



(MUDIMA)



Shifting in Mindset of Local Community Towards MotoGP Race Event in Indonesia

Taufiq Kurniawan^{1*}, Baiq Ade Septa Iswarindi², Linda Rahmiwati³, Lóránt Dénes Dávid⁴

¹Institut Studi Islam Sunan Doe, Lombok Timur

²Mercu Buana, Yogyakarta

³UIN Sunan Kalijaga, Yogyakarta

⁴Hungarian University of Agriculture and Life Science, Gödöllő

Corresponding Author: Taufiq Kurniawan taufikurniawan14@gmail.com

ARTICLE INFO

Keywords: Local Community, Mandalika Circuit, Shifting in Mindset

Received : 4 February

Revised : 17 February

Accepted : 18 March

©2023 Kurniawan, Iswarindi, Rahmiwati, Dávid: This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

The international-class event of the MotoGP Mandalika held in Lombok, Indonesia, has succeeded in capturing the enthusiasm of people around the world. This event has become the most discussed issue throughout the year. As a result, the Mandalika MotoGP race event became a prestigious racing event that was able to make Indonesia's name went global. The total number of spectators reached 102,801 making it the event with largest number of spectators. From an economic standpoint, this surely delivers positive impact for the country in reviving tourism which was paralyzed due to the Covid-19 pandemic. In line with that, this study aims to determine the effect of the development of Mandalika International Circuit of MotoGP race event on the mindset change of the local community before and after the event is carried out. This research applies descriptive qualitative approach with the subjects used in the study are Local Community of Pujut Village, Lombok, Indonesia. The data collection techniques used are direct observation, interviews and documentation. The data analysis technique used in this study is a qualitative descriptive analysis of the interactive model. The results and discussions will be further discussed

INTRODUCTION

In responding to the impact of the Covid-19 pandemic on the economy and tourism, the Indonesian Government has made various efforts aimed at economic recovery, one of which is by developing and promoting tourism (Vicky, 2022). The President of Indonesia, Joko Widodo, in his Introductory Speech on the Financial Notes on 14 August 2020 said that the tourism development agenda in 2021 was a strategy to stimulate Indonesia's economic recovery during the Covid-19 pandemic (Ministry of Communication and Information of the Republic of Indonesia, 2020). Then, in 2021, the government will develop 3A aspects (attractions, accessibility and amenities) in tourist destinations to attract tourists who can focus on five Super Priority Destinations (SPD) consisting of *Borobudur*, *Labuan Bajo*, *Likupang*, Lake of *Toba* and *Mandalika* (Ministry of Communication and Information of the Republic of Indonesia, 2020).

Mandalika is one of the super priority destination developments marked by the construction of various tourism spots. One of the most famous is the construction of a global-level racing circuit, the so-called Mandalika International Circuit. The construction of this circuit was carried out at the end of 2019, with a total construction cost of IDR 1.1 trillion. The length of the Mandalika circuit track reaches 4.3 kilometers, with a capacity that can accommodate 200,000 people (Ruhlessin, 2021). On November 12, 2021, the circuit was inaugurated by President Joko Widodo, so that it can operate as it should. This development aims to make Mandalika a place for international racing sports performances, including the WSBK and MotoGP events (Vicky, 2022).

For the *Indonesia Tourism Development Corporation* (ITDC), the Mandalika Moto GP race event is a prestigious racing event that will force all eyes in the world to be fixed on Indonesia. Simon Patterson mentioned, in *Tribunnews.com Daily*, that the total number of spectators present during the MotoGP Mandalika event was estimated to reach 102,801 people. This number is one of the largest numbers of motor racing spectators ever held in Indonesia. The success of the MotoGP event which was held in Mandalika, could not be separated from the hard work of the Government and organizers in branding their activities through various media (Sasih, et al, 2022).

The MotoGP tournament performance has generated a positive impact on Indonesia as a whole. The impact of this international-class tournament performance is not only felt by the government and organizers, but has also penetrated the community, especially in Lombok, West Nusa Tenggara, which is the host of the event itself. The existence of this MotoGP event is the right momentum to restore the local community's economy which was paralyzed by the Covid-19 pandemic. This event has provided opportunities for local communities, especially in Lombok, to start up many business opportunities (Sasih, et al, 2022).

One of the villages that has directly felt the impact of the construction of the Mandalika International Circuit is *Pujut Village*. This village is located in Pujut District, Central Lombok Regency, West Nusa Tenggara. Samsuddin (2020) states that Pujut Village has now become a new tourist destination with the number of visitors increasing day by day due to the development of existing tourism activities such as the Mandalika International Circuit and *Kuta Beach*. This has generated a positive impact or influence both from environmental conditions, economic conditions, as well as social and cultural conditions for the community around the tourist area, especially Pujut Village.

Prior to the construction of the Mandalika International Circuit, this area was only an agricultural land where most of the people worked as farmers. The people in Pujut Village only get income from agricultural products. The benefits of the results of agricultural land are only able to reach a layer of society that only has agricultural land. At first, the transition of the functions of several areas from previously agricultural land to the Mandalika International Circuit caused most people to lose their livelihoods (Yunita & Indah, 2018).

Samsuddin (2020) also revealed that Pujut Village is increasingly crowded with visitors, both local and international visitors, as well as the people of Pujut Village and its surroundings are also increasingly starting up various new business opportunities. This means that the existence of the Mandalika International Circuit can have a major influence on the environmental conditions of the community around the village, both in terms of the impact on the economic, social and cultural life of

the community around the village. The existence of the Mandalika International Circuit as a tourist destination can create employment opportunities, including founding lodging or homestays, becoming parking attendants, clothing traders, cleaners, crafts, and food and beverage trading businesses and others. The local community, especially Pujut Village, who had complained about the construction of the circuit because it was seen as taking up a lot of their land and livelihoods, now feel they can take benefits from the existence of the Mandalika International Circuit.

Based on the phenomena discussed above, the researcher is interested in conducting further research which aims at finding out what kind of impact the existence of the Mandalika International Circuit has as a venue for the MotoGP race event in Indonesia to change the mindset of local people in Pujut Village, Central Lombok, West Nusa Tenggara. As for the impact, this research is expected to be able to make a significant contribution, especially in changing the mindset of local people regarding the impact of the construction of Mandalika Circuit which can certainly deliver a large foreign exchange for the country and the region. Second, to shape a new impression on the minds of the international people by demonstrating that Indonesia, especially Pujut Village, Central Lombok, is a friendly region with modern facilities and a unique culture. And third, to assist the government in socializing special economic zones as part of Indonesia's tourism development so that it is better known internationally.

There are previous researches discussing about the construction of the Mandalika Circuit and the impact of the development of the tourist area. Satrio (2021) examines the 'Wonderful Indonesia' campaign as Indonesia's strategic plan in promoting the tourism sector which includes the development of tourism infrastructure in Mandalika, one of which is the Mandalika International Circuit. This research explains that the development of the Mandalika tourism area is considered to have a positive impact by becoming a foreign exchange engine and advancing West Nusa Tenggara Province (Satrio, 2021). Budisatria et.al., in his writing also stated that the strategic plan has been supported by the development policy of the Mandalika International Circuit as the main weapon of Lombok in increasing tourist visits in other ways such as increasing halal tourist destinations and infrastructure development

(Budisatria, Hasibuan, Ghassani, & Nazareth, 2021). Then, in the nation branding of the Mandalika International Circuit development there is marketing through communication and social media, where the government carries out branding using social media strategies by means of influencers, the latest social media, and internal media to convey information to the public and build an optimistic image of holding MotoGP in Mandalika International Circuit (Chotijah, 2021).

Based on the previous researches above, it is known that existing researches have not discussed the impact of organizing the MotoGP racing sports event and the existence of the Mandalika International Circuit on changing the mindset of the local community in Pujut Village, Central Lombok, where the event was held. This is a research gap that will be discussed in this study. In addition, this research will use the concept of sport tourism to describe the MotoGP event at the Mandalika International Circuit which will be associated with changes in the mindset of local people in Pujut Village, Central Lombok, West Nusa Tenggara.

METHODS

This study employs descriptive qualitative method. Where, qualitative research itself is a research with processing and obtaining results that do not use numerical data (measurements, calculations) (Grace, 2009). Qualitative data analysis techniques will be used in this study to describe data so that it is easier to understand, and also to draw conclusions/arguments based on a collection of data exposures that have been obtained from various sources. In the research process, the data collection techniques used are; 1) observation that aims to observe a series of activities carried out (Sugiyono, 2011), 2) interviews that aim to collect data from informants related to the problem being studied (Sugiyono, 2011), and 3) documentation that aims to collect documents and data needed in research problems and then studied intensively so that it can support and add to the trust and evidence of an incident (Djama Satori, 2010).

RESULTS AND DISCUSSION

Profile of Pujut Village

1. Geographical Conditions

Pujut is a sub-district in Central Lombok district, West Nusa Tenggara, Indonesia. The center of government is in Sengkol Village, which is about 15 Km from the southeast of the capital city of Central Lombok Regency. Pujut District is better known as the South Lombok region. Because it is directly adjacent to the Indian Ocean, this district is known for having many beautiful beaches.

Pujut District is located in the central to southern part of Lombok Island. The area is in the form of beaches, lowlands and undulating hills with

an altitude of 0-210 meters above sea level. Its natural conditions are drier compared to other areas on Lombok Island. As an area with dry natural conditions, one farming system developed in this area is the "Gogo Racah" system or abbreviated as GoRa. With this system, farmers must cultivate their fields during the dry season with the aim that during the rainy season, the cultivated land is ready for planting and the short rainy season will provide enough water compared to when the fields are cultivated during the rainy season. Indeed, the system requires farmers to work harder. However, this farming system seems to have been quite successful and until recently this was the only system in existence.



Figure 1. Map of Pujut Disrtrict

There are 16 villages within the Pujut sub-district, with boundaries including: to the north is Praya Tengah District, to the south is Samudra Indonesia, to the west is Praya Barat District, and to

the east is Praya Timur District. While the area and the names of the villages in the Pujut District can be seen in table 1 below:

Table 1. The Number of Villages and the Area of Pujut District

No Villages	Area (Km ²)	Percentage (%)
1 Tumpak	3454	1479
2 Prabu	493	211
3 Kuta	2366	1013
4 Rembitan	1475	632
5 Sukadana	783	335
6 Mertak	1427	611
7 Pengengat	1197	513
8 Teruwai	2965	1270
9 Gapura	340	1,46
10 Kawo	836	358
11 Segala Anyar	450	193
12 Sengkol	1836	786
13 Pengembur	1333	571
14 Ketara	356	152
15 Tanak Awu	1077	461
16 Bangket Parak	2967	1270

Source: Research Result, 2022

2. Topographical Conditions

Pujut District has a tropical climate with a dry season. The rainy season starts around April with average rainfall in these months reaching above 100 mm, while the highest rainfall occurs in December which reaches 382 mm. Rainfall with an average of below 100 mm and even 50 mm occurs from May to

September. The topography of Pujut District is a hilly area with an altitude between 100 to 355 meters above sea level and a coastal area as a tourism area.

3. Demographical Conditions

While the population in Pujut District is statistically summarized in the following table:

Table 2. Total Population in Pujut District

No Villages	Households	Total of Population		Total
		Male	Female	
1 Tumpak	1.657	2.608	2.969	5.577
2 Prabu	1.098	1.913	2.034	3.947
3 Kuta	2.283	4.585	4.617	9.202
4 Rembitan	2.092	3.721	4.120	7.841
5 Sukadana	1.625	2.490	2.755	5.245
6 Mertak	2.386	3.731	3.864	7.595
7 Pengengat	1.869	2.743	2.960	5.703
8 Teruwai	1.625	2.458	2.582	5.040
9 Gapura	863	1.365	1.511	2.876
10 Kawo	2.869	4.654	4.962	9.616
11 Segala Anyar	959	1.509	1.619	3.128
12 Sengkol	3.242	5.302	5.810	11.112

13 Pengembur	2.774	4.376	5.162	9.538
14 Ketara	1.194	2.073	2.359	4.432
15 Tanak Awu	2.678	4.490	4.872	9.362
16 Bangket Parak	1.425	2.137	2.245	4.382
Total	30.924	50.613	54.912	105.525

Source: Research Result, 2022

Pujut District has many beaches with beautiful natural panoramas, including Kute Beach or Mandalika Beach. At Kute Beach, Seger Beach and its surroundings, every year (usually in February) there is an annual tradition which is also an annual tourist event, the so-called "*Bau Nyale*" (catching Nyale). *Bau Nyale* can also be found around the coast of the South Coast of Lombok Island, but the Central Lombok Regency government concentrates these activities on Kuta and Seger Beach. Apart from Kuta, there is also the most complete community-based tourist destination under the guidance of tourism practitioner Lalu Sandika Irwan, the so-called *Gunung Tunak* Nature Park which is located about 20 minutes from Kuta Beach to the east, to be precise in Mertak Village, Pujut District. The "*Tunak Besopog*" community group was given a permit by the government (NTB BKSDA) to manage tourism facilities in the TWA area.

4. Mandalika Circuit

Basically, the Mandalika Circuit Area has become a new tourist destination because the place has an attraction that can encourage tourists to come visit it. As stated by Inskeep (1991: 77) that the attraction in a tourist destination can include: 1) natural attraction, namely an attraction based on natural environmental forms, 2) cultural attraction, namely an attraction based on human activity which includes history, religious archeology, and traditional community life, and 3) special types of attraction, namely attractions based on artificial attractions such as theme parks, circuses and shopping. From this explanation, it can be concluded that the existence of the Mandalika Circuit is a type of tourism that has an attraction in the form of special types of attraction. The existence of this attraction has certainly had a positive impact on the lives of the

surrounding community, as well as the people in Pujut District.

The Mandalika Circuit is an arena that is used to hold sports racing events located within the Mandalika Special Economic Zone (KEK) located in Kuta, Pujut District, Central Lombok Regency, West Nusa Tenggara. The development of this area is a form of Indonesian Government policy in order to develop tourism destinations that have not been optimally optimized.

Talking about SEZ issues is inseparable from the Indonesian Government's ambition to make development equitable by attracting investment, absorbing labor, encouraging exports, and enabling the transfer of technology for the sake of development in an area (Fajarica, et al., 2022). The existence of SEZ itself can encourage the development process of a region in four areas, namely industry, employment, human resources, and technology transfer. Seeing this potential, the government then appointed the Mandalika Area as a SEZ in June 2014 with the hope that it will become a major tourism destination in the Eastern Indonesia Region in the projected time of the next ten years.

Shifting in Mindset of Pujut Village Society towards Mandalika Circuit Development

To find out shifting in mindset of the local community in Pujut Village regarding the impact of the Mandalika Circuit development, I had conducted an in-depth interview with one of the figures from Pujut Village. The informants were carried out purposively based on the considerations of the researcher which met the determined criteria, so-called those who know well about Pujut Village and their people from all aspects. In this case, the informant selected by the researcher was Muharis, MA, a community leader in Pujut Village who is also an activist in the field of tourism and regional development. He was selected as an informant to study the object of this research because the fields and insights he possessed were deemed suitable and appropriate to the object being studied. Researcher

studied and explored information that formulated the problem of the local community's mindset towards the pre- and post-construction of the Mandalika Circuit in Central Lombok.

Community Response to the Development of the Mandalika Circuit

1. Pre-Development

The discourse on the development of Mandalika Circuit in Pujut Village has produced an impact on the split in the response of the local community in responding to this issue. In this case, the voice of the people is divided into two camps, they are the people who are pro-development and those who are against development. Overall, Muharis sees that the number of people who are supportive of the construction of the Mandalika Circuit is still more dominant than the people who are less or do not agree with this development. However, community groups who are not pro towards the construction of this circuit only express their disapproval in verbal form, which is only argumentative without directly taking part in demonstrations.

The people who disagree are mostly groups that own agricultural land and carry out economic activities around the development area. Many of them speculate that the construction of the circuit will result in the erosion of their agricultural lands and will bring an impact on the loss of their main source of livelihood. In addition, the absence of information from the government to the residents whose land will be taken over regarding the replacement of land rights and finances is one of the triggers for the birth of camps that goes against this development. Muharis said that as long as the issue of the circuit construction was voiced, the government had never directly engaged the local community, especially those whose land was to be taken over, to simply socialize about guaranteeing the welfare of the local Pujut Village community regarding the construction of the Mandalika Circuit.

2. Post-Development

The facts that were seen after the construction of the Mandalika Circuit apparently deviated slightly from what was expected by the local community of Pujut Village, especially for the opposing group. Where, according to Muharis' report, the Ministry of Tourism and Creative Economy through the local

government has provided subsidies to all Pujut Village residents in the form of homestays in each house with funds and manufacturing patterns that have been standardized and of course comfortable for tourists to live in. The realization of the MotoGP (World Superbike) event has also provided significant benefits to the community, especially in terms of utilizing the momentum to become a source of livelihood such as vehicle storage services (parking areas), travel agencies and goods transportation services. This of course has changed the understanding of the local community, which was previously passive towards development, now becomes active in supporting development and the successful implementation of the MotoGP grand event.

Many people have been able to read the opportunities from the existence of the MotoGP circuit and related event, one of which is village youth, youth associations, and related village youth associations. Where they get actively involved in several projects both owned by the government and groups/individuals. However, on a percentage basis, there are still local residents of Pujut Village, especially the land owners, who are still adamant in their stance against the development. This is not due to their disapproval of development, but more to the lack of clarity regarding the follow-up of land payments or compensation money for their land acquisition. Muharis said that even after the construction and procurement of the event, the community still has not received confirmation from the local government regarding their land.

Shifting in Mindset of the Local Community in Pre- and Post-Development

Overall, it can be concluded that the shifting in the mindset of the local community towards the development of Mandalika Circuit has shifted positively from going previously against to finally support. At least, there are three changes that have occurred: first, the economic development perceived by the local community as a result of the development and the event itself, second, the growth of abundant job opportunities that can be utilized by not only the local community but also those outside Pujut Village, and third, the formation of abundant human resources who have their own expertise in their respective fields such as committees, hospitality, events, technicians, etc., which of course can be empowered. It is believed that the main factor

causing this mindset shift did not only come from the results of the development itself which brought many economic benefits but also from the impact of organizing international standard events which gave them the opportunity to get involved and experience the results firsthand.

Apart from the economic impact, the social interaction built by the local community with the outside community has also demonstrated the open-mindedness and stance of the Pujut people themselves. The enthusiasm of the community to welcome construction, holding events, and the arrival of people from outside has encouraged the birth of safety and comfort for traveling around the Mandalika Circuit. This indirectly brings an impact on the increasing enthusiasm of tourists taking vacations in the Mandalika Special Economic Zone (SEZ) and getting to know all the villages and communities in the vicinity of the Mandalika Area, including Pujut Village. The village of Pujut, which was once isolated, is now becoming more and more famous. Performances of cultural attractions, traditions, to destinations such as beaches are increasingly being visited. This also certainly brings significant benefits to the local community of Pujut Village.

Shifting in Aspects as a Result of Development

1. Environmental Aspect

The changes that have occurred as a result of the development of the Mandalika Circuit from an environmental perspective are the creation of adequate infrastructure that can make it easier for local people and tourists to access several tourist destinations that were previously difficult to reach, are now affordable. The installation of the city lights has also been placed in every corner of the village. This gives a beautiful and attractive impression to local people and tourists. The even distribution of road infrastructure has created a lively atmosphere and dense social interaction in Pujut Village and its surroundings.

2. Economic Aspect

The changes that have occurred as a result of the development of the Mandalika Circuit from an economic perspective is the creation of job opportunities for local communities such as

homestay procurement, culinary businesses, MSMEs and so on.

3. Cultural Aspect

Meanwhile, in terms of culture, according to Muharis, it is still not fully touched. Several cultures and traditions of local communities such as *Jaran Kaput* still cannot be disseminated through the momentum of international events in the Mandalika Special Economic Zone (SEZ). Muharis said that this culture and tradition could actually be socialized through collaborative activities at international events in the Mandalika area for the purpose of welcoming guests, etc.

4. Social Aspect

From a social perspective, most of the people of Pujut Village have now begun to be open-minded towards the construction of the Mandalika Circuit. Direct community involvement in this development has brought a positive impact on their acceptance of Mandalika Circuit existence. Shifting in the mindset of people who used to seem primitive are now very open-minded. Although, still not all of them are willing to accept these changes.

Overall, the results of this study are in line with previous studies: The result of Satrio's research (2021) revealed that the development of the Mandalika tourism area is considered to have a positive impact by becoming a foreign exchange engine and advancing West Nusa Tenggara Province. Furthermore, Budisatria et.al. (2021) in his writing also stated that the strategic plan has been supported by the development policy of the Mandalika International Circuit as the main weapon of Lombok in increasing tourist visits in other ways such as increasing halal tourist destinations and infrastructure development. With respect to Mandalika existence as a tourism destination, the result of this research aligned to the result of the research conducted by Afri Listiana (2005) regarding Borobudur temple tourism object which has a positive influence on the socio-economic behavior of traders, the so-called expanding business opportunities, creating many jobs, increasing income and the mindset of traders in developing trading businesses.

Government and Society Expectations towards Mandalika Circuit Development

1. For Government

The future hope of having a circuit in the Mandalika Special Economic Zone (KEK) is that the government can increase collaboration with stakeholders who are not only loyal to the them but also take side with the community and are willing to involve local communities in all types of development that these three parties (government, stakeholders, and society) can earn benefit economically. The government is also expected to be willing to jump in and discuss directly with the community regarding the projects that they want to carry out so that the community understands the direction and knows what actions must be taken so that acceleration can be carried out. And of course, through this development, the government is able to create competent local human resources who can contribute to the development itself.

2. For Society

It is hoped that the community will be able to be more open-minded and have more mature preparations in welcoming other events in the Mandalika Special Economic Zone (SEZ). This can be done through empowering local communities in order to explore the skills and competencies they have. With these skills and competencies, the community is expected to be able to contribute more and be more involved in projects and programs that are being and will be worked on in the future. Public openness will also have an impact on the safety and comfort of tourism activities in the Mandalika Special Economic Zone (SEZ). As we know that no matter how good a program initiated by the government is, if the community is not supportive, the results will certainly not be optimal. These two elements must provide positive feedback through supporting each other.

CONCLUSION

Based on the results of the discussion that has been put forward, it can be concluded that the development of the Mandalika Circuit in general has resulted in shifting the mindset of Pujut Village community, who initially thought that the development would only damage the cultural order and seize their land. The creation of jobs to open business opportunities as a result of this development has become the main factor in shifting their mindset.

Communities that were previously opposed to development now mostly accept and fully support all forms of programs initiated by the government by taking part in all forms of ongoing activities such as cultural exhibitions and international events around the Mandalika Special Economic Zone. Nevertheless, a small portion of the community still does not accept the existence of the Circuit as most of them are land owners whose land has been taken over for development needs. It is said that their impartiality was not caused by the taking of land, but rather the confusion of information regarding land payments by the government to them which has not been resolved.

The positive impact of the development of Mandalika Circuit apart from creating business opportunities and employment which is of course very helpful in recovering their economy after the pandemic, has also had a major influence on the progress of road infrastructure development and the openness of social interaction among local communities and tourists. Nevertheless, the cultural aspect is still not much touched. Researcher acknowledged that there are still many shortcomings in this research. The lack of informants who were employed as sources of information to respond the problems in this research certainly gave birth to results and discussions that were still felt to be less valid or credible. Therefore, it is hoped that there will be further follow-up research from other researchers who can fill these gaps and make this research a relevant reference source.

REFERENCES

- Deppman, V. R. Y. H. (2022). *Penyelenggaraan Pagelaran Olahraga Balap Di Sirkuit Mandalika Sebagai Upaya Peningkatan Nation Branding Indonesia* (Doctoral dissertation, Universitas Muhammadiyah Malang).
- Panjaitan, E., & Siagian, N. F. (2019). *Strategi Pengembangan Pariwisata Melalui Perubahan Pola Pikir Masyarakat Desa Sigapiton Kabupaten Toba Samosir*. Jurnal Ekonomi dan Bisnis (EK&BI), 2(2), 211-220.
- Rahmayanti, Y. D., & Pinasti, V. I. S. (2018). *Dampak Keberadaan Objek Wisata Waduk Sermo Terhadap Perubahan Sosial Ekonomi*

- Masyarakat di Sremo, Kulon Progo, Daerah Istimewa Yogyakarta. E-Societas*, 7(2).
- Hendrayani, S. (2020). *Pengaruh Candi Muaro Jambi Terhadap Pola Pikir Pedagang Desa Sebapo, Kabupaten Muaro Jambi*. Indonesian Journal of Islamic Economics and Business, 5(2), 10-19.
- Gunalan, S., Haryono, H., & Yasa, I. N. M. *Analisis Pemaknaan dan Tanda Pada Desain Logo GP Mandalika Series*. Gorga: Jurnal Seni Rupa, 11(1), 212-219.
- Indonesia Tourism Development Corporation. (2019). *Sirkuit Mandalika Bukan Dibangun Dengan Biaya RP 3,6 T*. ITDC. <https://itdc.co.id/pressrelease/sirkuit-mandalika-bukandibangun-dengan-biaya-rp-36-t20191220060940>
- Indonesia Tourism Development Corporation. (2020). *Kejar MotoGP Indonesia 2021, ITDC Gandeng PT. PP dan Himbara Untuk Percepat Pembangunan Sirkuit Mandalika*. ITDC. <https://www.itdc.co.id/press-release/kejar-motogp-indonesia-2021-itdc-gandeng-pt-pp-dan-himbara-untuk-percepat-pembangunan-sirkuit-mandalika-20200715072841>
- Indonesia Tourism Development Corporation. (2020b). *Pembangunan Sirkuit Mandalika Terus Tunjukkan Progres Positif*. ITDC. <https://itdc.co.id/index.php/pressrelease/pembangunan-sirkuit-mandalika-terus-tunjukkan-progres-positif-20200603041759>
- Kementerian Komunikasi dan Informatika Republik Indonesia. (2020, Agustus 15). *Menparekraf: Pemulihan Ekonomi Pariwisata Secara Umum Jadi Fokus di 2021*. Retrieved from Kementerian Komunikasi dan Informatika Republik Indonesia: <https://www.kominfo.go.id/content/detail/28599/menparekraf-pemulihan-ekonomi-pariwisata-secara-umum-jadi-fokus-di-2021/0/berita>
- Kementerian Pariwisata dan Ekonomi Kreatif RI. (2020). *Rencana Strategis Kemenparekraf / Baparekraf 2020-2024*. In Kemenparekraf RI. <https://epformance.kemenparekraf.go.id/storage/media/993/RENSTRA-KEMENPAREKRAF-BAPAREKRAF-2020-2024.pdf>
- Ruhullessin, M. F. (2021, November 12). *Fakta tentang Sirkuit Mandalika, akan diresmikan Jokowi hari ini (12/11)*. Retrieved from Kontan: <https://nasional.kontan.co.id/news/fakta-tentang-sirkuit-mandalikaakan-diresmikan-jokowi-hari-ini1211>
- Agus, Salim. (2006). *Teori dan Paradigma Penelitian Sosial*. Yogyakarta: Tiara Wacana.
- Soerjono Soekanto. (2012). *Sosiologi (Suatu Pengantar)*. Jakarta. PT Raja Grafindo Persada.
- Gunawan, Adi W. (2006). *Hypnosis: The Art of Subconscious Communication*. Jakarta: Gramedia Pustaka Utama
- Horton, Paul B. and Chester Lhunt. (1993). *Sosiologi alih bahasa oleh Aminuddin dan Tita Sobari*. Jakarta: Erlangga. <http://psikologi.or.id/mycontents/uploads/2010/11/thinking.pdf>
- Listiana, Afri. (2005). *Pengaruh Obyek Wisata Candi Borobudur Terhadap Perilaku Sosial Ekonomi Pedagang Di Kawasan Taman Wisata Candi Borobudur Kabupaten Magelang*. Under Graduates thesis, Universitas Negeri Semarang.
- Satrio, M. A. (2021). *Upaya Pemerintah Indonesia dalam Meningkatkan Pariwisata Mandalika Melalui Kerangka Branding „Wonderful Indonesia”*. Indonesian Perspective, 6(1), 65-85.
- Budisatria, T., Hasibuan, B. H., Ghassani, S., & Nazareth, R. (2021). *Peran Pembangunan Infrastruktur Pariwisata dalam Pembentukan Branding Pariwisata Lombok Pasca Pandemi*. Jurnal Kepariwisata, 5(1). Retrieved from <https://journal.stpbandung.ac.id/index.php/jk/article/view/238>
- Chotijah, S. (2021). *Relasi Media Destinasi Superprioritas Mandalika dalam Pemberitaan Kesiapan Pelaksanaan Event*

- MotoGP 2021*. Journal Of Media and Communication Science, 4(1), 14-22.
- Rahmat, P. S. (2009). *Penelitian Kualitatif*. Equilibrium, 5(9).
<http://yusuf.staff.ub.ac.id/files/2012/11/Jurnal-PenelitianKualitatif.pdf>
- Sugiyono. (2008). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Alfabeta.
- Djam'an Satori dan Aan Komariah. (2013). *Metodologi penelitian Kualitatif*. Bandung: Alfabeta, 2010.