

# How Social Media Used to Attract Participants in Sport Event? A Case Study of Kudus Futsal Championship's Marketing Strategy

Riska Ardiyanti<sup>1</sup>, Billy Castyana<sup>2</sup>, Mugiyo Hartono<sup>3</sup>, Dwi Gansar Santi Wijayanti<sup>4</sup>, Wahyu Ragil Kurniawan<sup>5</sup>

{ [riska.pgpjds@students.unnes.ac.id](mailto:riska.pgpjds@students.unnes.ac.id)<sup>1</sup>, [billycastyana@mail.unnes.ac.id](mailto:billycastyana@mail.unnes.ac.id)<sup>2</sup>,  
[mugiyohartono@mail.unnes.ac.id](mailto:mugiyohartono@mail.unnes.ac.id)<sup>3</sup>, [dwigansarsanti@mail.unnes.ac.id](mailto:dwigansarsanti@mail.unnes.ac.id)<sup>4</sup>,  
[wahyuragil@mail.unnes.ac.id](mailto:wahyuragil@mail.unnes.ac.id)<sup>5</sup> }

Department of Physical, Universitas Negeri Semarang<sup>1,2,3,4,5</sup>

**Abstract.** Social media, nowadays, is widely used as a marketing medium with various advantages. However, how big the advantages of social media as a marketing medium to attract participant to join in sport events needs to be studied more deeply. Moreover, the Kudus Futsal Championship, a new sport event conducted for the second time, now has various reviews and feedback from the community. Through this research, the new sports event committee will be able to understand how important using social media to build their product image. This quantitative research using a survey method with a modified Likert Scale has variables such as communication of committee and social media users, communication between social media users, brand equity, and brand attitude. With the population from the Kudus Futsal Championship's participants and using purposive sampling which has requirements such as being willing to be a respondent and participant who registers the team, there were 31 respondents who filled out the questionnaire. Result showed that social media had an effect of 52.1% on attracting community to join in sport events. This is caused by communication factor between the committee and community through social media and brand attitude that focuses on how the community evaluates a brand. Based on these results, it can be concluded that the committee must maximize social media as a communication tool to introduce their product, namely sport events. In addition, through social media as well, the committee must also create a good image of the sport event, including good reviews.

**Keywords:** Sports Management, Sport Event, Sport Marketing, Social Media, Futsal.

## 1 Introduction

Social media is currently one of the trending mediums for all ages, old, young and even children. There are several active social media used by the public, such as YouTube which ranks first with a usage percentage of 43%, in second place Facebook with a usage percentage of 41%, then Whatsapp with a usage percentage of 40% [1]. Based on other studies, it can be seen that female social media users are the largest with a total percentage of 56%, while for

male sex it is 44%, where they are in the age range between 21-23 years which is 54%, then the second position by 35% is in the age range of 18-20 years. While the age range of 24-26 years is only 11% [2]. Social media is widely used for daily purposes because of the various benefits obtained from social media, such as a place to interact, work together, share, communicate with other users so as to form virtual social bonds [3] [4]. In addition to these benefits, social media also provides benefits in disseminating information from an activity. One of the activities that require social media assistance is sporting events.

Sports events are a place to show abilities and positive activities carried out by students, students, to the general public, of course requiring a good means of disseminating information, one of the media that can be used is social media. Kudus as a place for one of the badminton clubs that has produced many national athletes, namely PB Djarum, has held many sporting events which were later used as an annual event. Not only badminton, other sports such as futsal are also very popular in running annual events.

From the various events held, there is one championship, namely the Kudus Futsal Championship 2020, which is an annual futsal event that has been held for three years by students of the Department of Physical Education, Universitas Negeri Semarang. This event is included as a successful event if it is seen from the number of participants who always meet the target and the audience that reaches thousands of people. This event, which is held for high school/vocational/MA student participants, always uses social media as part of their promotional media. As expressed by Ettania Agustina as the Committee for the Kudus Futsal Championship 2020 that the promotions carried out mostly use social media, be it Instagram or Whatsapp, because the costs are cheap and can reach many people. This is also supported by a statement submitted by Catur as the Chair of the Regency Futsal Association (AFK) in Kudus Regency who said that social media had a very large influence in disseminating information about an event. This is what makes social media widely used as a place of promotion in various sports championships.

Promotion as an important part of a sporting event is a process and effort in marketing its products or services. This can be done by disseminating information and providing encouragement to potential consumers which aims to influence consumer behavior and actions so that they want to buy the products being sold. In terms of promotion, [5] stated that social media can be used as a means of promotion and marketing to increase participants' interest in participating in an activity. This is due to the ability of social media to provide added value and affect brand equity like an advertisement. However, the extent to which promotion through social media has an impact on organizing sporting events, particularly in attracting participants, in Kudus Regency needs to be discussed in more depth. Through this research, it can be a reference for event organizers when they will carry out an event, whether it is a social, cultural, or sport program in order to promote it easily, quickly, effectively through social media so that it can attract as many participants as possible.

### **1.1 Objectives**

Based on the background that has been described previously, it can be seen that the purpose of this study is to identify how media social used to affect participants' decisions to take part in the Kudus Futsal Championship Series 2020.

## **2 Literature Review**

### **2.1 Marketing Strategy**

As an activity that must be carried out by a company in maximizing sales and getting as much profit as possible, marketing is a series of various processes of communicating a product and conveying it to consumers. This action aims to create a relationship with consumers so that sales can increase. In marketing, there is the term marketing mix which is an important part for successful sales. The marketing mix consists of four marketing components, including:

Product [6]

Rahmawati (2016) explains that the product is a variety of things that are offered to the market..

Price

In marketing, the price is the value of the product offered which is then accepted by the public by exchanging money to get it [7].

Place

Place in marketing is affected by accessibility, location, channel type, exposure, and transportation, because the product must be available wherever and whenever consumers need it [8].

Promotion

This marketing component helps manufacturers to increase consumer awareness of their products [9]

In its application, marketing also requires a strategy to maximize the efforts made. Strategy is a method taken to achieve the objectives of the implementation of an activity [10], while marketing strategy is an action taken by the company to obtain maximum sales results by establishing policies and rules [11]. To implement a good marketing, the seller must understand the scope in the field of marketing, such as market selection, product planning, pricing, distribution systems, and marketing communications [10].

### **2.2 Social media**

Social media is a media that accommodates collaboration between users who produce content (user generated content) [4]. There are several types of social media that appear very diverse, ranging from facebook, twitter, instagram, foursquare, path, and so on. Each of these types of social media has different and unique content. However, if we understand deeply, all of them have the same function, namely that we are facilitated to communicate and socialize with each other in cyberspace without being constrained by space and time.

Social media expansion has also penetrated every level of Indonesian society. For Indonesia alone, according to the Ministry of Communication and Information, as many as 63 million people in Indonesia are internet users and 95 percent of them are users of social networking sites. Indonesia is ranked 4th as the country with the largest number of Facebook users in the world with 65 million active users and 5th as the country with the most Twitter users in the

world, which is 19.5 million active users. Besides Facebook and Twitter, Indonesian people also use blogs, Tumblr, Path, Instagram, Line, and other social networks. Meanwhile, there are various types of social media into 6 (six) types, namely:

Collaborative Projects, namely a social media that can create content and in its manufacture can be accessed by a global audience. Categories included in Collaborative Projects in social media, namely WIKI or Wikipedia which are now very popular in various countries

Blogs and Microblogs, namely applications that can help users to write in a detailed and sequential manner about news, opinions, experiences, or daily activities, either in the form of text, images, videos, or a combination of the three.

Content Communities, which is an application that aims to share with someone either directly or indirectly, where in this application the user or users can share videos, or photos. Social media can be used to publish a form of positive activity.

Social Networking Sites or Social Networking Sites, which are sites that can help a person or internet user create a profile and connect it with other users. Social networking sites allow users to upload personal things such as photos, videos, collections of writings, and interact personally with other users through private messages that can only be accessed and managed by the account owner.

Virtual Game Worlds, namely multiplayer games where hundreds of players can simultaneously be supported. This social media is very supportive in terms of attracting the attention of consumers to know more with striking graphic designs and interesting color games, so that it feels more informative and interactive.

Virtual Social Worlds, namely applications that simulate real life on the internet. This application allows users to interact in a three-dimensional platform using avatars that are similar to real life.

### **3 Methods**

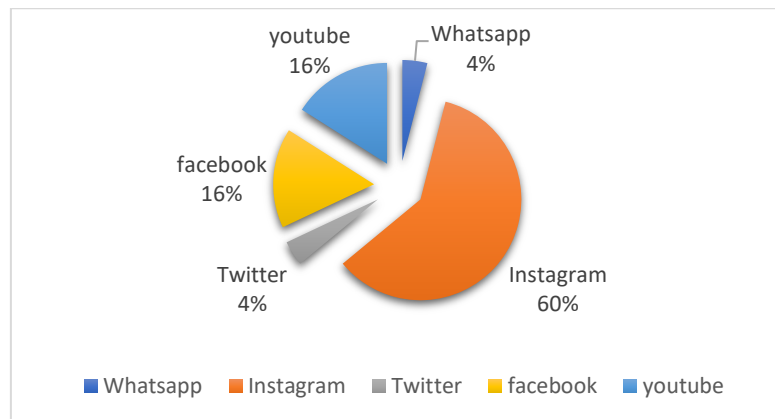
By using a survey method, this quantitative descriptive research collects data using a questionnaire distributed to the participants who have participated in the Kudus Futsal Championship. The questionnaire was prepared using a Likert scale with variables consisting of committee communication with social media users, communication between social media users, brand equity, brand attitude, and the decision to take part in the Kudus Futsal Championship. Furthermore, as many as 31 respondents who have been selected with a sampling technique, namely purposive sampling. The selected respondents are respondents who have met the criteria, including 1) Declaring that they are willing to be respondents, 2) Participants of the Kudus Futsal Championship, 3) Person in Charge who registers. After the data was obtained, the data were analyzed using multiple linear regression with the help of SPSS.

## 4 Data collection

Before conducting the research, the researcher had conducted preliminary research as a stage to test the validity of the questionnaire using expert judgment. After the questionnaire was declared valid, the researchers conducted research on participants who had registered at the Kudus Futsal Championship. Participants were asked to fill in the data using a google form and when the respondent filled out the questionnaire, the researcher accompanied the respondent. Collecting data using a questionnaire with a modified Likert scale 1 to 4 which has four alternative answers, namely, Strongly Agree, Agree, Disagree, and Strongly Disagree.

## 5 Results and discussion

After the data collection process, it is known that respondents who have an age range of 15-29 years have differences in the use of social media.



**Fig. 1.** Social Media used by the Respondent

Based on the results of data analysis using multiple linear regression from the ANOVA test, it was found that social media had an influence on decisions to participate in activities, the results were shown through the ANOVA test where the significance was below 0.05.

**Table 1.** Mean

		ANOVA <sup>a</sup>				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.762	4	.690	7.081	.001 <sup>b</sup>
	Residual	2.535	26	.098		
	Total	5.297	30			

a. Dependent Variable: Y

b. Predictors: (Constant), X4, X1, X3, X2

The results of the ANOVA test show that there is an influence of the independent variable on the dependent variable because the results show that the significance value is <0.05 or has an

F value > F table, so there is an influence from social media on participants' decisions to participate in the event.

When viewed from table 2, it can be seen that R Square has a value of 0.521 so it can be stated that social media has an influence of 52.1%, while the rest are factors that are not measured in this study.

Table 2.

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.722 <sup>a</sup>	.521	.448	.312
a. Predictors: (Constant), X4, X1, X3, X2				

One of the impacts of the development of information technology is the increasing popularity of social media which is marked by the increasing number of users. In Indonesia alone in 2017 around 106 million or 40% of the total Indonesian population are active users of social media. From the results of research that has been carried out by researchers, it is stated that there are only a few variables that have a significant effect on purchasing decisions. The effect of social media on buying interest is 0.001. This result shows that social media variables have a significant effect on consumer decisions to participate as participants. The results of this study are reinforced by previous research conducted by Putri (2016) that social media has a significant direct effect on consumer buying interest [12]. In addition, social media is widely used to find information before deciding to purchase a product. This facilitates and improves the flow of information by making it easy to disseminate information to consumers so that consumers can make informed purchasing decisions.

In addition, it can be seen from the demographics above that social media Instagram is the most widely used social media. This is because Instagram has its own advantages to attract participants who are in the 15-29 year age range. Where the advantages of Instagram social media include having attractive and easily accessible features so that it can support the information to be conveyed, especially those that focus on the use of images and videos [13]. Instagram also has a new feature that is currently very popular, namely Instagram Stories. This feature is a brief feature that can be used to create a preview of the product to be sold. So, indirectly, Instagram story users can promote what they record using a short duration so that consumers can easily see our products. In addition, social media also has advantages over marketing because the process of buying goods or services can be done via the internet or online buying and selling services without having to meet face-to-face with the seller or buyer directly. For online purchase process, the offer is also not difficult, simply by selecting the image available on the Instagram account, then the buyer just has to order it, and pay by transfer. This is the attraction or influence of Instagram.

Social media can be used as a promotional medium because with the help of the internet it can allow an individual to interact with other individuals without any distance restrictions. According to Oktaviani and Fatchiya (2019), promotion through Instagram is said to be effective because the characteristics of Instagram (completeness of information, frequency of messages, clarity of information, and attractiveness of photos) can affect the effectiveness of

promotions [14]. Promotion is one of the determining factors for the success of a marketing program to provide information about the existence of a product. Social media is currently one of the tools widely used by sellers in disseminating information about a product to consumers so that using social media as a promotional medium can provide promising things in promotion. However, the problem is how to make social media known and have many followers so that the published content can be seen and accepted by many people. In addition to changing human behavior, in communicating, the internet also provides significant changes in marketing efforts. However, the research above also shows that social media only has an influence of 52.1%. Therefore, there are other factors that also influence consumer behavior in purchasing decisions. Consumer buying behavior is influenced by cultural, social, personal, and psychological factors.

## 6 Conclusion

Based on the analysis that has been done, social media has a significant influence on the participant's decision to take part in the Kudus Futsal Championship 2020 activity with a percentage showing 52.1% this happens because promotion through social media and the internet can allow an individual to interact with other individuals without any distance limitation. In addition, promotion through Instagram is said to be effective because the characteristics of Instagram (completeness of information, frequency of messages, clarity of information, and attractiveness of photos) can affect the effectiveness of promotions so that social media is one of the tools widely used by sellers in disseminating information about a product to consumers.

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