

## Traditional Sports, Indigenous Heritage, and Tourism Branding: Pè-sapèan Bangkalan in Madura, Indonesia

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### Abstrak

*Tourism branding in the sports industry shows positive labeling that is used to attract public interest from tourist destinations. It becomes interesting when pè-sapèan can combine sports, cultural heritage and attractions in tourism branding. The method used is to use a systematic literature review to analyze potential opportunities for traditional sports, traditional heritage and tourism branding by collecting articles via Google Scholar. Events in the world of sports industry need a platform as a means to develop into an industrial orientation. In Bangkalan Regency, the annual event that is always held is the Traditional Sports Festival. This Traditional Sports Festival event is not only a place to exercise together but also to encourage enthusiasm, contribution and collaboration to jointly preserve traditional games, especially in Bangkalan, namely Pè-sapèan Bangkalan. In Bangkalan, various sporting events, such as the DISPORA CUP and the DISBUDPAR CUP are still ongoing, this is clear evidence that the development of sports marketing still exists and continues to increase. The traditional Pè-Sapèan sports game was often played by children in the past on Salt Island, with a minimum of three people playing. The game is a replica of Madurese culture, Kerapan Sapi. However, the cow and the jockey both use people, so the game pattern; starting from the start line to the finish line. The team that arrives first is the winner. The traditional sports game Pè-Sapèan can be interpreted as having become extraordinary capital to be developed to preserve the traditional heritage of Bangkalan Regency. This will be a forum for continuing livelihoods by combining cultural heritage capital and community self-organization. Pè-Sapèan traditional sports games can increase the community's self-control capacity towards traditional heritage assets. It would be a win-win if the role of local government could be to develop sports tourism resources, improve sports tourism services, and appoint functional government departments in building tourism branding.*

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## 1. INTRODUCTION

Sport is an activity aimed at gaining health. However, as time goes by, sport now has an appeal to the economic sector. Sports can increase income for groups, regions and countries. Sports tourism is one thing that can be developed and has promising potential profits. Sports tourism is a rapidly growing phenomenon in the new tourism industry[1]. Sports tourism is a new term developed to describe the use of brands in the tourism industry. Experts define sports tourism as aiming to see or witness a sporting event in a particular place or country, such as the Olympics, boxing or football match, or participating in the activity itself. Sports tourism can be interpreted as the sport of visiting certain places, enjoying family events, sports facilities and sports games, so it can be interpreted as sports tourism activities carried out with the family while enjoying the sports facilities in question.

Previous research shows that sport is increasingly in demand as part of the attraction of tourist destinations. It gets interesting when pè-sapèan can combine sports, cultural heritage and attractions in tourism branding. At the moment the use of sports icons is an alternative in

developing tourism. This not only brings exposure to the sports brand but also has economic and social potential. Pè-sapèanis a traditional Indonesian sport that has an interesting philosophy physical and background to be part of the destination's attraction. Interpret attributes, features, and attractiveness pè-sapèanis an inseparable part of local culture.

In Madura, especially in Bangkalan Regency, there are traditional games pè-sapèan adopted from the tradition of cow racing, in this game there are three people where two people act as cows while the other person in the middle is in charge of being the jockey. Apart from being fun, this game has the value of building trust in the team. Each member must be united in synchronizing their steps in order to win the game. With the reintroduction of sports pIt is hoped that this è-sapèan will allow the younger generation to preserve culture amidst the onslaught of modernization in gadget-based games.

Bangkalan as one of the districts in Madura has started introducing traditional sports and games è-sapèan is starting to disappear among junior high school students to protect Madura's original culture from extinction. This opens up opportunities pè-sapèan as a sports tourism destination. Branding in the tourism industry is experiencing rapid development. Currently, tourism branding is carried out by packaging cultural heritage and integrating the needs of tourism consumers. Once the targeted natural resources become a comparative advantage, then attractions, culinary delights and heritage become competitive advantages in this industry. Pè-sapèan Bangkalan in this context has the potential to be introduced as a cultural heritage and deserves to be appointed as a sports tourism icon.

Academic research on sports branding is still new and very limited to the specific field of modern sports. Research on the development of traditional sports brands is still relatively few and rare. The impact of newly launched traditional sports on the development of explanations of the meaning of sports brands pè-sapèan not yet investigated. There has not been any discourse that contributes to analyzing how entities are involved in preserving pè-sapèan. The communication strategy mechanism proposed through design logic messages applies in the field of sports tourism branding. The district government as the management holder can utilize these findings in the context of a deeper understanding of the potential of traditional sports, traditional heritage and tourism branding.

## 2. RESEARCH METHOD

Based on the theoretical concept of branding as a complex and dynamic discipline, the research uses a search by analyzing literature studies related to pè-sapèan. Some reasons Pè-sapèan Bangkalan as a research topic, pè-sapèan in Madura, especially Bangkalan, is starting to become extinct and is not well known, even though history records that this sport has been a tradition since ancient times. To strengthen the research results, the literature review method was also discussed extensively from the perspective of traditional sports, traditional heritage and tourism brands. The selection of articles selected is adjusted by applying strict procedures to determine the relevance of the article to the theme under study. The keywords in tracing the source of the article are "traditional sports, traditional heritage, and tourism branding".

## 3. RESEARCH RESULTS AND DISCUSSION

### Sports Events in the Sports Industry

As the sports industry grows, opportunities for collaboration will open up. This was also conveyed by[2]who said that the sports industry will give birth to a creative industry that will foster competitiveness both in local industries and in the world market, thereby giving rise to cooperative relationships on both small and medium scale with the large sports industry. It can be interpreted that there will be economic growth in society if an area can take advantage of tourist destinations. According to[3]culture-based tourist destinations as a creative economy-based sports promotion media.

Events in the world of sports industry need a platform as a means to develop into an industrial orientation. In Bangkalan Regency, the annual event that is always held is the

Traditional Sports Festival. This activity is filled with a selection of traditional games, including hadang, long terompah, stilts, blowpipe and dagongan. The role of sporting events is certainly the spearhead that drives the development of the sports industry. It is hoped that the Traditional Sports Festival event can develop sports internally. From an internal perspective, several equipment, facilities and infrastructure are needed to support the success of the event, namely mature infrastructure. In sports there are educational and entertainment aspects. So it can be interpreted that human and social development can be developed through sport. The social aspect of sport can be seen from relationships social cohesion, which it contains tolerance and integration and is an effective channel for physical as well as social economy [4]. Not just internally, physically External sporting events require public interest which can be seen from the quality of the media and partners as sellers of sporting events. Media or sponsors are an inseparable part of sporting events, the media's important role is to foster a good and profitable symbiosis between sponsors and event organizers. Sponsors are partners who can provide benefits in a sporting event[5]. Events This Traditional Sports Festival is not only a place to exercise together but also to encourage enthusiasm, contribution and collaboration to jointly preserve traditional games, especially in Bangkalan is Pè-sapèan Bangkalan.

### **Sports Marketing**

Sports euphoria can be enjoyed if marketing activities aimed at attracting consumers are successful. Sports marketing can be a driving force in brand literacy and brand awareness. The excitement of the match with a supportive atmosphere can be achieved by making supporting items such as accessories so that they attract the attention of consumers. In Bangkalan, various sporting events, such as the Department of Youth and Sports Cup (DISPORA CUP) and the Department of Culture and Tourism Cup (DISBUDPAR CUP) are still ongoing, this is clear evidence that the development of sports marketing still exists and continues to increase. Sports marketing will involve packaging in terms of attracting public interest, namely in terms of entertainment.

According to [6] A brand is an ideal reference that can last a long time and is stable. The traditional Pè-Sapèan sports that are being developed must be packaged in an attractive way. Of course, to increase their attractiveness, special features are needed that can become the characteristics of traditional Pè-Sapèan sports. This is also explained by [7] In developing a sports brand as an attraction goal, several references are very identical and specific. Pè-Sapèan Bangkalan means an insight into the legacy of its predecessors. This context positions the brand as a part of information related to description and evaluation is stored as a cognitive representation in the consumer's memory [8].

### **Traditional Sports, Indigenous Heritage, and Tourism Branding: Pè-sapèan**

Pè-Sapèan is a traditional group game that requires agility, running speed and reliable strategy. This game is very good for exercising. This is because each player has to run like a cow being ridden by a jockey with the aim of winning the match to reach the finish line in the fastest time possible.

The Pè-Sapèan game, which was often played by children in the past on Salt Island, was played by at least three people. The game is a replica of Madurese culture, Kerapan Sapi. However, the cow and the jockey both use people, so the game pattern; starting from the start line to the finish line. The team that arrives first is the winner. The word Pè-Sapèan comes from Madurese which means it resembles the shape of a cow. This game presents a miniature replica of the cow race [9]. The working principle of pesapean is almost the same as cow karapan [10]. In each match, the fastest competitor who arrives at the finish line first will be the winner [11]. Two people act as cows and each person controls the cow by holding the reins [12].

Table 1. Data from literature search results

Index	Author and Year	Search result		Research result
		Journal Name/ Proceedings	Title	
Q1 SJR 0.62	[13]	<i>Heliyon</i>	<i>Evaluation of sports tourism competitiveness of urban agglomerations in Guangdong-Hong Kong-Macao Greater Bay Area</i>	The research recommendations are that local governments are advised to develop sports tourism resources, sports tourism service levels, government functional departments, event brand building, enterprise integration, etc.
Q1 SJR 1.97	[14]	<i>Tourism Management Perspectives</i>	<i>The impacts of world cultural heritage site designation and heritage tourism on community livelihoods: A Chinese case study</i>	This research helps expand sustainable livelihoods theory by combining cultural heritage capital and community self-organization, as well as highlighting residents' capacity for self-control over assets.
Q1 SJR 2.45	[15]	<i>Journal of Destination Marketing &amp; Management</i>	<i>Developing an integrated model for the competitiveness of sports tourism destinations</i>	The most significant contribution of this paper is to develop a new and integrated model to fill the theoretical gap in the sports tourism literature, with a particular focus on destination competitiveness. As a result of using this model, policymakers will be able to better understand the requirements, strategies and consequences of increasing competitiveness in sports tourism destinations.
Q1 SJR 2.45	[16]	<i>Journal of Destination Marketing &amp; Management</i>	<i>Towards a model of sports franchise leverage for destination marketing</i>	In providing insight into how stakeholder theory, destination marketing, actor network theory, and cooperative marketing have an almost symbiotic relationship in the field of tourism, this research is the first of its kind and should interest policymakers, sports franchises, and researchers

From the literature review above, it is examined from the perspective of traditional sports games Pè-Sapèan can interpreted as having become extraordinary capital to be developed to preserve the traditional heritage of Bangkalan Regency. This will be a forum for continuing livelihoods by combining cultural heritage capital and community self-organization. Traditional sports game Pè-Sapèan can increase the capacity of community self-control regarding traditional heritage assets. It would be a win-win if the role of local government could be to develop sports tourism resources, improve sports tourism services, and appoint functional government departments in building tourism branding. Of course, the district government must also pay

attention to sports tourism with a special focus on the competitiveness of sports tourism destinations.

#### 4. CONCLUSION

Events in the world of sports industry need a platform as a means to develop into an industrial orientation. In Bangkalan Regency, the annual event that is always held is the Traditional Sports Festival. This activity is filled with a selection of traditional games, including hadang, long terompah, stilts, blowpipe and dagongan. The role of sporting events is certainly the spearhead that drives the development of the sports industry. Sports marketing can be a driving force in brand literacy and brand awareness. The excitement of the match with a supportive atmosphere can be achieved by making supporting items such as accessories so that they attract the attention of consumers. Traditional sports game Pè-Sapèan can be interpreted as having become extraordinary capital to be developed to preserve the traditional heritage of Bangkalan Regency.

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