

Sport Tourism Strategy to Increase Indonesian Tourism: Case Study of Increasing Tourists During the Byon Combat Showbiz 4 Event

Ainil Mardiah¹, I Made Sucipta Adnyana², Nyoman Gede Mas Wiartha³, A.A. Istri M. Septiviari⁴, Dewa Gde Ngurah⁵

Universitas Adzkia, Indonesia¹ Politeknik Pariwisata Bali, Indonesia² Politeknik Pariwisata Bali, Indonesia³ Politeknik Pariwisata Bali, Indonesia⁴
Politeknik Pariwisata Bali, Indonesia⁵
ainilmardiah@adzkia.ac.id

ABSTRACT

This research is a qualitative research with a descriptive approach. Qualitative research with a descriptive approach has the main objective of analyzing and describing each main topic used in this study, namely Sport Tourism, Tourism, Byon Combat Showbiz 4 Indonesia versus Malaysia. The data used in this study are secondary data that researchers obtain from each source that is most often used in qualitative research including scientific articles, books, magazines, and credible websites. The sources mentioned above are analyzed with the stages of data collection, data reduction, data selection, and drawing conclusions. The result in this article show that Byon Combat is currently the combat sport event with the largest exposure in Indonesia. In Byon Combat Showbiz 3, Byon broke the record of more than three hundred thousand pay per view sales, the most in Indonesia and even in Asia and had more than 23 million viewers on YouTube. In Byon Combat Showbiz 4, Byon had a slightly larger number of pay per views than Byon Combat Showbiz 3, namely more than 400 thousand Pay Per Views and more than 24 million viewers on YouTube. In addition, the variety of Byon Combat Showbiz 4 viewers is more diverse than Byon Combat Showbiz 3 because it pits Indonesian vs. Malaysian fighters. Through this platform, many Asian people, especially Indonesia and Malaysia, know more about Indonesia and some viewers also go directly to Indonesia. This can indirectly increase tourism in Indonesia. Moreover, if Byon Combat continues.

Keywords: *Byon Combat, Tourism, Sport Tourism*

ABSTRAK

Penelitian ini merupakan penelitian kualitatif dengan pendekatan deskriptif. Penelitian kualitatif dengan pendekatan deskriptif memiliki tujuan utama untuk menganalisis dan mendeskripsikan setiap topik utama yang digunakan dalam penelitian ini, yaitu Sport Tourism, Tourism, Byon Combat Showbiz 4 Indonesia versus Malaysia. Data yang digunakan dalam penelitian ini adalah data sekunder yang diperoleh peneliti dari masing-masing sumber yang paling sering digunakan dalam penelitian kualitatif termasuk artikel ilmiah, buku, majalah, dan situs web yang kredibel. Sumber-sumber tersebut di atas dianalisis dengan tahapan pengumpulan data, pengurangan data, pemilihan data, dan penarikan kesimpulan. Hasil dalam artikel ini menunjukkan bahwa Byon Combat saat ini menjadi ajang olahraga tarung dengan eksposur terbesar di Indonesia. Dalam Byon Combat Showbiz 3, Byon memecahkan rekor lebih dari tiga ratus ribu penjualan *pay per view*, terbanyak di Indonesia bahkan di Asia dan memiliki lebih dari 23 juta penonton di YouTube. Di Byon Combat Showbiz 4, Byon memiliki jumlah *pay per view* yang sedikit lebih besar daripada Byon Combat Showbiz 3. Selain itu, variasi penonton Byon Combat Showbiz 4 lebih beragam daripada Byon Combat Showbiz 3 karena mempertemukan pejuang Indonesia vs. pejuang Malaysia. Melalui platform ini, banyak orang Asia, terutama Indonesia dan Malaysia, mengetahui lebih banyak tentang Indonesia dan beberapa penonton juga pergi langsung ke Indonesia. Hal ini dapat secara tidak langsung meningkatkan pariwisata di Indonesia. Terlebih lagi, jika Byon Combat berlanjut.

3, yakni lebih dari 400 ribu *Pay Per Views* dan lebih dari 24 juta penonton di YouTube. Selain itu, variasi penonton *Byon Combat Showbiz 4* lebih beragam dibandingkan *Byon Combat Showbiz 3* karena mempertemukan petarung Indonesia vs Malaysia. Melalui platform ini, banyak orang Asia, khususnya Indonesia dan Malaysia, lebih mengenal Indonesia dan beberapa penonton juga langsung ke Indonesia. Hal ini secara tidak langsung dapat meningkatkan pariwisata di Indonesia. Apalagi jika *Byon Combat* berlanjut.

Kata kunci: *Byon Combat*, Pariwisata, Pariwisata Olahraga

INTRODUCTION

According to Law No. 10 of 2009, tourism is a variety of tourism activities supported by various facilities and services provided by the community, entrepreneurs, government and local government (YONA, 2022). Tourism comes from Sanskrit which is a combination of two words, namely *pari* and *wisata*. *Pari* means repeatedly, repeatedly, traveling from one place to another. Tourism is a journey from one place to another. According to (Meyers, 2009) tourism is a travel activity carried out temporarily from the original place of residence to the destination area for reasons not to settle or earn a living but only to have fun, satisfy curiosity, spend free time or holidays and other purposes.

According to (Baiquni, 2016) tourism is an activity or activity carried out temporarily in order to increase insight into the social field of society, the behavioral system of humans themselves with various motivations of interest according to different cultures related to seeking pleasure, including entrepreneurs of tourist objects and attractions and other businesses related to the field. According to Law No. 10 of 2009, Chapter 1, Article 1 concerning tourism, tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, entrepreneurs, government, and local government.

In accordance with the potential owned or inherited from ancestors in a country, then the emergence of various types of tourism that are developed as activities, which over time have their own characteristics. Types of tourism are divided into several types, namely, as follows (Sunarto, 2015):1) Culinary Tourism; Travel activities carried out with the aim of not only wanting to fill and pamper the stomach with a variety of typical dishes from the tourist destination, but also getting an interesting experience is also a motivation. 2) Sports Tourism; Travel activities carried out for active tourists who want to do direct physical exercise. Other activities are called passive activities, tourists who do not do physical exercise, just become sports lovers. 3) Commercial Tourism; Travel carried out to visit commercial exhibitions and fairs such as industrial exhibitions, trade shows and so on. 4) Marine Tourism; Travel activities carried out for water sports such as lakes, beaches, sea water. 5) Industrial Tourism; Travel activities carried out by groups of students or students to an industrial place with the aim of conducting research. 6) Nature Reserve Tourism Travel that is mostly organized by agents or travel agencies that specialize in organizing nature reserve tourism. Protected parks, mountains, regional forests and so on, the sustainability of which is protected by law.

Sporttourism is included in the type of Sports tourism and special interest tourism. Sporting events attract tourists to come to a destination to do various things such as sports activities or just watch the event. Tourists come only to see the sporting event that arises because of interest in the factors in it (Trauer, 2006). Tourists are willing to go through long journeys to be able to have a good vacation by doing sports activities, traveling to see competitions or even both (McManus, 2020). Sports tourism is an individual or group of people who actively or passively participate in sports competitions or recreation. Sport is the main motivation for traveling, although the travel element can enhance the overall experience (Suratmin, 2011). According to (Higham, 2001) sport is positioned as the focus and attraction. In a sense, sport is the first among those that are equal in relation to the other two dimensions.

(Ismayanti, 2010) said that special interest tourism is tourism that offers activities that cannot be done by tourists in general or tourism that requires special skills or special interests to do it, and everyone has their own expertise. Special interest tourism is something that becomes an attraction according to the interests of tourists (Gusti, 2016). Special interest tourism is a tourism activity that is of interest to a group or individual because of dangerous or unique tourism activities. This tourism is more aimed at tourists who have special motivations in traveling, so these tourists are required to have certain special abilities or skills that are in accordance with the special interest tourism attractions that they will visit. Law No. 9 of 1990 concerning tourism states that entrepreneurs of special interest tourism objects and attractions are types of businesses that utilize natural resources and the potential of the nation's arts and culture to create special interest tourism attractions as targets (Darmardjati, 2001).

One example of corner sport tourism is Byon Combat Showbiz 4 Indonesia versus Malaysia. Researchers are interested in analyzing this object because it is considered to have its own uniqueness in the field of tourism and sports. Researchers consider Byon Combat Showbiz 4 to have strong exposure and is able to penetrate the Southeast Asian market and even the world.

RESEARCH METHODS

The explanation from the introduction above shows that the researcher aims to comprehensively analyze one of the Sport Tourism namely Byon Combat Showbiz 4 Indonesia Versus Malaysia as a strategy to improve the tourism industry in Indonesia (Imam Gunawan, 2014). This research is a qualitative research with a descriptive approach (Abdurahman, 2016). Qualitative research with a descriptive approach has the main objective of analyzing and describing each main topic used in this study, namely Sport Tourism, Tourism, Byon Combat Showbiz 4 Indonesia versus Malaysia (Meyers, 2009). The data used in this study are secondary data that researchers obtain from each source that is most often used in qualitative research including scientific articles, books, magazines, and credible websites (HARIADI, 2019). The sources mentioned above are analyzed with the stages of data collection, data reduction, data selection, and drawing conclusions.

RESULT AND DISCUSSION

Tourism and Sport Tourism

According to Law No. 10 of 2009, tourism is a variety of tourism activities supported by various facilities and services provided by the community, entrepreneurs, government and local government (YONA, 2022). Tourism comes from Sanskrit which is a combination of two words, namely *pari* and *wisata*. *Pari* means repeatedly, repeatedly, traveling from one place to another. Tourism is a journey from one place to another. According to (Meyers, 2009) tourism is a travel activity carried out temporarily from the original place of residence to the destination area for reasons not to settle or earn a living but only to have fun, satisfy curiosity, spend free time or holidays and other purposes.

According to (Baiquni, 2016) tourism is an activity or activity carried out temporarily in order to increase insight into the social field of society, the behavioral system of humans themselves with various motivations of interest according to different cultures related to seeking pleasure, including entrepreneurs of tourist objects and attractions and other businesses related to the field. According to Law No. 10 of 2009, Chapter 1, Article 1 concerning tourism, tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, entrepreneurs, government, and local government.

In accordance with the potential owned or inherited from ancestors in a country, then the emergence of various types of tourism that are developed as activities, which over time have their own characteristics. Types of tourism are divided into several types, namely, as follows (Sunarto, 2015) Culinary Tourism; Travel activities carried out with the aim of not only wanting to fill and pamper the stomach with a variety of typical dishes from the tourist destination, but also getting an interesting experience is also a motivation. 2) Sports Tourism; Travel activities carried out for active tourists who want to do direct physical exercise. Other activities are called passive activities, tourists who do not do physical exercise, just become sports lovers. 3) Commercial Tourism; Travel carried out to visit commercial exhibitions and fairs such as industrial exhibitions, trade shows and so on. 4) Marine Tourism; Travel activities carried out for water sports such as lakes, beaches, sea water. 5) Industrial Tourism; Travel activities carried out by groups of students or students to an industrial place with the aim of conducting research. 6) Nature Reserve Tourism Travel that is mostly organized by agents or travel agencies that specialize in organizing nature reserve tourism. Protected parks, mountains, regional forests and so on, the sustainability of which is protected by law.

Sport tourism is included in the type of Sports tourism and special interest tourism. Sporting events attract tourists to come to a destination to do various things such as sports activities or just watch the event. Tourists come only to see the sporting event that arises because of interest in the factors in it (Trauer, 2006). Tourists are willing to go through long journeys to be able to have a good vacation by doing sports activities, traveling to see competitions or even both (McManus, 2020). Sports tourism is an individual or group of people who actively or passively participate in sports competitions or recreation. Sport is the main motivation for traveling, although

the travel element can enhance the overall experience (Suratmin, 2011). According to (Higham, 2001) sport is positioned as the focus and attraction. In a sense, sport is the first among those that are equal in relation to the other two dimensions.

(Ismayanti, 2010) said that special interest tourism is tourism that offers activities that cannot be done by tourists in general or tourism that requires special skills or special interests to do it, and everyone has their own expertise. Special interest tourism is something that becomes an attraction according to the interests of tourists (Gusti, 2016). Special interest tourism is a tourism activity that is of interest to a group or individual because of dangerous or unique tourism activities. This tourism is more aimed at tourists who have special motivations in traveling, so these tourists are required to have certain special abilities or skills that are in accordance with the special interest tourism attractions that they will visit. Law No. 9 of 1990 concerning tourism states that entrepreneurs of special interest tourism objects and attractions are types of businesses that utilize natural resources and the potential of the nation's arts and culture to create special interest tourism attractions as targets (Darmardjati, 2001).

One example of corner sport tourism is Byon Combat Showbiz 4 Indonesia versus Malaysia. Researchers are interested in analyzing this object because it is considered to have its own uniqueness in the field of tourism and sports. Researchers consider Byon Combat Showbiz 4 to have strong exposure and is able to penetrate the Southeast Asian market and even the world.

Sport Tourism Strategy to Increase Indonesian Tourism (Case Study of Increasing Tourists During The Byon Combat Showbiz 4 Event)

Byon Combat is a boxing event that presents the excitement of a sports match combined with entertainment. Who owns Byon Combat? Byon Combat was founded by a content creator named Yoshua Marcellos. Yoshua Marcellos, commonly called Cellos, comes from Jakarta and was born on September 10, 1999. Cellos has collaborated with other content creators such as Raditya Dika and Denny Sumargo. Cellos is the founder and CEO of Byon Combat, a platform that focuses on nurturing young Indonesian athletes. Byon comes from the word beyond which means beyond and combat which means fight. With this name, it is hoped that Byon Combat will not only be a boxing promoter but also a place to find new talents in the sport of boxing. The upcoming Byon Combat event will be held on June 28, 2025. This event will be held at Tennis Indoor Senayan. This event is attended by celebrities and professional boxing athletes (Info, 2025).

Byon Combat is currently the combat sport event with the largest exposure in Indonesia. In Byon Combat Showbiz 3, Byon broke the record of more than three hundred thousand pay per view sales, the most in Indonesia and even in Asia and had more than 23 million viewers on YouTube. In Byon Combat Showbiz 4, Byon had a slightly larger number of pay per views than Byon Combat Showbiz 3, namely more than 400 thousand Pay Per Views and more than 24 million viewers on YouTube. In addition, the variety of Byon Combat Showbiz 4 viewers is more diverse than Byon Combat Showbiz 3 because it pits Indonesian vs. Malaysian fighters. Through this platform, many Asian people, especially Indonesia and Malaysia, know more about

Indonesia and some viewers also go directly to Indonesia. This can indirectly increase tourism in Indonesia. Moreover, if Byon Combat continues to develop until it can become the largest combat sport platform in Asia and the world.

CONCLUSION

Byon Combat is a boxing event that presents the excitement of a sports match combined with entertainment. Who owns Byon Combat? Byon Combat was founded by a content creator named Yoshua Marcellos. Yoshua Marcellos, commonly called Cellos, comes from Jakarta and was born on September 10, 1999. Cellos has collaborated with other content creators such as Raditya Dika and Denny Sumargo. Cellos is the founder and CEO of Byon Combat, a platform that focuses on nurturing young Indonesian athletes. Byon comes from the word beyond which means beyond and combat which means fight. With this name, it is hoped that Byon Combat will not only be a boxing promoter but also a place to find new talents in the sport of boxing. The upcoming Byon Combat event will be held on June 28, 2025. This event will be held at Tennis Indoor Senayan. This event is attended by celebrities and professional boxing athletes.

Byon Combat is currently the combat sport event with the largest exposure in Indonesia. In Byon Combat Showbiz 3, Byon broke the record of more than three hundred thousand pay per view sales, the most in Indonesia and even in Asia and had more than 23 million viewers on YouTube. In Byon Combat Showbiz 4, Byon had a slightly larger number of pay per views than Byon Combat Showbiz 3, namely more than 400 thousand Pay Per Views and more than 24 million viewers on YouTube. In addition, the variety of Byon Combat Showbiz 4 viewers is more diverse than Byon Combat Showbiz 3 because it pits Indonesian vs. Malaysian fighters. Through this platform, many Asian people, especially Indonesia and Malaysia, know more about Indonesia and some viewers also go directly to Indonesia. This can indirectly increase tourism in Indonesia. Moreover, if Byon Combat continues

BIBLIOGRAPHY

- Abdurahman, S. (2016). *Metodologi Penelitian*. Sinar Grafika.
- Baiquni, W. d. (2016). Analisis Potensi Objek Wisata Kampung Kapitan Di Kota Palembang. *Jurnal Swarnabhumi*, 1(1), 30.
- Darmardjati. (2001). Potensi Daya Tarik Wisata Air Terjun Nungnung Sebagai Daya Tarik Wisata Alam. *Jurnal Destinasi Pariwisata*, 3(1), 93.
- HARIADI, A. (2019). *COLLABORATIVE GOVERNANCE DALAM PEBGELOLAAN PARIWISATA PANTAI PASIR PUTIH BIRA KABUPATEN BULUKUMBA*. UNIVERSITAS MUHAMMADIYAH MAKASSAR.
- Higham, H. d. (2001). Sport Tourism: a Framework For Research. *International Journal Of Tourism Research*, 3(2), 45.
- Imam Gunawan. (2014). *Metode Penelitian Kualitatif*. Bumi Aksara.

- Info, R. (2025). *Byon Combat Punya Siapa? Ini Profil dan Informasi tentang Pemiliknya*. Kumparan.Com. <https://kumparan.com/ragam-info/byon-combat-punya-siapa-ini-profil-dan-informasi-tentang-pemiliknya-257PSzX4H0A/full>
- Ismayanti. (2010). Potensi Daya Tarik Wisata Hidden Canyon Beji Guwang Di Desa Guwang, Gianyar Sebagai daya Tarik Wisata Minat Khusus. *Journey*, 2(2), 88.
- McManus. (2020). Potensi Wisata Olahraga Air Sungai Ciherang: Kayak X Water Sport Tourism Potential Ciherang River. *Jurnal Ilmu Olahraga Dan Kesehatan*, 3(1), 11.
- Meyers, K. (2009). *Pengetahuan Dasar Ilmu Pariwisata*. Pustaka Larasan.
- Sunarto, P. d. (2015). Potensi Jawadah Takir Sebagai Atraksi Wisata Gastronomi Di Desa Panjalu Kecamatan Panjalu Kabupaten Ciamis. *Jurnal Industri Pariwisata*, 4(1), 34.
- Suratmin. (2011). persepsi wisatawan terhadap potensi pariwisata olahraga wahana canyoning. *Tourism Management Perspectives*, 3(1), 28.
- Trauer. (2006). Potensi Wisata Olahraga Air Sungai Ciherang: Kayak X Water Sport Tourism Potential Ciherang River: Kayaking X. *Jurnal Ilmu Olahraga Dan Kesehatan*, 10(1), 19-30.
- YONA, A. (2022). *PENGARUH POTENSI SPORT TOURISM TERHADAP PENGEMBANGAN WISATA MINAT KHUSUS (STUDI KASUS AIR TERJUN SAGHASAH BATANGKHUGAN KECAMATAN PALEMBAYAN)*. UNIVERSITAS ISLAM NEGERI (UIN) MAHMUD YUNUS BATUSANGKAR.