implementation of the Jakarta Marathon Sports Tourism in the previous year regarding its shortcomings and advantages so that the shortcomings in the previous year do not occur in the following years. And its advantages can be used as a reference for opportunities so that the Jakarta Marathon can become an even better sports tourism event from year to year.

At the time of evaluation, it is expected to pay attention to the impact that occurs on the activity and make considerations for the Jakarta Marathon activities in the following years to be even better.

The implementation of the Jakarta Marathon every year which always has different events, it is necessary to form a special structure as the person in charge of every sports tourism activity in DKI Jakarta, especially the Jakarta Marathon so that from year to year it is increasingly visible and sustainable (sustain) and can become a mainstay tourism in DKI Jakarta.

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