

## Instagram usage in destination branding through sports event : Study of Mandalika 2021 World Superbike

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### Abstract

International sports events can be utilized by the host city or region to form destination branding. Social media become the important tools for branding activities. This article aims to analyze the social media, focus on Instagram usage in Mandalika destination branding through the 2021 World Superbike (WSBK) sports event. WSBK 2021 become the first world-class race event held in Mandalika, and there are a number of other negative issues ahead of WSBK 2021. This research uses a qualitative method with primary data is interviews with representatives from the Indonesia Tourism Development Corporation (ITDC). Research results shows ITDC use Instagram @itdc\_id as the main platform to promote Mandalika to form destination branding. The theme of content uploaded on @itdc\_id are about tourist attractions in Mandalika and information about circuit readiness. ITDC regulates Instagram uploads for weekdays are spots that can be used for sports activities, while for weekends information about WSBK races, for example regarding circuit readiness or rules for spectators. During the series of race days, ITDC didn't even upload content related to the races in order to avoid copyright issues. Based on secondary data from observation towards ITDC's Instagram posted and Google Trends analytics shows the internet user pay lower attention to the sport tourism theme. Internet users more interested in race-related information.

**Keywords :** destination branding, social media Instagram, sport event, Mandalika, World Superbike 2021

### Introduction

Indonesian government has designated the Mandalika Special Economic Zone (SEZ), in West Nusa Tenggara (Nusa Tenggara Barat , written with NTB hereafter) Province, as a sports tourism destination. The Minister of Tourism and Creative Economy, Sandiaga Uno, said that Mandalika is a super priority destination that focuses on sports tourism. Main Director of the Indonesia Tourism Development Corporation (ITDC), Abdulbar Mansoer explained that Mandalika was indeed prepared for sports tourism. Several sports areas have been prepared, such as running tracks, parasailing, golf courses, and the Mandalika circuit racing track (Kemenparekraf, 2021). The Governor of West Nusa Tenggara, Zulkieflimansyah, stated that Mandalika's success in holding international races such as MotoGP has made Mandalika a global brand destination for world sporting events (Pemerintah Provinsi Nusa Tenggara Barat, 2022). Sport events were increasingly has been used to promote their host city branding. Events might serve in a variety of capacities in relation to the destination brand, such as cobranding partners, brand extensions, and brand features. All event must be cross-leveraged with others in the destination's event portfolio, including with the destinations various sporting activities and attractions, in order to be appropriately included into destination branding (Chalip & Costa, 2005). Another study shows the positive impact of sport event image on destination image. The image of the sport event was a significant predictor of satisfaction with the overall event experience. But on the other side, the destination image also be affected with visitors past experience with the destination (Kaplanidou & Vogt, 2007). This article aims to analyze the use of social media Instagram for destination branding Mandalika through World Super Bike 2021 (WSBK 2021) race. The differences from the previous research (written on the next part) is this article focus on WSBK 2021 event, as the first international sport events held in Mandalika circuit was World Super Bike (WSBK) 2021 and would get more attention because it is the final series and title decider for 2021 season (CNN Indonesia, 2021). There were some problems that could lead challenge and obstacles

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in branding activities. Before the race, there was negative issues on the illegal opening of a Ducati cargo box (Tempo.co, 2021).

Outside the racing or sport context, there was allegation from United Nations UN Special Rapporteur on Extreme Poverty and Human Rights Olivier De Schutter previously assessed that the development of the Mandalika National Tourism Strategic Area (KSPN) or The Mandalika, saying that it has violated human rights. Second issue was the illegally (Kompas.com, 2021). On a broader context, WSBK itself less popular than Formula One and MotoGP because lack of high profile riders compete in this championship. WSBK needed former MotoGP stars to increase their popularity (Duncan & Moro, 2018).

There are several previous researches about Mandalika brand image, that tend to highlight the MotoGP 2022 events. MotoGP riders increase the Mandalika and Lombok and Indonesia image, by their positive comments about the circuit and their post their activities in leisure time in Lombok (Rahmadana & Prakoso, 2022). Survey held by Nugroho and Pradini (2022) shows city branding and MotoGP sports events simultaneously have a positive and significant influence on the decision to revisit tourists to Mandalika. The presence of the rain handler nicknamed "Mbak Rara" at MotoGP 2022 series attract attention from many national and international media outlets, even the MotoGP official Twitter account posted about "Mbak Rara". It gives indirect affect to promote the cultural tourism of Nusa Tenggara Barat. Rain handler is regional local wisdom in an area dominated international events modern feel of course makes its own value in terms of promotion tourism especially cultural tourist (Kariana et al., 2022).

Chotijah (2021) focused on how ITDC manage media relations activities to prevent negative issues about the uncertainty of Mandalika circuit became the host of 2021 MotoGP Series (at that time Mandalika status was reserve date). ITDC held press conferences, media releases, and increase the news in popular media. Media strategy held by choosing key opinion leaders as the news sources and use the internal media, paid media, social media, endorsement, make a relationship with local, national, and international media that have high exposure and credibility, in order to change the public opinion from doubtful and pessimistic to optimistic and support for the Mandalika.

Another research about build another city's image through motor sport event. Mahrani et al. (2020) discuss about how build the image of Semarang City through Motocross World Championship. The key informant is Lightning Production as the organizer of the motocross grand prix championship. The findings focus on how they held the event itself, make the spectators satisfied with comfortable seats, access, and food and beverages tenant, fan meeting session and provide the amusement and cultural shows. In communication planning, Lighting Production collaborate with Semarang govt, Chief of Indonesia Motor Association (IMI), and Youthstream as an official promotor of the MXGP. The success to host the motocross world championship has influenced the perception, choice, behavior and satisfaction of customers, investors or visitors in watching the automotive sport event.

Destination branding in this article use the definition introduced by Almeyda-Ibáñez and George (2017) that stated: *Destination branding is the set of marketing activities that (1) support the creation of a name, symbol, logo, word mark or other graphic that readily identifies and differentiates a destination; that (2) consistently convey the expectation of a memorable travel experience that is uniquely associated with the destination; that (3) serve to consolidate and reinforce the emotional connection between the visitor and the destination; and that (4) reduce consumer search costs and perceived risk. Collectively, these activities serve to create a destination image that positively influences consumer destination choice.*

Branding become the important marketing activities for the destination marketers, because nowadays tourists tend to seek lifestyle fulfilment and experience rather than recognizing the tangible aspects of the destination product such as accommodation and attraction. As a result, the need for destinations to create a unique identity – to differentiate themselves from their competitors – is more critical than ever (Morgan and Pritchard, 2004). There would be several organizations and/or companies involved in brand destination activities. The focus of brand's birth on the interaction process is similar to service companies, employing a number of actors. The customer

collects brand contacts in service situations and interactions, not only with one company but with several companies and other actors' processes (Moilanen and Rainisto, 2009).

Destination image can be effectively managed through efficient advertising and public relations through promotional instruments such as the Internet in association with the event (Kaplanidou and Vogt, 2007). In particular, social media become one of the important things in destination branding. There has been a rapid increase in scientific production on destination branding and social media since 2018. A variety of qualitative research run to indicate the interesting issues referring to destination branding in tourism and social media (Tran & Rudolf, 2022).

With the advent of social media and the increasing use of Instagram, it has been observed how images posted on the web can influence how the destinations are seen, experienced and remembered. All of this has meant that tourist destination managers, sports events organizers and users have opened up new communication channels to project destinations and their most important characteristics, for example region of Osona in Barcelona (Spain) use social media especially Instagram to position themselves as a sports tourism destination. Every year, Osona hosts more than 23,800 participants distributed in 95 outdoor sporting events. contents posted by both the participants and the organizers contribute to the creation of destination image. With respect to engagement, the results show that the organizers' posts receive more likes than those of the participants, while the participants' posts receive more comments (Taberner & Juncà, 2021). Another research also discusses about the sport events organizer named Swiss E-Prix Operations AG therefore built a web of fan-engaging activities to reach and engage the target groups and to develop the interest among young, environmentally progressive and social media-savvy fans in Zurich E-Prix race. The internet also to spread the idea of green values as the main idea of Formula E-Prix (Bjerke & Naess, 2021).

### **Method**

This article use descriptive qualitative with constructivism paradigm. Research questions with the question word "how" are usually used to describe a process and are descriptive in nature descriptive method as fact finding The aim is to learn problems in society, as well as procedures that apply in society and certain situations including relationships, activities, attitudes, views, and ongoing processes and the influences of a phenomenon (Berger, 2016). The aim of this study is to know how ITDC carried out the branding strategy for Mandalika Special Economic Zone as sport tourism destination in held WSBK 2021 will be achieved.

The research use interview as the data collecting technique. Interviews are one of the most widely used and most fundamental research techniques. It enable researchers to obtain information they cannot gain by observation alone (Berger, 2016; Jensen, 2021). Interviewees can be approached as well-placed sources like the representative from the organization (Jansen, 2021). The key informants for this research are : (1) Mr. Made Pari as site-off operation manager of the Indonesia Tourism Development Corporation (ITDC) and (2) Ms. Intan Febrika as stakeholder and public relation officer of the Indonesia Tourism Development Corporation (ITDC). Interview held on ITDC Mandalika Office on December 2021 and June 2022.

The consideration in selecting key informant based on Stokes (2007) idea that the researcher can use only a limited number of informants, as long as the informants have good knowledge related to the research topic. The researcher uses semi-structured interviews, where the interviewer has sent the written list of questions to the informant. After gaining the permission and interview was held, interviewer also try to ask more question the interviewee's answer (Jensen, 2021).

To enrich the data, authors used several documents from the institutions which are related to the research. Document study is a complement to the use of observation and interview methods in qualitative research. This research uses external documents, namely in the form of information published to the public (Nilamsari, 2014), in the form of uploads and releases from ITDC regarding the 2021 WSBK.

## Results And Discussion

### Destination Branding by ITDC through WSBK 2021

There are three components of city branding concepts (Almeyda-Ibáñez & George, 2017) that fulfilled the activities held by ITDC. First, ITDC create the symbol, logo and visual materials to brand related with WSBK 2021. In this occasion, ITDC launches two logos, first Mandalika GP Series for the race and second Mandalika Xperiences to supplementary events in WSBK such as music concert, art and culture festival, and other sport events (ITDC.co.id, 2021). The caption was written directly by the ITDC social media team. The Mandalika GP Series logo was designed by MGPA, while the WSBK logo is the logo from Dorna Sports according to Dorna regulations.



Image 1 : Mandalika GP Series Logo Launching, posted on Instagram @ITDC\_ID

On the consistency in built the memorable travel experience, ITDC posted many messages about the tourism spot in Mandalika, especially for sport activities. As Chalip and Costa (2005) writes all event must be cross-leveraged with others in the destination's event, including with the destinations various sporting activities and attractions. One of the example is ITDC posted about the beach in Mandalika that suitable for surfing. This message was posted on June 12, 2021 or around four months before the WSBK 2021. Meanwhile for to reinforce the emotional connection, author admit did not gain the data about responses from the Mandalika tourist/visitors. But based research concludes city branding and tourism events simultaneously have a positive and significant influence on the decision to revisit tourists to Mandalika. (Nugroho & Pradini, 2022)

Mandalika has been designated by ITDC as a sports tourism destination that hosts sporting events. Sport tourism selected as the brand of Mandalika, because this area have landscape that suitable for sport, such as stunning beach and hills. It also features a beach that is suitable for surfing and an appealing hill view for jogging or cycling. Additionally, hosting sporting events is thought to be the best way to promote this area. Sport tourism destination branding helps tourists identify Mandalika as the destination and differentiates it apart from other tourist destinations. As informant 2 explained :

"As for Mandalika, ITDC carries the concept of sport tourism with the attractiveness of a beautiful view and then builds good infrastructure in the area to attract investors. ITDC initially wanted to hold an out-of-the-box event, therefore the first international automotive event in the Mandalika area was held, namely WSBK"



Image 2: post about the location to do the sport activities. Posted on June, 2021

Mandalika branding as sport tourism destination offers the Pertamina Mandalika International Circuit as a venue for sporting events, mainly automotive events such as WSBK and MotoGP. By holding the first international sports event in the Mandalika Special Economic Zone people could remember that Mandalika is a sport tourism destination that provides services to witness international motorcycle racing events while also traveling by visiting various attractions, sport facilities, and destinations in the Mandalika area due to the sports event race and raise the awareness. As informant 2 explained :

“Through branding Mandalika Special Economic Zone as sport tourism destination by hosting WSBK, we want to achieve our goal which is raising brand awareness from public and positioning Mandalika as sport tourism destination that has great sport facilities and sports event held there. The result shown that we successfully achieved it.”

#### **ITDC Role in Branding Activities on WSBK**

There are two main organizations involved in branding activities for WSBK 2021. First is ITDC itself, and second is Dorna Motorposrt. Each organizations has its own scope of responsibilities. In short, Dorna Motorsport responsibilities is on the race-related things, and ITDC outside the race. In doing the branding, ITDC appoint third party named PT Dyandra Promosindo. As explained by informant 1 to the researcher :

Dorna Sports is the main event's organizer. Dorna's criteria for holding an international class event include a circuit, an international airport, a port, other access points, great public facilities, medical and crisis centers. Finally, in 2018, we reached an agreement and signed the deal. Mandalika Grand Prix Association (MGPA) is a subsidiary of ITDC. This MGPA was created to be the ITDC's organizer of this international event. Meanwhile, PT. Dyandra Promosindo has been the marketing partner for this international event held in Mandalika

Informant 1 and informant 2 give more explanation about differences role between Borna and ITDC in publication and promotional aspects. Informant 2 take example on different access and theme of issue for media that got accreditation from Dorna and ITDC. Dorna-accredited media get access to media to gain information about race; meanwhile ITDC -accredited media get acces to area around the circuit.

Dorna Sports is fully responsible for global media access, while we work with for local media (printed media and electronic media)...Media accredited by Dorna specifically discusses automotive, while media accredited by ITDC discusses Mandalika such as micro-small and medium-enterprises (MSMEs), regional information, concerts at the event. Dorna-accredited media, special access in the paddock, opportunity to interview drivers directly, facilities to work. ITDC-accredited media have access to work in the inner circuit area near the concert stage and food stamps.

#### **Instagram Become The Most-used Platform by ITDC**

ITDC, which has established a subsidiary to do branding, promotion, and manage the event in Mandalika, namely MGPA in collaboration with other parties such as PT. Dyandra Promosindo for promotion and ticket sales, media partners for event publications. Therefore in this stage, every



institution executes activities in accordance with the plan that has been prepared.. As informant 2 explained :

We carry out promotional activities starting from press releases as the material for websites and social media to promote Mandalika at this event. We are doing the promotion through social media, namely Instagram. We also work with other ministries

Informant 2 stated that the target of WSBK 2021 branding specifically are *“those who lives in Indonesia and those who have interested in sport and tourism”*. Informant 2 added through branding Mandalika Special Economic Zone as sport tourism destination by hosting WSBK, we want to achieve our goal which is raising brand awareness from public and positioning Mandalika as sport tourism destination that has great sport facilities and sports event held there..

ITDC conduct several activities to do destination branding for Mandalika as a sports tourism destination that conducts sporting events. In the early phases of market analysis and strategic recommendations, ITDC produced an initial strategy for branding in media such as the company's official website and social media, particularly Instagram, which is maintained by the corporate secretary division of the digital media unit, and the key visual designed by MGPA team. Secondly, ITDC developing brand identity by creating Mandalika as a sport tourism destination which held international sport events namely Mandalika GP Series. On the third stages, ITDC introduced and launched the logo of the event on the official Instagram account. ITDC also use the website addressed in <itdc.co.id> but it is only to publish information about the preparation of the location, the readiness of the organizer in WSBK 2021.

On the day heading for the race day, the website are full of information about the rules and directions for the spectators. Based on the fact, this article only focus on the Instagram. As informant 1 explained :

Of course, we were doing social media branding and promotion. Through ITDC's Instagram account, @itdc\_id, official Mandalika GP series account @themandalikagp which is handled by MGPA, as well as PT. Dyandra's account, @dyandrapromosindo. The Ministry of Tourism and Creative Economy also promotes the event on their account, @kemenparekraf.ri, whereas each social media team for each institution sets the posting schedule.

Informant 2 added the different content that posted in MGPA's Instagram and ITDC's Instagram. For Instagram, MGPA uploads content specifically about racing. Content that aims to promote the Mandalika area in the WSBK is uploaded by ITDC in the form of the natural beauty of Mandalika every weekend. Informant 2 said the reason on why ITDC only use Instagram for promoting Mandalika through WSBK 2021 because the restrictions from Dorna as the event organizer of WSBK especially for video content. The restrictions come because of copyright reason. Actually, ITDC did not get any particular formal guidelines from Dorna. But Dorna always communicate with ITDC to asks about the content, even hashtags. As informant 2 explains

During WSBK, ITDC did not promote anything through YouTube. Due to the strict regulations from Dorna regarding the logo and the limited time for promotion, ITDC chose not to use YouTube. Dorna always monitors posts on social media and websites, there is a special media team who always communicates in groups and e-mails. Dorna does not require what type of content to post. There are no rules regarding social media content from Dorna other than the logo and size...but they always ask for proof of work that has been done either before or during the WSBK implementation. ....In fact, Dorna sometimes asks ITDC what the hashtag is.

#### **Particular Content in Weekdays and Weekends**

Types of posts uploaded to Instagram feeds and stories before the race day are various. On the beginning, content uploaded mostly information for boosting ticket sales, mostly use the teasers from the racing team. Example about post by ITDC is trivia about the Mandalika circuit.

“Examples of content uploaded such as information for boosting ticket sales. Prior to the implementation of WSBK, the team issued more teasers to raise awareness of WSBK 2021 and Mandalika, to make traffic rise so that there was hype. During the 3 days of WSBK, the team issued a press release which was then converted into ITDC social media content”

This is an example of Instagram content uploaded from Monday-Friday. The nature of the content on weekdays is more formal, but still in line with the aim of promoting the Mandalika area and the WSBK event. On weekdays, usually content in the form of collaboration between ITDC and other agencies in the context of branding Mandalika as a sport tourism destination will be uploaded. ITDC applied several hashtags and special content in particular day.. As informant 2 explains::

“ITDC applies rules for content in captions such as special hashtags that are routine, such as #ITDC and the tagline #CreatingDestination #TheMandalika and the event hashtag #WSBK.....During weekdays there are more formal content, such as ITDC opening partnerships with sponsors whose aim is also to promote the region. ITDC has special content on Instagram every Wednesday #BicaraWisata associated to promote Mandalika before and during the 2021 WSBK event.”



Image 3 : Weekday content, information about the Mandalika track (source : Instagram @itdc\_id)

At the weekend, ITDC will re-upload about ticket sales, while trivia in the form of content in feeds and stories about Mandalika as a tourist destination. In this post, it is explained that Indonesia has natural wealth and cultural diversity. This post works with the government to promote the beauty of Indonesia and move the national tourism industry. As stated during the interview with ITDC representative: *“Content that aims to promote the Mandalika area in the WSBK is uploaded by ITDC in the form of the natural beauty of Mandalika every weekend.”*

During WSBK, the uploaded content is in the form of promotion of sports tourism activities that can be done in the Mandalika Special Economic Zone and only a few content related to the race (example the rules for the spectators. Instagram link :<https://www.instagram.com/p/CWFVm7FBO3e/>). The examples can be found on two posts below, that explained that tourists can run, swim, cycle, trekking, and surf. There are also other posts containing videos that aim to welcome Mandalika, in this post ITDC invites viewers to briefly see the beauty of Mandalika as a sport tourism destination As informant 2 stated :

Prior to the implementation of WSBK, the team issued more teasers to raise awareness of WSBK 2021 and Mandalika, to make traffic rise so that there was hype. During the 3 days of WSBK, the team issued a press release which was then converted into ITDC social media content. For Instagram, MGPA uploads content specifically about racing. Content that aims to promote the Mandalika area in the WSBK is uploaded by ITDC in the form of the natural beauty of Mandalika every weekend.

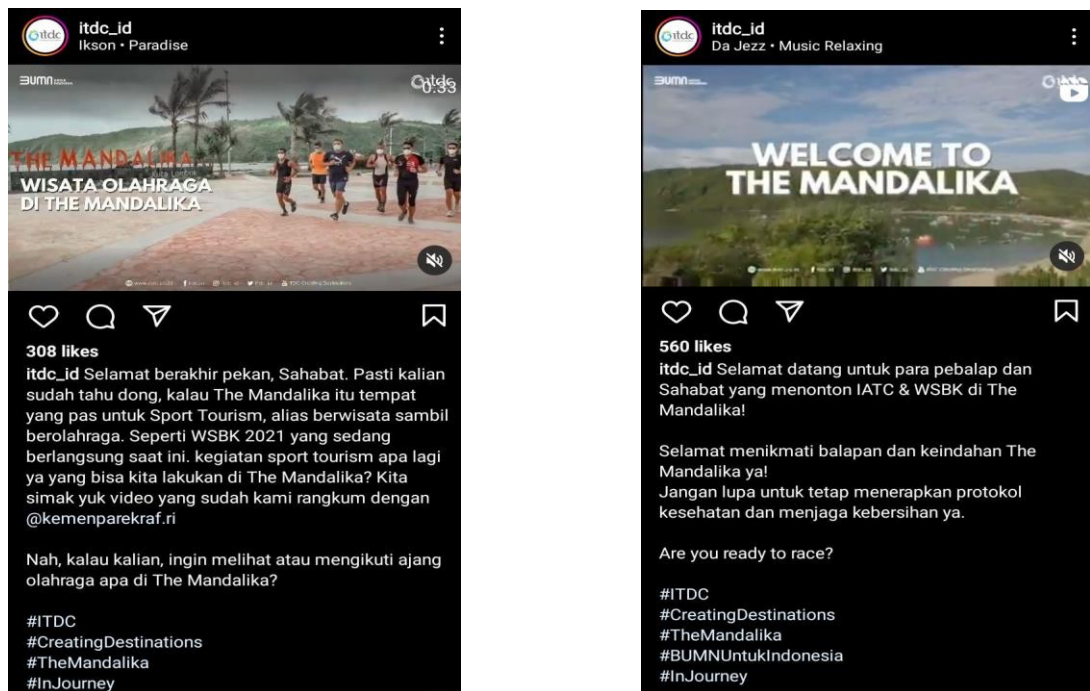


Image 4 : ITDC post on the race day . The content use WSBK on the caption, but the content are not about the race at all (source : Instagram @itdc\_id)

Heading the WSBK event, ITDC also posted several content to clarify the negative issue. The example below use one phrase “...kami anti pesimis...” (we are not pessimistic) about the readiness of Mandalika track. The Instagram posted contains of video with several key message that the track have fulfilled the requirements for held international race and built with carefully. ITDC should do the issues management because there are many negative issues held Mandalika on 2021.

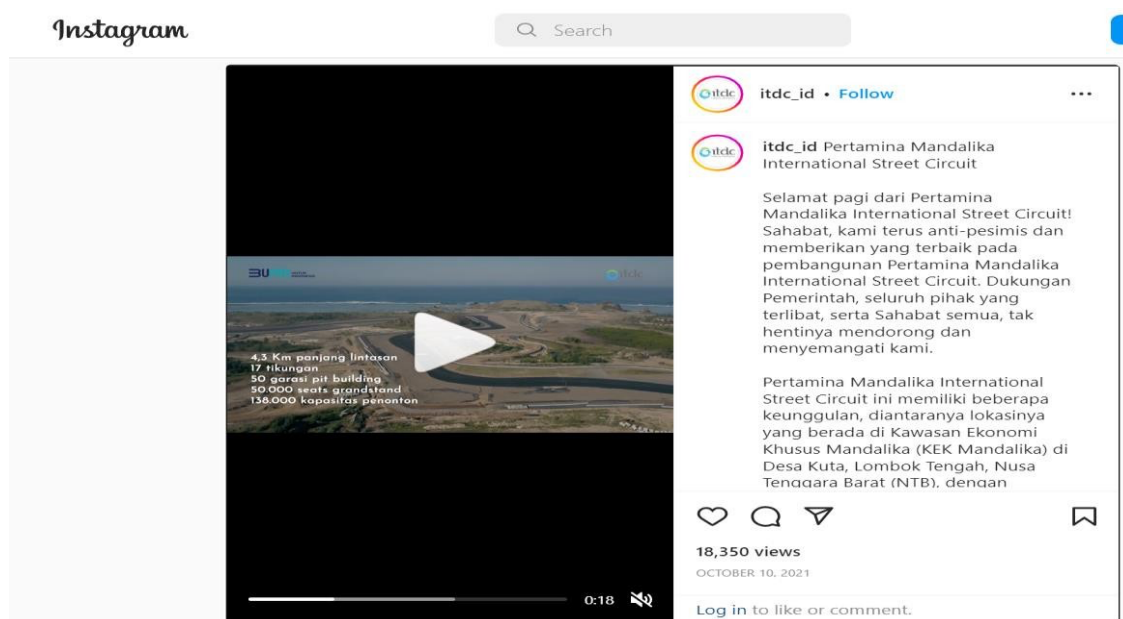




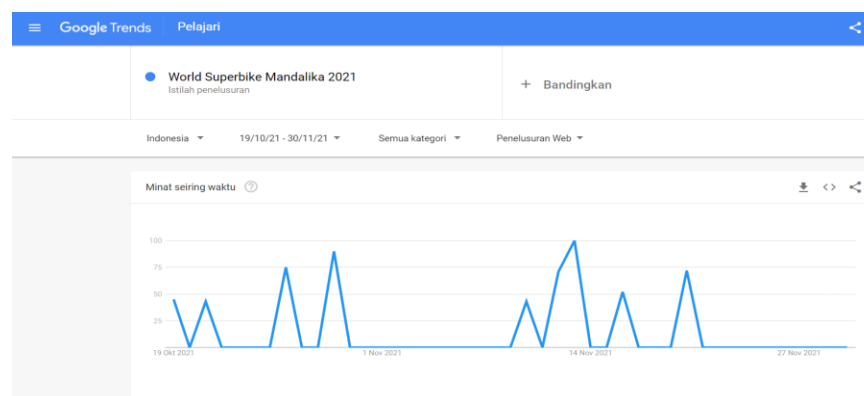
Image 5 : video posted on Instagram ITDC ID showing the progress of Mandalika circuit. It tend to raise optimism that Mandalika are ready to held the race

Authors use the academic literature and search using Google Trends as the discussion materials. ITDC decision in use Instagram as branding tools confirms idea that social media become one of the important things in destination branding (Tran & Rudolf, 2022). Our findings show different things than Bjerke and Naess (2021) and Taberner and Junca (2021) that stated that social media could built fan-engaging activities to reach and engage the target groups and to develop the interest among young, environmentally progressive and social media-savvy fans. ITDC face challenge because the restrictions from the Dorna as WSBK organizer, so it make ITDC could not maximize the content related to the race for their branding destination message,

Internet user response towards ITDC post about sport tourism in the time frame of WSBK 2021 is lower than the ITDC post about race-related things. As the example (by the screenshot/print screen) on findings, the views and likes for the post related to the tourism spot or sporting activities less than 700 views and/or likes. Meanwhile the post related to the race get thousand views or likes, even the amount is more than 18.000 views.

Our data confirm that the popularity of sport could influence the internet users interest (Kariana, et.al. 2022). If we compare with previous research held by Nugroho and Pradini (2022) shows that city branding and MotoGP 2022 have a positive and significant influence on the tourist's decision to revisit Mandalika. It is worth noting that the survey held on the context of MotoGP, that have more popularity than WSBK.

To enrich the data, author use Google Trends with the keywords “World Superbike Mandalika 2021”, “WSBK 2021” and “Mandalika” , the time frame from October 19<sup>th</sup>, 2021 until November 30<sup>th</sup>, 2021. The starting date refers to the time when ITDC launch logo for Mandalika GP and Mandalika Xperience; and the end date refers to the end of the months (note : the WSBK 2021 held on October 17<sup>th</sup> – October 19<sup>th</sup>). The scope is on Indonesia, because the target for promotion and branding is Indonesian people. The trend for “World Superbike Mandalika 2021” and “WSBK 2021” was fluctuative, and there were tendencies to rise and reach it's peak (point 100) a week heading to the race day. But after the race, the trends was very low (see Image 7)



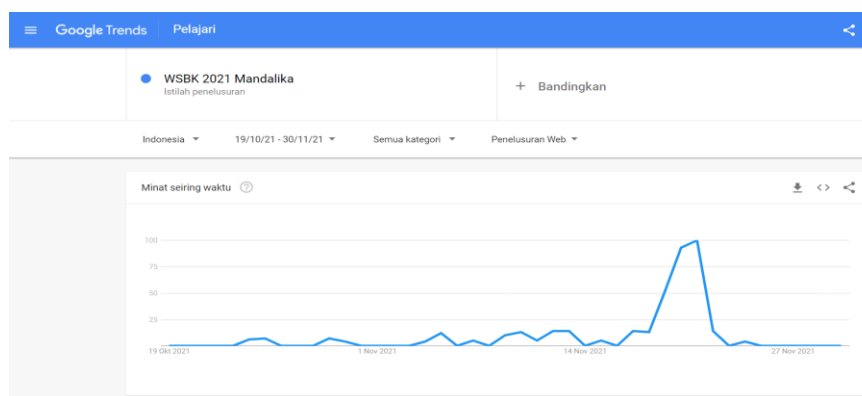


Image 7 : Results of Google Trends with keyword related to the race

One thing should become consideration is when author use “Mandalika” as the keyword, the trends is tend on the low point. The highest point only on the race day, and after that it decline soon (see : Image 8). The initial conclusion based on the Google Trends the internet users sought the information related to the race, regarding the WSBK 2021 also the last series and become the title decider. Meanwhile, internet users not too interest with the things outside the race, include the sport tourism on the Mandalika.

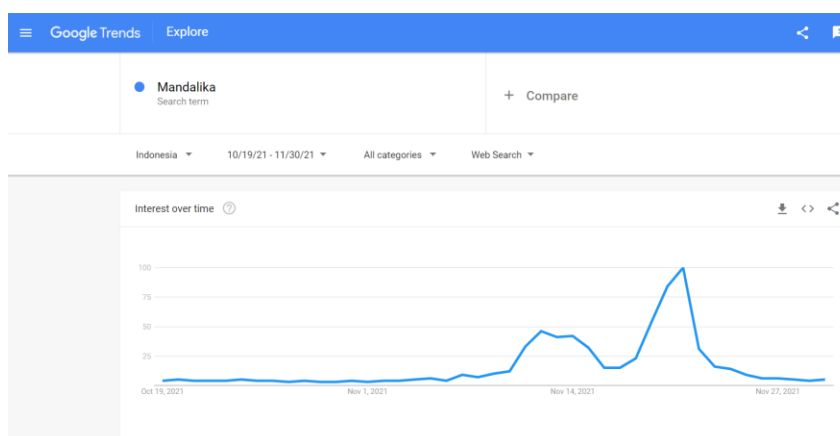


Image 8 : Google Trends with keyword “Mandalika”

In order to add data regarding responses to ITDC Instagram uploads, the author also explores news on mass media that use the content from on ITDC Instagram accounts as news sources. The mass media role is still important (Chatijah, 2021), although the brand organizer have their own official social media account. . Based on the author's search using the keyword in Bahasa Indonesia : *"WSBK 2021 seperti dikutip dari Instagram ITDC"* (WSBK 2021 quoted from Instagram ITDC), the initial results were obtained, showing the tendency of the media to quote uploads from @itdc\_id which contain information about the race-related theme such as the track progress, track design, and the race event (see Table 1). Based on the data, the media also focus on the race-related theme, not on the sport tourism theme posted by ITDC. This findings also become consideration for the ITDC to manage media relations intensively, not only to prevent negative issues (Chatijah, 2021).

Table 1. News that use / cited information from Instagram @itdc\_id

News Title	Name of Mass	Date of Publication
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	Media	
Mengenal Sirkuit Balap Modern	Kompas.com	May 8 <sup>th</sup> , 2021
Sirkuit Mandalika Selesai Diaspal, Begini Penampakannya	Skor.id	August 16 <sup>th</sup> , 2021
Terungkap, Desain Race Control Mandalika dengan Atap Istimewa	Detik.com	August 20 <sup>th</sup> , 2021
Sejarah Baru! Sirkuit Mandalika Tuan Rumah 2 Balapan Top Dunia	Solopos.com	October 5 <sup>th</sup> , 2021
H-1 Bulan Jelang WSBK Indonesia 2021, Tribun Penonton Siap Dibangun	Motorplus-online.com	October 19 <sup>th</sup> , 2021
Penampakan Motif di Area Run Off Pertamina Mandalika Internasional Street Circuit, Desain Batik?	Liputan6.com	November 6 <sup>th</sup> , 2021

The usage social media as branding destination through sport events have benefit and challenge. If the sports is non-commercial and local sport like what happened in Osona (Taberner & Juncà, 2021), it would be easier to do the branding destinations because there are no issues such as copyright. But sometimes brand destinations activities would involved several organizations (Moilanen and Rainisto, 2009) with their own interest. On the 2021 WSBK (an onwards), ITDC content on destination branding should consider the role by Dorna, the race promotor. This research give novelty findings about the obstacles when the organizers of destination branding and sport event are different organizations, not on the same organizers (see Bjerke and Naess, 2021 ; Taberner and Junca, 2021), so the several restrictions that make the ITDC could not maximize the race-related content – even hashtags-- to support the destination branding messages, whereas the internet users tend to interest on the race related content. One research from Mahrani (2020) show almost similar situation when the Motocross event in Semarang city branding that involved many organizers, but previous research do not highlight information related to the rules, division of tasks, and restrictions between the organizers involved.

## Conclusion

ITDC use Instagram @itdc\_id as the main platform to promote Mandalika to form destination branding through WSBK 2021 race event. The theme of content uploaded on @itdc\_id are about tourist attractions in Mandalika and information about circuit readiness. ITDC uses the Instagram platform as an effort to avoid having problems with the WSBK 2021 copyright which is held by Dorna as the promoter of WSBK. ITDC regulates Instagram uploads for weekdays are spots that can be used for sports activities, while for weekends information about WSBK races, for example regarding circuit readiness or rules for spectators. During the series of race days, ITDC didn't even upload content related to the races. From the secondary data, user and media tend to use information about the content related to the races than the sport tourism.

Limitation of this article the data only use from interview ITDC representatives. Author only use the news coverage and Google Trends identify the responses toward the destination branding through WSBK 2021. Suggestion for further research theme is about survey about internet user related to the destination marketing or destination branding activities to promote Mandalika through WSBK, regarding WSBK popularity is less than MotoGP and Formula 1. Another research is about the destination marketing or destination branding through the non-mega event sports.

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