

2022 MotoGP in Indonesia: Atlas.ti's Analysis of the Impact NTB Economics

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ABSTRACT

The construction of the Mandalika circuit and the implementation of the 2022 MotoGP in Central Lombok, NTB has various impacts on the community around the circuit, both positive and negative. This type of research is qualitative research, using secondary data sources. The analysis tool used is Atlas.ti software. The purpose of this study is to analyze economic growth in NTB as a spillover impact of the MotoGP event and the added value that can be provided to improve the economy in tourism areas around NTB. The results of this study show that the Mandalika circuit and the implementation of the 2022 MotoGP created a new color to the economy in the NTB province. The construction of the Mandalika circuit has various impacts on regional infrastructure, the environment, the tourism industry sector, the community, and NTB's regional income. The biggest spillover impact of organizing MotoGP on the Mandalika circuit is felt by the NTB province. Mandalika SEZ was built by the government with the aim of improving the economy of the surrounding community through the development of MSMEs. MSME players sell typical NTB products such as culinary, souvenirs, t-shirts, and woven fabrics typical of Lombok as a form of added value provided to increase NTB's economic growth. The application of the concept of Muslim friendly tourism is also needed in order to attract more tourists to visit NTB and surrounding tourist destinations.

Keywords: *Mandalika MotoGP; spillover impact; NTB Economic Growth; Mandalika SEZ; Value added*

INTRODUCTION

The term 'business' refers to the activity of individuals who are organized to produce and sell goods and services for profit in order to meet the needs of society (Pride, et al., 2014). 'Tourism' is defined as the temporary movement of people to destinations outside their place of residence and work, where they engage in activities and facilities are provided to meet their needs (Pitama & Gayatri, 2005).

The tourism industry encompasses economic activities that provide goods and services related to travel and tourism. It has a significant impact on the economy of many countries, creating jobs, generating revenue for private businesses and governments, and contributing to overall economic growth.

Indonesia is an archipelago rich in natural resources and cultural heritage, with enormous potential in the tourism industry. The tourism sector is considered highly profitable, and both the private and public sectors are actively developing it. Indonesia has a tourism programme known as Destinasi Super Prioritas (DSP). The DSP includes several tourism destinations such as Borobudur Temple in Central Java, Likupang in North Sulawesi, Mandalika in West Nusa Tenggara, Lake Toba in North Sumatra, and Labuan Bajo in East Nusa Tenggara. These five destinations are planned to become the new Bali in Indonesia.

The Mandalika Circuit mega project was constructed by PT Indonesian Tourism Development (Persero), also known as Indonesia Tourism Development Corporation (ITDC), between 2019 and 2021. [\(Hayati & Nurani, 2021\)](#) It is classified as a special interest tourist attraction. There are three groups of tourist attractions: natural, cultural, and special interest sport. These attractions have advantages due to their backward and forward linkages, resulting in a large multidimensional effect.

The Mandalika Special Economic Zone (SEZ) is being developed in the West Nusa Tenggara (NTB) province in accordance with Government Regulation No. 52 of 2014. The main focus of this development is on tourism. Article 2 of the Mandalika SEZ states that the Mandalika Special Economic Zone, as defined in Article 1, covers an area of 1,035.67 hectares. It is situated in the Pujut District of the Central Lombok Regency in the West Nusa Tenggara Province.

The Mandalika Circuit is a significant infrastructure project that plays a crucial role in the development of Indonesia's tourism industry. Its primary objective is to attract car and motorbike racing enthusiasts, potentially positioning Indonesia as a leading destination for international racing events like MotoGP. Events such as this not only attract tourists from around the world but also introduce the Mandalika destination to a global audience through media coverage [\(Novatiani, Kusumah, Fadjar, & Yuniarti, 2018\)](#). This increase in tourism has a positive impact on local revenue, particularly in the tourism and hospitality sectors.

Additionally, the Mandalika Circuit aims to diversify the region's economy. In recent years, the government has made efforts to reduce dependence on the agricultural sector, which has traditionally dominated the economy in West Nusa Tenggara (NTB). The Mandalika Circuit is not only a tourist attraction but also an investment opportunity for those interested in the tourism sector and related industries. This will generate new business prospects and contribute to the local revenue.

The construction of the Mandalika Circuit is expected to accelerate growth, particularly in Central Lombok Regency. It not only promotes economic growth but also improves infrastructure. Supporting facilities and infrastructure, such as the extension of the Zainudin Abdul Majid International Airport runway and the BIL-Mandalika bypass road, are continuously being developed in the area. The purpose of this infrastructure improvement is to enhance accessibility for tourists visiting Mandalika, West Nusa Tenggara (NTB).

The construction of the Mandalika Circuit in the Lombok region is a positive development as it not only increases state revenue from tourism but also significantly improves the economy of West Nusa Tenggara. Additionally, the construction of the Mandalika Circuit supports the overall development of the region.

After a 25-year hiatus, Indonesia will finally host MotoGP in 2022. The first MotoGP event in Indonesia was held at the Sentul Circuit in Bogor, West Java on 28 September 1997. The Indonesia Tourism Development Corporation (ITDC), a state-owned enterprise managing the Mandalika Special Economic Zone (SEZ), received a commitment to implement MotoGP and construct a circuit within the area after commencing operations in October 2017. The first international standard event during the Covid-19 pandemic was implemented with the official holding of the Mandalika MotoGP event in March 2022, after being delayed.

The event had a significant impact on the economic sector in Indonesia, particularly in the West Nusa Tenggara (NTB) region, causing a domino effect. The MotoGP event generated an output of Rp 606.92 billion, representing an increase of Rp 315.94 billion. The labour cost incurred during the event was significant, with a labour wage of Rp 137.67 billion and a potential tax of Rp 14.25 billion. This has contributed to the economic growth that has continued despite the Covid-19 pandemic, owing to the numerous large transaction activities during the 2022 MotoGP.

The presence of large transaction activities and high economic turnover can boost the MSME sector in West Nusa Tenggara (NTB). Based on the enthusiasm of the Indonesian and foreign communities who attended the 2022 MotoGP event, it is hoped that it will continue to grow and contribute to the growth of MSMEs in Central Lombok, West Nusa Tenggara (NTB). Because of the economic impact, international MotoGP events must be held on a regular basis.

To support the development of Mandalika SEZ, which focuses on the tourism industry, macro analyses related to the role of tourism in the economy, particularly in the province of West Nusa Tenggara (NTB), are necessary. Furthermore, there has been little analysis of the sustainable economic impact of the implementation of MotoGP in Mandalika in 2022. Allegations suggest that the economic impact of implementing MotoGP is not limited to the province of West Nusa Tenggara (NTB), but also affects other related provinces.

Previous studies have examined the impact of Mandalika SEZ development on the socio-economic context, but have been limited to qualitative research. [Mahendra \(2020\)](#) conducted a study on the impact of Mandalika SEZ development on the development of Micro, Small and Medium Enterprises (MSMEs) in the area from the perspective of Islamic economics. The study conducted qualitative analysis through interviews and observations to show that the development of MSMEs in the area has been impacted, even though the construction process has not been completed. MSME owners around the area provide for the needs of tourists while still adhering to Islamic teachings. [Ulfah Maulana \(2021\)](#) conducted research on the benefits of the Mandalika circuit development for MSMEs in the Mandalika area. The study used qualitative methods to find that residents in the surrounding area have not been able to fully utilise the potential of circuit development. It is necessary for the local government to support the development of MSMEs to optimise the contribution of the community around the Mandalika area.

The aim of this study is to determine the long-term economic growth in the West Nusa Tenggara (NTB) region resulting from the spillover impact of the MotoGP event and the added value it can provide to improve the economy in tourism areas around West Nusa Tenggara (NTB). The study is expected to serve as a reference for the Indonesian government and the West Nusa Tenggara regional government in tourism development. Furthermore, this can serve as a guide for the Indonesian government to enhance various sectors of infrastructure development in different regions of Indonesia, utilizing the existing services and facilities to boost the regional economy.

LITERATURE REVIEW

Tourism

Tourism refers to all activities and processes related to travel and temporary stays of individuals who are not residents of the area and are not traveling for work purposes. It encompasses the collective efforts of government, businesses, and society to facilitate travel and accommodation needs ([Lellotery, et al., 2016](#)).

According to Law Number 10 of 2009 concerning Tourism, tourism comprises various tourist activities supported by facilities and services provided by the community, entrepreneurs, government, and local government. Tourism is a business that provides goods or services for tourists or visitors during their journey (Indonesia, 2022). The literature review should explain the basis, concept, and theory behind each research variable, as well as the relationship between variables, and end with the formulation of hypotheses.

Meeting, Incentives, Conference, Exhibition (MICE)

The tourism industry serves as a bridge between culture and business. The influence of international business in MICE events can impact the growth of historical and cultural tourism, ultimately enhancing the appeal of a region's tourism sector. MICE or MI (Meeting Industry) was introduced in 2006 by the International Congress & Convention Association (ICCA), Meeting Professional International (MPI), Reeds Travel Exhibitions and the World Tourism Organization (UNWTO) to standardise the concept and create a stronger image of the sector. The term MICE refers to Meetings, Incentives, Conferences, and Exhibitions. This acronym is now widely used in the industry ([Swarbrooke & Horner, 2001](#); [Chon & Weber, 2002](#); [Davidson & Cope, 2003](#); UNWTO, 2006).

The Meetings, Incentives, Conferences, and Exhibitions (MICE) industry is a crucial driver of tourism destination development, generating significant revenue, employment, and investment. Moreover, the MICE industry offers opportunities for knowledge sharing, networking, and capacity building, promoting intellectual development and regional cooperation.

The aim of this study is to analyse the development of the MICE industry in Mandalika, West Nusa Tenggara (NTB), through the construction of the Mandalika Circuit and the hosting of MotoGP in 2022. Additionally, it aims to identify the spillover effects and added value that can enhance development in the region.

Interregional Economic Linkages

Inter-regional linkages, also known as international linkages in the economic field, refer to the flow of goods and market chains of intermediate and final goods, production linkages, shopping patterns, consumer behavior, control patterns and economic ownership, income flows including transfers and remittances, capital flows, formal and informal financial systems, seasonal labor migration, and communication ([Bendavid-Val & Avrom, 1991](#)).

Spillovers refer to various convergent/divergent economic linkages. They have been found to have an impact on economic growth ([Brauninger, et al., 2005](#)). Recent theories have emphasized the neighborhood spillover effect and the increasing attention to space on growth.

Studies conducted by Anselin, et al. (1997), Bottazzi and Peri (2003), and Funke and Niebuhr (2005) aim to determine the impact of spatial spillover effects on innovation, growth, and regional disparities. Furthermore, Fingleton's (2003) research demonstrates that spillovers can enhance spatial dependence on economic growth within a region.

MSME Development and the Impact of the 2022 MotoGP

According to Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises, each type is defined normatively. Micro Enterprises are productive businesses owned by individuals or business entities that meet the criteria of micro enterprises. A small business is an independent economic entity owned and operated by an individual or business that is not a subsidiary or branch of a larger company. It must meet the criteria of a small business and cannot be owned, controlled, or directly or indirectly part of a medium or large business. Medium-sized enterprises are productive economic entities that operate independently and are not subsidiaries or branches of small or large businesses. They have a total net worth or annual sales results in accordance with laws and regulations.

In addition, MSMEs are characterized by their large numbers and widespread presence in various regions. They are highly labor-intensive and involve various layers of production. The technology used is proportionate to the production factors and conditions. MSMEs have demonstrated their ability to survive in the face of economic crises. 6) The capital used for MSMEs typically comes from the personal savings of the owner. 7) Other sources of capital are also often related to the owner. 8) The products produced are generally inexpensive and straightforward. 9) MSMEs are

dynamic and able to adapt to changes in the market. 10) They are also flexible and able to compete against larger industries ([Tambunan, 2012](#)).

Tourism Economics

Tourism is a significant industry in the era of globalization ([Suparman, et al., 2023](#)). It involves temporarily moving people to destinations outside their place of residence and work and engaging in activities while in the destination. Additionally, it involves preparing facilities to meet their needs ([Pitama & Gayatri, 2005](#)). Tourism economics is the study of how tourism can impact the economy of a region or country. According to [Hasan and Hemawan \(2018\)](#), the community's active involvement in tourism can enhance its effectiveness.

Tourism can be a crucial sector for a country's economic development. Proper management of tourism can yield benefits for both the government and society. Proper management of tourism can yield benefits for both the government and society. The tourism industry has a clear economic impact by generating foreign exchange and creating employment opportunities for the wider community. This, in turn, can increase income levels and living standards for the country receiving these tourists ([Pendit, 2003](#)).

The international event of Mandalika MotoGP will bring in international and domestic tourists. These visiting tourists will cause a balanced economic growth to other sectors such as accommodation, restaurants and offers in tour packages or transportation. These conditions will certainly have an impact on the economy of the surrounding community.

Regional Economics

Regional Economics is a branch of economics that analyzes the potential differences between regions. It discusses how to organize policies that can accelerate economic growth throughout a region. The analysis can focus on a single region or part of a region, or it can consider various regions with diverse potential. The language used is clear, objective, and value-neutral, with consistent technical terms and common sentence structure. The text is free from grammatical errors, spelling mistakes, and punctuation errors. The content of the improved text is as close as possible to the source text, and no new aspects have been added.

Regional economics is the study of how to implement development in a specific region. It is important to carry out projects and activities in the optimal region to maximize their benefits. Regional economics is useful at both macro and micro levels. For regional planners, analyzing regional economics can save time and costs when selecting the appropriate location using available secondary data. In addition, the macroeconomic benefits for the central government can help to accelerate economic growth evenly throughout Indonesia.

RESEARCH METHODS

Research Scope

This is an example of qualitative research. Qualitative research is a naturalistic approach to understanding phenomena in a specific contextualized setting ([Hasan, et al., 2022](#)). This study analyzes the economic growth in the West Nusa Tenggara (NTB) region resulting from the spillover effects of the MotoGP implementation and the potential added value for the tourism industry in the area. The language used is clear, objective, and value-neutral, with a formal register and precise word choice. The text follows a conventional structure with factual and unambiguous titles. The logical flow of information is maintained with causal connections between statements. The text is free from grammatical errors, spelling mistakes, and punctuation errors. No changes in content were made.

This study uses a type of secondary data source. Secondary data is an indirect research data source obtained by the researcher through intermediary media ([Indriantoro & Supomo, 2013](#)). In this study, the data used came from articles and journals of previous studies related to the problem under study. These data sources were accessed through websites on the internet, google scholar, and scopus.

This study utilizes Atlas.ti software as an analytical tool to support the data analysis process in grounded theory qualitative research. Each piece of data is coded during processing to facilitate discussion in the study (Afriansyah, 2016). The steps for using Atlas.ti are as follows:

1. Upon downloading the Atlas.ti software, the initial step is to create a research project by selecting the 'Create New Project' option. This will lead you to the main page of the software.
2. Next, select the 'Add Document' option and choose a file that contains a collection of news or data on the topic to be discussed, specifically the impact of organizing MotoGP in 2022 on the economy in NTB.
3. After importing the document file, proceed to create Open Coding.
4. To proceed, select Open Network, then Add Neighbors, and choose Codes to display the previously created codes.
5. Once the codes are visible, select Layout according to preference
6. and use color to differentiate between topics.
7. Lastly, save the document.

RESEARCH RESULTS AND DISCUSSION

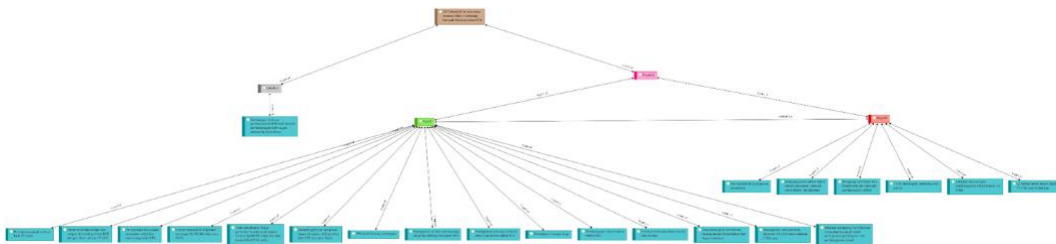


Figure 1 Results of Qualitative Analysis of the Impact of MotoGP Implementation on the NTB Economy

A. Spillover Impact of the Organization of MotoGP in West Nusa Tenggara (NTB)

The Mandalika Circuit was built by PT Indonesia Tourism Development Corporation (ITDC) in 2019 and completed in 2021, located in the Pujut District, Central Lombok Regency, West Nusa Tenggara (NTB) Province. Prior to the Mandalika circuit, the economy in West Nusa Tenggara (NTB) province depended on the metal ore mining industry. This industry is the largest contributor to the economy in West Nusa Tenggara (NTB), amounting to IDR 16.67 trillion, followed by other industrial sectors. However, the current Mandalika circuit provides a new color to the economy in the province of West Nusa Tenggara (NTB). In the construction of the Mandalika circuit, there are several impacts caused, as seen in the processing results using the Atlas.ti analysis tool above, the impacts caused by the construction of the Mandalika circuit are as follows.

Negative Impact

A total of 77 families who live in the area around the circuit feel the impact of the construction of the Mandalika circuit. The impact felt by the surrounding population is the reimbursement of land or land owned by residents used for the construction of the Mandalika circuit by PT Indonesia Tourism Development Corporation (ITDC) and Pertamina, it is known that 1.2 hectares of land owned by residents have not been replaced by related parties. Based on environmental aspects, the construction of the Mandalika circuit produces waste from the remaining disposal, causing a loss of Rp2.1 billion.

The implementation of MotoGP at the Mandalika circuit has led to an increase in visits, but the increase is only temporary. Small traders around the circuit admit that they have not felt the impact of a significant increase from the implementation of MotoGP.

Positive Impact

The construction of the Mandalika circuit and the organization of MotoGP have the full attention of the government. One manifestation of the government's concern for this mega project is the expansion of infrastructure development in the province of West Nusa Tenggara. The expansion of infrastructure development carried out is such as road construction, airport improvements, and other public infrastructure development around the Mandalika Special Economic Zone (SEZ). This was done by the government with the aim of facilitating access for visitors to the Mandalika circuit and traveling to other tourist areas in West Nusa Tenggara.

In the industrial sector, around 15 industries have felt the impact of organizing the 2022 MotoGP at the Mandalika circuit. They get an increase in value-added output due to the implementation of the 2022 MotoGP. Industries that feel a considerable impact are the aviation, hospitality and tourism industries. In the aviation industry there was an increase in the number of passengers going and coming to West Nusa Tenggara by 50%, this was due to the large number of local and foreign tourists visiting West Nusa Tenggara.

The tourism industry has experienced an increase in the Room Occupancy Rate of star-rated hotels, as well as an increase in the number of guests. This provides new hope for hotel owners after two years of decline due to the COVID-19 pandemic. Additionally, there has been an increase in business opportunities around the Special Economic Zone (SEZ) area, which business actors have taken advantage of by opening new businesses. The rise in new businesses leads to a high demand for labor, creating new job opportunities. This presents a chance for individuals in the Special Economic Zone (SEZ) to secure employment and increase their income, ultimately reducing the poverty line in Central Lombok by meeting the basic needs of the community. These findings align with Asep Mulyana's (2019) research on the impact of hotel and restaurant taxes on local revenue. According to the citation, the research results suggest a significant correlation between the hotel tax and restaurant tax and the level of local revenue (Mulyana & Budianingsih, 2019).

In the regional economic sector, the construction of the Mandalika circuit and the organization of the 2022 MotoGP have had a positive impact on economic conditions in the province of West Nusa Tenggara. In the first quarter of 2022, economic growth in the province of West Nusa Tenggara has increased by 7.76% yoy. In addition, the national output of West Nusa Tenggara province also managed to reach Rp 747.44 billion or 81.2% in 2022. The output came from the tax sector which experienced an increase of Rp 14.25 billion. Spectator spending also provided an output of Rp 606.92 billion and added value of Rp 315.94 billion. In addition, the fulfillment of needs from domestic output in the province of West Nusa Tenggara is also formed with a share of 76.56%.

The construction of the Mandalika circuit and the organization of MotoGP are also felt by some small traders who sell around the circuit with an increase in income caused by the purchase of products they offer to visitors watching the MotoGP match. The small traders sell products typical of the province of West Nusa Tenggara (NTB), these products are in the form of food, souvenirs, t-shirts, and woven fabrics typical of Lombok.

Based on the explanation above, it is known that the spillover impact of organizing the 2022 MotoGP at the Mandalika circuit is felt the most by the province of West Nusa Tenggara (NTB) as the area where the event is held. In addition, the impact of organizing MotoGP is also felt by the province of Bali. As an area adjacent to the Mandalika circuit and as we know that Bali is a popular tourist destination in Indonesia for tourists both domestic and foreign, so that tourist visits in Bali have also increased.

B. Added Value Provided to Improve the Economy in Tourism Areas Around NTB

The development of the Mandalika Special Economic Zone (SEZ) aims to build a long-term economy through international tourism and to improve the economy of the people of NTB through the development of MSMEs. In Indonesia, MSMEs are one of the business sectors that have an important role in the domestic economy. In the Atlas.ti processing image above, it is known that the construction of this circuit provides business opportunities for the surrounding community. As MSME players, the community can sell various regional business products. These products can be in the form of NTB specialties, souvenirs and t-shirts that have typical NTB shapes or motifs. In addition, Lombok has a distinctive woven fabric that is unique to this region. There are two types of typical Lombok woven fabrics that are popular among the public, namely songket woven fabrics and rang-rang woven fabrics. The community of MSME players, especially woven fabric craftsmen, can sell to tourists. In addition to earning income, this can also be used as a means to introduce typical Indonesian products, especially in the West Nusa Tenggara region to foreign countries. In addition to the culinary and creative fields, MSME players can run businesses in the tourism sector such as opening tour & travel, villas, or guest houses, and so on. The transportation rental business also has considerable potential to attract visitors.

The implementation of business based on Islamic values also needs to be considered, considering Indonesia as a country with the majority of its population is Muslim. In addition, the concept of Muslim friendly tourism can also attract tourists from countries with a majority Muslim population such as Malaysia. So that everyone can enjoy tourist destinations. The more tourists who visit, the influence on the economy of the area around the tour has also increased. The concept of Muslim friendly tourism is by providing halal culinary and providing mosques or prayer rooms to facilitate Muslim tourists. The application of the concept of Muslim friendly tourism is expected to attract many domestic and foreign tourists, but it is also expected to provide comfort and satisfaction for tourists so that they are interested in returning to visit tourist areas in NTB.

CONCLUSION AND RECOMMENDATION

Based on the explanation that has been described in the results and discussion chapter, the following conclusions can be drawn:

1. The development of the Mandalika Special Economic Zone (SEZ) has resulted in NTB's economy not only depending on the metal ore mining industry, but also the tourism industry.
2. The development of the Mandalika Special Economic Zone (SEZ) has negative impacts such as the problem of reimbursement of land used for the construction of the Mandalika circuit and losses caused by construction waste.
3. The development of the Mandalika Special Economic Zone (SEZ) also has positive impacts such as the expansion of infrastructure development in NTB province, creating new jobs for communities around the SEZ, increasing output for 15 industries, and most importantly, the development of the SEZ has caused an increase in the economy in NTB province, which in the first quarter of 2022 reached 7.76%.
4. The biggest spillover impact of organizing MotoGP at the Mandalika circuit is felt by the provinces of NTB and Bali.
5. MSME players sell typical products of West Nusa Tenggara (NTB) province such as culinary, souvenirs, t-shirts, and typical Lombok woven fabrics to tourists as an added value provided to increase NTB's economic growth. In addition to increasing regional economic growth, it is also used as a medium to introduce typical Indonesian products, especially NTB province to foreign countries.

6. The application of the concept of Muslim friendly tourism is expected to attract more tourists to visit NTB and surrounding tourist destinations.

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