

The Role of Social Media to Attract Virtual Basketball Championship's Participant during Pandemic Era

Billy Castyana¹, Chandra Mukti Pratama², Tandiyo Rahayu³, Mohammad Arif Ali⁴

{billycastyana@mail.unnes.ac.id¹, chandrrmp21@students.unnes.ac.id²,
tandiyorahayu@mail.unnes.ac.id³, hiarifalikhan@mail.unnes.ac.id⁴}

Department of Physical Education, Faculty of Sports Science Universitas Negeri Semarang^{1,3},
Department of Sports Science, Faculty of Sports Science Universitas Negeri Semarang^{2,4}

Abstract. The Corona Virus originating from China entered Indonesia in March 2020. Regarding the number of infections caused by the Corona Virus in various parts of the world, the spread of this virus can be said to be a Pandemic. The pandemic has also caused public facilities and infrastructure to be temporarily closed, such as sports arenas, stadiums so that these things affect various activities, for example organizing sports events. Those statement showed that innovations related to organizing sports events are starting to emerge by involving technology in its implementation or it can be called virtual championships. With this condition, organizing committee needs to use technology for promoting their sport events, one solution that can be occurred is using social media. The purpose of this study was to measure the role of social media in attracting participants in a virtual basketball championship during a pandemic. This research is a quantitative research with a non-experimental research design. This study used survey methods and questionnaire sampling techniques. The sample used was 30 respondents. Social media variables include social media as a medium of information, product reviews, brand equity and brand attitude. Data processing using IBM SPSS 25 software. The results of this study found that the role of social media in attracting participants was categorized as strong and social media had a 48.9% influence in attracting participants. It can be concluded from this research that social media has a strong role to attract participants in the virtual basketball championship.

Keywords: Sports management, sports event, sports marketing, social media, virtual.

1 Introduction

Corona virus originating from China entered Indonesia in March 2020. This virus has another name, namely severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2) which attacks the immune system through direct contact and human respiration. Symptoms given by this virus are fever, cough, headache, diarrhea, often feeling tired, no appetite, and others [1]. With this virus, the activities carried out by humans have undergone many changes in order to reduce the spread of the virus, such as the use of masks, maintaining distance between individuals, limiting

activities carried out with many people, and others [1]. An example of limiting activities from the virus is limiting the holding of the championship that will be carried out.

In general, the implementation of sports championships is attended by many people or groups who participate, either as supporters who support or individuals/teams who compete. This causes many people to flock to the venue at the time of implementation [2]. This is in contrast to the state of the pandemic which requires individuals to keep their distance and limit activities that involve large numbers of people. With this, many sports championships have to be postponed or even canceled [3]. Judging from this incident, innovations are starting to emerge regarding the implementation of sports championships, namely by involving technology in its implementation or can be called virtual championships.

In a pandemic, many championships have been held using virtual methods, one of which is basketball. Virtual championships can also be held in other sports, for example e-sports [4]. There are several examples of basketball championships being held virtually in Central Java, such as Pantasi Basketball 2021 and Sekawan Cup 2021. Organizing this virtual championship has a good opportunity because it still shows the existence of competition even though it is presented in a virtual theme [5]. Virtual championships can be another option for organizers if they cannot carry out offline competitions [4]. However, in the virtual implementation process, the event organizer as the organizer cannot be separated from disturbances and problems, such as the implementation of promotions, inaccurate broadcast times, to participant saturation due to the championship duration being too long [6].

According to Indika and Jovita (2017), promotion has a big influence in the implementation of the championship [7]. However, the pandemic situation causes the promotion (dissemination of information) of the championship through pamphlets and others to also be carried out using a virtual method, so that the use of social media as a promotional medium is suitable to be carried out during a pandemic. The use of social media as a promotional media is very suitable to be applied to the implementation of virtual championships [8]. Even more so if the target participants of the championship are teenagers who usually have gadgets/smartphones that can access social media. However, currently, various studies only discuss the application of social media to promotions to attract the attention of viewers and companies to provide sponsors [9]. Until now there has been no research that discusses the extent to which social media plays a role in attracting participants in a virtual basketball championship. In fact, by knowing how big the role of social media is to attract participants, this can be useful as information for event organizers who want to hold virtual championships.

1.1 Objectives

Based on backgrounds, the purpose of this study was to determine the role of using social media in attracting participants to take part in a virtual basketball championship.

2 Literature Review

The ease of communicating and finding information can be supported by technological developments supported by globalization. With the influence of globalization, information can be found easily through mobile phones, gadgets, and computers connected to the internet. Information needs can be used as a reason for someone to use social media on their device. The use of social media cannot be separated from information that is currently being discussed, or other important information. The content of the information posted on social media mostly comes from the writings of the social media users themselves. Social media can also be interpreted as a journalistic forum for its own users.

Social media beats electronic media and print media such as television, radio, newspapers and tabloids as a medium of information for the public. In addition to being easily accessible, social media is also quick to disseminate written news. This makes social media the main source of information and other media supporting information. With globalization, social media has become the foundation for finding all information because it is easy and fast to use. The main information media was taken over by social media with a number (65.6%), followed by other media (25.4%), and responses that referred to places (9.0%).

Social media is a means of interaction from individual to individual or individual to other groups by using network-based applications and using an internet connection. Social media is a means to get along with online which makes it possible to communicate remotely [10]. Social media can also allow users to share messages in the form of text, images, videos, and audio [11]. The use of social media has become important and needed with globalization [12].

The dynamic impact of globalization has resulted in many individuals having their own smartphones connected to the internet. Of internet connection users from all over the world, around 70% of them are active users of social media [13]. Apart from smartphones, social media can also be accessed via computers, laptops, tablets, and others. Common examples of social media that are often used are facebook, twitter, instagram, tiktok, and whatsapp [14]. Besides being used to interact with other individuals, social media can also be used to do business, support learning activities, information/news media and others. Social media makes it easy for humans to interact and exchange information [15].

The number of social media can be grouped according to how they are used, what functions, and platforms that social media can be used on. Social media has its own uniqueness to attract users to use social media [16]. Social media can also be popular with its uniqueness and the number of individuals who use social media. According to Puspitarini and Nuraeni (2019) types of social media have 6 major categories, namely [8]:

Social Networking

Social Networking is social media that aims to interact between users in a virtual world through an internet connection. The use of social media makes it possible to form new networks of friends. The connection of users with new friends can be grouped through the similarities of social media interactions used between users, for example the similarity of hobbies, likes, and followed accounts listed on social media.

Blog

Blogs can be interpreted as a user facility in social media activities, such as uploading photos and videos, sending comments, providing and getting information from web links. Blogs can also be used as a means of exchanging information and so on in social media activities.

Microblogging

Microblogging almost has similarities in function with blogs. The difference is that microblogging can facilitate media users with writing. Users can upload by writing activities and can write their opinions. This type of social media can be associated with the popular Twitter social media by facilitating its users by writing only at the first appearance.

Media Sharing

Media Sharing allows its users to store and share media such as documents, audio, photos, videos with online storage. This allows saved files to be accessed anytime and anywhere without having to save files that have been saved to online storage. Examples of media sharing are Google Drive, YouTube, Facebook, and Flickr.

Social Bookmarking

Social Bookmarking or social bookmarking is a social media that is used to store, manage, and search for information and news online. Social media is a site/website that can be accessed to get news as well as write news. An example is reddit.

Wiki

Wikis can be categorized as content media in the form of sites where the uploaded content is the result of the collaboration of more than 1 content creator. Every user who has access to content has the right to change content that has been published on social media.

Social media can have a lot of influence on the marketing of a product, one of which is product reviews conducted through social media. Product reviews can be interpreted as consumer reviews about the products they buy and use. Products used by consumers can be in the form of goods/services. Many consumers will write reviews along with pictures and their responses regarding the use of products to related social media [17]. With the use of social media, many consumers choose to shop online. That way, reviews related to products posted on social media are an influential factor for millennial buyers [18].

A review is a summary of a review carried out on objects or services that have been used by the author. The summary of this review can be in the form of images, comments, and videos. According to [19], the review method is a method that is categorized as formal in assessing and providing a thorough description of a question. Reviews are widely used on social media to get comments, feedback, opinions, and criticisms of a product used. The good and bad of the comments on the product can influence the customer's choice of that product. Another way to find out whether a product is good or bad is to look at the reviews of the product itself [20].

In terms of promoting with the online system, there are several supporting factors [21], including:

Transactions/Fees

Transactions and costs are the main factors for consumers to buy goods. Surely consumers are tempted by goods that have a price below the market price. By shopping online, consumers can easily choose the goods they want.

Intensive Program

Online shopping has several programs that are in the application / website. Programs provided to consumers must be intensive and sustainable. The program in the application is an updated program (up to date) so that consumers know what goods are good and good at this time.

Website Design

Display in the application also determines the choice of consumers. Consumers prefer an easy-to-use and understandable interface when looking for goods/services using an application. Consumers also choose an attractive appearance on the website/application they use. After all, the appearance is the face of the website/application, so the attractiveness of the appearance is a big influence on consumer selection.

Interactivity

Feedback from sellers to buyers or vice versa is also an important influence in online business. Although not face to face, interactions between sellers and buyers can be through chat and applications on social media. Just like the buying and selling process in general, good feedback from sellers and buyers can influence consumer choices on the products sold.

3 Methods

This research is a quantitative research with a non-experimental research design (descriptive research) using survey method. Collecting research data using a questionnaire with a Likert scale which has variables, including the role of social media, manager interaction with social media users, interaction between social media users, brand equity, brand attitude, and participant decisions. Respondents filled out the questionnaire by using a google form. The research was conducted on 15-19 February 2022 virtually by distributing questionnaires through google form. The population is the participants of the 2021 Sekawan Cup Basketball and Pantasi virtual basketball championships. Using purposive sampling, there are 30 respondents who fulfill the inclusion criteria, such as willing to be respondent, participant of Sekawan Cup or Pantasi, and person in charge for registration.

4 Data collection

The data obtained from the respondents were calculated using a Likert measurement scale. According to [22] the Likert scale is used to measure attitudes, opinions of a person or group towards social phenomena which are then used as research variables. To facilitate tabulation, the answers contained in the questionnaire were modified quantitatively by assigning a number (score) to each statement item.

Table 1. Likert Scale Score

No	Answer	Score
1	Strongly Agree	4
2	Agree	3
3	Disagree	2
4	Strongly Disagree	1

5 Results and discussion

The data obtained through the questionnaire has respondents with an age range of 14-19 years in the category of teenagers. Teenagers often interact and get information through social media [23]. This has caused many championship organizers, especially virtual ones, to promote their championships through social media to get more interest from teenagers to take part. Social media promotion can influence many participants who want to take part in the championship [24]. Promotion also has a role to play in making the successful holding of a championship.

Social media has several properties that can be used as promotional media. These properties are examples; social media as a medium of information, product reviews, brand equity and brand attitude. This can be a unified variable and associated with social media variables that have an influence on the participants' decision to take part in virtual championships. Both variables must be calculated to find the relationship in order to be investigated for research. Analysis of the relationship between the two variables was calculated using product moment correlation analysis with IBM SPSS 25 software is showed in table 1 below:

Table 2. Result of Correlation Analysis between Social Media and Participant Decision

Correlations		
	Social Media (X)	Participant Decision (Y)
X Pearson Correlation	1	.699**
Sig. (2-tailed)		.000
N	30	30
Y Pearson Correlation	.699**	1
Sig. (2-tailed)	.000	
N	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

Based on table 1 above, the product moment correlation analysis test using the Pearson correlation, a value of 0.699 is obtained, then the relationship between social media and participant decision to join the event has a strong relationship. Besides, the researcher also conducted the R square test to determine how much social media affecting participant decision to join the event. From the table 2, it is found that the adjusted R Square obtained is 0.489, which means that the effect of using social media as marketing tool on participants' decision is 48.9%.

Tabel 3. Result Analysis of Social Media Influence to Participant Decision

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.699 ^a	.489	.471	.30326

a. Predictors: (Constant), X

With the analysis of the data above, it shows that social media and attracting participants in the virtual basketball championship have a strong relationship. This is supported by previous research that describes the results of promotions carried out using social media that can attract participants' interest [25]. This statement is also supported by several studies which state that the use of social media has a positive and significant effect on purchasing decisions made by consumers. This is because social media is a type of media that is often used by potential consumers and has the advantage of being easy to access and use.

Many companies and groups use social media as a promotional medium to introduce their products to consumers. Besides being easy to use, their reason for using social media is that many target consumers use social media in their daily lives using their mobile phones. Like teenage consumers who have left print media such as magazines and newspapers as a medium for seeking information, they tend to use social media to follow current trends [16]. Social media is considered faster in getting information and can be accessed anywhere.

In the demographic data of researchers in Sekawan Cup 2021 and Pantasi Cup 2021, championship participants are in the age range of 14-19 years with the category of teenagers using WhatsApp (34%), Instagram (31%) and Youtube (23%). The use of social media in Indonesia has a high number for adolescent users. This is supported by Adhitomo (2017b), with the statement that the use of social media whatsapp and instagram is widely used by teenagers among teenagers [11]. On this basis, the virtual championship organizing committee uses social media as a promotional and communication medium for participants and potential participants.

Social media such as Instagram are used as promotional media by virtual championship organizers to more easily communicate with potential participants and participants. With easy communication, organizers can use it to get input, such as criticism and suggestions to complaints. However, indirect marketing also occurs offline by word of mouth. If the organizers can combine online and offline marketing models, the products/services offered will be faster and easier to accept. Social media has the advantage of being easy to use, has a wide reach, and has various types of content such as images and videos to make promotional media acceptable to potential participants by just looking at the social media used.

The use of social media technology as a promotional media must be as much as possible given the restrictions/lockdowns that apply to the Covid-19 pandemic which do not allow crowds to gather. This statement is highly recommended for virtual championship organizers to manage promotional media as well as possible in attracting participants to take part in the virtual championships they organize. The results of this study are in line with previous research which stated that consumers in choosing products/services will seek information through social media to consider in purchasing [26]. Social media has the advantage of a wide reach so that organizers can determine locations on a large scale in capturing potential participants. Prospective participants in remote locations can only view content created by the organizers on social media

to consider whether or not to take part in the championship. Inside the content there is a column containing comments and reviews about how the championships have been held previously.

Reviews in social media such as forums, comments, and social media accounts can affect the purchase of a product/service made by consumers. Like on Instagram and YouTube social media, there is a comment column from consumers that can be seen by anyone who accesses the account. From the comments column, you can see whether the responses are good or not from the products offered.

6 Conclusion

Participants of the Sekawan Cup Basketball 2021 and Pantasi Virtual Basketball Championships 2021 are teenagers who use social media in their daily lives. Social media that is used as a promotional medium by the organizers of the virtual championship has an important role in attracting championship participants. Besides being able to cover a wide area, social media can be easily accepted in promotions for teenagers as target participants. Teenagers who often interact through social media are easier to understand and often see promotional content distributed through social media. The influence of content packaging is also influential in getting the attention of teenagers to see promotions on social media.

Content on promotional media may include photos and videos that can attract interest from potential participants. In addition to photos and videos, there are comments or reviews given by participants who have participated in the related basketball virtual championship. Reviews from participants who have participated in the championship can give potential participants an idea of the championship they will participate in. Indirectly, potential participants can find out whether the championship is good or not just by reading reviews on social media.

In the virtual basketball championships of Sekawan Cup Basketball 2021 and Pantasi 2021, the organizers make good promotional media through social media. This is evidenced by social media which has a strong influence in attracting virtual championship participants.

References

- [1] Yuliana, L.W., Karakteristik Gejala Klinis Kehamilan dengan Coronavirus Disease (COVID-19),” *Jurnal Ilmiah Kesehatan Sandi Husada*, vol. 9, no. 2, pp. 726–734, 2020.
- [2] Agustian, A., Rahayu, S. and Nurlani, L., Aplikasi E-Futsal dengan Metode Mobile-GIS dan GPS Berbasis Android, *Jurnal Teknologi Rekayasa*, vol. 3, no. 1, pp. 115, 2018.
- [3] Kardiyanto, D.W. (2020) “Dampak pandemi covid-19 terhadap event olahraga dan sosial ekonomi masyarakat,” in *Prosiding Seminar Nasional Fakultas Ilmu Kesehatan dan Sains*.
- [4] Wardhana, I.J., Peluang e-Sport di Tengah Pandemi, *Forum Manajemen*, vol. 35, no. 1, pp. 31–34, 2021.
- [5] Azizah, S.F. Penyelenggaraan Sala Hatedu 2021 Secara Virtual Wujud Mempertahankan Eksistensi Event Budaya Di Era Pandemi, *TAMUMATRA: Jurnal Seni Pertunjukkan*, vol. 3, no. 2, 2021.
- [6] Sasmita, M.T. ANALISIS PASAR VIRTUAL EVENT DI TENGAH PANDEMI COVID-19, *JURNAL KEPARIWISATAAN*, vol. 19, no. 1, pp. 8–16, 2020.

- [7] Indika, D.R. and Jovita, C., MEDIA SOSIAL INSTAGRAM SEBAGAI SARANA PROMOSI UNTUK MENINGKATKAN MINAT BELI KONSUMEN, *Jurnal Bisnis Terapan*, vol. 1, no. 1, pp. 25–32, 2017.
- [8] Puspitarini, D.S. and Nuraeni, R., PEMANFAATAN MEDIA SOSIAL SEBAGAI MEDIA PROMOSI (Studi Deskriptif pada Happy Go Lucky House), *Jurnal Common*, vol. 3, no. 1, 2019.
- [9] Rimayanti, N., EVENT SPONSORSHIP SEBAGAI SALAH SATU STRATEGI KOMUNIKASI PEMASARAN HYDRO COCO, *Jurnal Ilmu Komunikasi (JKMS)*, vol. 8, no. 2, pp. 42–53, 2019.
- [10] Candra NS, R. and Eniyati, S. (2017) CLUSTERING BERITA PADA MEDIA SOSIAL MENGGUNAKAN K-MEANS,” in *Seminar Nasional Multi Disiplin Ilmu & Call for Paper*.
- [11] Adhitomo, F.N., ANALISIS SEGMENT REMAJA BERDASARKAN PERILAKU DALAM MENGGUNAKAN MEDIA SOSIAL, *Jurnal REKOMEN (Riset Ekonomi Manajemen)*, vol. 1, no. 1, 2017.
- [12] Haliza, D.A.N. et al., Etika Bermedia Sosial dalam Perspektif Al-Qur’an dan Hukum Negara di Era Revolusi Industri 4.0 dan Society 5.0, *Jurnal Riset Agama*, vol. 2, no. 1, pp. 100–118, 2022.
- [13] Anwar, F., Perubahan dan Permasalahan Media Sosial, *Jurnal Muara Ilmu Sosial, Humaniora, dan Seni*, vol. 1, no. 1, pp. 137–144, 2017.
- [14] Nasrullah, R., BLOGGER DAN DIGITAL WORD OF MOUTH: GETOK TULAR DIGITAL ALA BLOGGER DALAM KOMUNIKASI PEMASARAN DI MEDIA SOSIAL, *Jurnal Sosioteknologi*, vol. 16, no. 1, pp. 1–16, 2017.
- [15] Setiawan, A.C., Wiyono, B.B. and Burhanuddin, B., PERSEPSI DAN SIKAP GURU TENTANG PENDAYAGUNAAN MEDIA JEJARING SOSIAL DALAM PEMBELAJARAN, *Jurnal Pendidikan: Teori, Penelitian, dan Pengembangan*, vol. 2, no. 5, pp. 714–718, 2017.
- [16] Nugraha, A., Sudrajat, R.H. and Putri, B.P.S., FENOMENA MEME DI MEDIA SOSIAL: STUDI ETNOGRAFI VIRTUAL POSTING MEME PADA PENGGUNA MEDIA SOSIAL INSTAGRAM, *Jurnal Sosioteknologi*, vol. 14, no. 3, pp. 237–245, 2015.
- [17] Indrayuni, E. (2019). Klasifikasi Text Mining Review Produk Kosmetik Untuk Teks Bahasa Indonesia Menggunakan Algoritma Naive Bayes. *Jurnal Khatulistiwa Informatika*, 7(1), 29–36. <https://doi.org/10.31294/jki.v7i1.1>
- [18] Nathania, S. (2018). Analisis Pengaruh Online Consumer Review Pada Keputusan Pembelian Generasi Millennial Di Bandung (Studi Pada Produk Gadget Di Tokopedia).
- [19] Hidayat, T. (2019). Encryption Security Sharing Data Cloud Computing By Using Aes Algorithm: a Systematic Review. *Teknokom*, 2(2), 11–16. <https://doi.org/10.31943/teknokom.v2i2.41>
- [20] Kristiyanti, D. A. (2015). Analisis Sentimen Review Produk Kosmetik Menggunakan Algoritma Support Vector Machine Dan Particle Swarm Optimization Sebagai. *Seminar Nasional Inovasi & Tren (SNIT) 2015 “Peluang Dan Tantangan Indonesia Dalam Menyikapi Afta 2015,”* 134–141. http://lppm.bsi.ac.id/SNIT2015/BidangA/A22-134-141_2015-SNIT-Dinar_Ajeng_Kristiyanti_ALGORITMA_SUPPORT_VECTOR.pdf
- [21] William and Aripadono, H.W., Faktor Keputusan Pembelian Konsumen Online Marketplace Indonesia,” *Teknika*, vol. 9, no. 1, pp. 48–57, 2020.
- [22] Sugiyono. (2017). *Metode Penelitian Kuantitatif Kualitatif dan R&D*.
- [23] SP, A.A.G.T. and Seminari, N.K., PENGARUH BRAND EQUITY DAN CONSUMER SATISFACTION PADA BRAND LOYALTY, *E-Jurnal Manajemen Universitas Udayana*, vol. 7, no. 1, pp. 307, 2017.
- [24] Hafiar, H. and Lukman, S., Optimalisasi Kegiatan Promosi Melalui Grup Whatsapp (WAG) Dalam Menjangkau Calon Peserta Pesantren Kilat, *PROMEDIA*, 2018.

- [25] Rohmah, A., PANDEMI COVID-19 DAN DAMPAKNYA TERHADAP PERILAKU KONSUMEN DI INDONESIA, *Jurnal Inovasi Penelitian*, vol. 1, no. 7, pp. 1373–1378, 2020.
- [26] Irawan, A., Indiyastuti, N. and Suliyanto, PENGARUH KUALITAS FITUR, DESAIN, IKLAN, KEPUASAN KONSUMEN DAN KEBUTUHAN Mencari Variasi Terhadap Keinginan BERPINDAH MEREK HANDPHONE (Survai Pada Pengguna Handphone Di Kota Purwokerto), *Performance: Jurnal Personalia, Financial, Operasional, Marketing dan Sistem Informasi*, vol. 11, no. 2, pp. 83–106, 2018.