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The motivation of the audience watching the xx national sports week (PON XX) in Papua

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Abstract

The purpose of this study was to reveal the motives of the people watching PON XX in Papua. This study used a questionnaire which involved 582 respondents. The research was conducted in four clusters that hosted the XX National Sports Week (PON XX Papua), namely Jayapura City, Jayapura Regency, Merauke Regency, and Mimika Regency. Results showed that people's motives for watching PON matches in Papua were greater due to entertainment ($M = 17.24$), followed by artistic/beauty aspects ($M = 10.73$), and representation of achievements. The main motive for watching sports events was dominantly for entertainment purposes then followed by arts and high performance. Knowing the community's motives for watching PON XX can be important information for recommendations and attention in the implementation of subsequent events, to increase community participation.

Keywords: Motivation, motive, audience, spectators, PONXX, Papua

1. Introduction

PON XX Papua is one of the biggest national sporting events held for the first time in the land of Papua^[1, 2]. Previously Papua was known as an area that received less attention and minimal development when compared to other regions or provinces in Indonesia. Through this multi-event, it is a moment for the government to show concern and carry out equitable development in Eastern Indonesia.

PON XX Papua is clear evidence of the government's attention and commitment to realizing equitable development through Presidential Instruction (INPRES) Number 1 of 2020 concerning the Acceleration of Support for the Implementation of the XX National Sports Week and XVI National Paralympic Week 2020 in Papua Province. The following year, President Jokowi issued Presidential Instruction (INPRES) number 4 of 2021 concerning Support for the Organization of the XX National Sports Week and 2021 XVI National Paralympic Week in Papua Province. In the history of PON, what President Jokowi has done is something that has never been done by a previous president. Once again, this is a big concern of the central government. The public can watch PON through electronic media or come to visit venues.

In addition, this event is historical for the Province of Papua and all the components involved in it, including athletes, coaches, officials, spectators, and all Papuan people^[3]. PON leaves a more meaningful history, namely evidence that Papuan human resources can manage multi-events and are ready to organize subsequent events^[4]. Data shows that around 6.484 athletes were involved in the event in 34 provinces in Indonesia. And as many as 21.338 participants and competition equipment came to Papua. According to the trickle-down effect theory of multi-event sports, sports success at the elite sport level drops to the level of amateur sports in the sense that people are inspired by sports success to participate themselves^[4].

The government's serious attention can also be seen in the PON event funding. Transfer of APBN and APBD budgets. Funds for the construction of 31 new sports arenas/venues in Papua are not small, it is recorded that around 851.88 billion have been disbursed to prepare Papuan facilities and human resources so that they are appropriate and meet national-level sports event implementation standards^[4]. Infrastructure development for PON Papua has become a concern for the whole community.

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One of the important aspects of a sporting event and a benchmark for the success of the event and determining the objectives and management of the sporting event is the number of visitors. The number of visitors/spectators will contribute to the event through ticket sales ^[5].

Of course, visitors have different motives for watching sporting events. Motive is "the driving force within the individual to carry out certain activities to achieve a certain goal". There are several individual motives in choosing what to watch, which are determined by age, education, work and social and psychological factors. The number of motives that are fulfilled in determining the shows watched, the higher the level of satisfaction and changes in individual attitudes ^[6].

Sport is one of the pride of the Papuan people. Papuans are known to excel in sports. However, the 2018 data reported by the BPD-Susenas MSBP on the percentage of exercise in Papua is the lowest compared to other provinces in Indonesia. Nonetheless, the enthusiasm of the Papuan people for sports can be seen and felt in sporting events that have been held before. With the limited facilities available, this does not dampen the spirit and enthusiasm of the community to attend and participate in sports events in the regions, districts/cities, and provinces ^[4].

Previous research related to PON Papua has examined Sports Event Image, Satisfaction, Stadium Atmosphere, Environment, and Community Perception ^[2], Community Perception of the impact of PON ^[7], Community satisfaction ^[8], description of the physical capacity of Papuan athletes ^[1], analysis physical condition of athletes ^[9, 10] and psychological profiles of PON athletes, anxiety and personality ^[11, 12, 13, 14, 15, 16], PON governance models and opportunities and challenges of smart cities ^[17, 18], aspects of the creative economy ^[19], reflections on PON Papua ^[4], community image ^[20, 21], and women's participation in PON in Papua ^[22].

Previous studies have found several factors that attract the attention of visitors to watch matches/competitions in sporting events. The atmosphere of the stadium is one of the reasons for visitors visit the stadium, pay more, and recommend the stadium to other visitors ^[23]. Although there have been several studies related to PON, studies that specifically discuss the motives of the people watching PON in Papua have never been carried out.

Even so, the motives of the people watching PON XX are not yet known. Understanding the motives behind people watching sports matches is important to be used as input for the promotion or marketing team to make sporting events successful to increase the number of spectators and contribute to the income of sporting events. On that basis, this research was conducted to uncover the motives of the people watching PON XX in Papua.

2. Materials and methods

This study uses a survey method with a questionnaire as the main instrument. According to Ary *et al.*, ^[24] "In survey research, investigators ask questions about people's beliefs, opinions, characteristics, and behavior Survey research typically does not make causal inferences but, rather, describes the distribution of variables in a specified group (p. 372). In this study, what was asked of respondents was related to people's motives for seeing or witnessing the XX PON in Papua.

To find out the people's motives for watching XX PON in Papua, three factors such as entertainment, art/aesthetics, and vicarious achievement were used by modifying instruments from Snelgrove *et al.* ^[25] and Balaji & Chakraborti ^[26]. Of

these three factors, eleven items were then tested for validity and reliability in 68 people in Papua. The test results found a range of valid values between 0.677 - 0.831 with a range of reliability values between 0.944 - 0.949. There are five alternative answers, namely those that move from strongly disagree (1) to strongly agree (5).

The research was conducted in four clusters that hosted the XX Papua PON, namely Jayapura City, Jayapura Regency, Merauke Regency, and Mimika Regency. As many as 15 sports students from Faculty of Sports Science, Cenderawasih University were involved as enumerators. Sampling was carried out by accidental sampling by blending two methods, namely online and offline. Respondents in this study were people who witnessed or attended the XX Papua PON competitions or competitions. When prospective respondents agreed to be the research sample, they were asked to write personal bio data such as name, gender, region of origin, and cell phone number. Based on this information, enumerators then send messages containing research links. Data collection was carried out from 4 - 30 October 2021. Based on this technique, 582 respondents were obtained with a minimum age of 16 years, a maximum of 57 years, and an average age of respondents of 22.44 years with SD = 5.47. For the record, the data taken in this study were only from spectators. Athletes, committees, officials, and those directly related to PON organizers were not included in the sample criteria so the data was not taken. The data analysis technique used in this research was descriptive such as mean, standard deviation, and percentage.

3. Results & Discussion

The results of the research related to the description of the respondents are shown in table 1. The largest number of respondents came from Papua Province, namely 86.42%, while only 13.57% came from outside Papua. Based on the gender of the respondents, it appears that it was quite balanced, namely 56.36% for men and 43.64% for women. Considering that PON XX was held in four clusters, the research samples came from these four clusters. The largest number of respondents came from the Jayapura City cluster (42.10%), followed by Jayapura Regency (34.02%), then Merauke Regency (12.89%), and Mimika Regency (11.00%). Respondents in this study had various types of work, such as contract employees, students, civil servants, military/police, self-employed, and others who kept secrets.

Table 1: Demographic of respondents (n = 582)

Category	Total	Percentage
Provincial Origin		
Papua	503	86.43
Non-Papua	79	13.57
Gender		
Male	328	56.36
Female	254	43.64
Cluster		
Jayapura regency	198	34.02
Merauke regency	75	12.89
Mimika regency	64	11.00
Jayapura city	245	42.10
Job		
Contract/honorary employees	152	26.12
Student	135	23.20
Civil servant	98	16.84
Indonesian Army/Police	32	5.50
Self-employed	104	17.87
No answer	61	10.48

The results of the study (see figure 1) showed that the community's motive for watching PON matches in Papua was greater due to the entertainment purpose ($M = 17.24$), followed by the artistic/beauty aspect ($M = 10.73$), and the

representation of achievement (7.24). From these results, it appears that the desire to gain experience related to "entertainment" dominates the public watching PON XX in Papua.

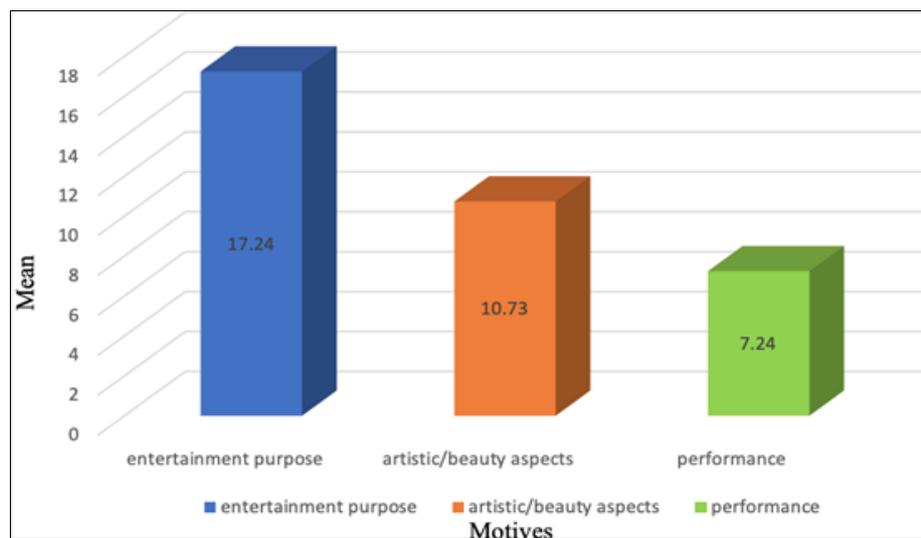


Fig 1: The average value of the community's motives for watching PON

This study aimed to reveal the motives of the people watching PON XX in Papua. In general, this study involved 582 respondents who found that people's motives for watching PON matches in Papua were greater due to entertainment ($M = 17.24$), followed by artistic/beauty aspects ($M = 10.73$), and representation of achievement (7.24). From these results it appears that the desire to gain experience related to "entertainment" dominates the public watching PON XX in Papua.

The results of this study found that entertainment was the biggest motive for the Papuan people to watch PON. The perspective of sport as entertainment means that sport can provide the pleasure that helps relieve stress derived from social interaction, direct physical and physiological effects from involvement in physical activity or sports, or channeling potential/self-actualization by doing activities that were different from routine.

This result is in line with previous research on entertainment and pleasure motives being the reason for visiting sporting events [27]. Oh, Kang & Kwon [28] and Lundberg & Tommy [29] also found stadium visit frequency to be related to life satisfaction and visitors to be more likely to participate again in sporting events. Watching sports directly provides a different experience from watching through the media which has an impact on one's life satisfaction. Thus, it is generally known that sports do not only have a positive impact on not only aspects of a person's physical condition including mental health but also social aspect [30].

The results of the study also showed that an average of 10.73 people have the motive to watch PON because of the artistic/beauty aspect. Sporting events promote a culture of social life and a healthy lifestyle. This is important for the state to improve the socio-cultural conditions of society through participation in sporting events [30]. In the history of sports events related to freedom of expression is a human right that includes the expression of artistic and cultural values through artistic activities [31].

Furthermore, there was an average of 7.24 representations of achievement. These results are in line with research conducted by Son & Choi [23] which involved a sample of American students. The winning factor was one of the

motives for visitors to watch sports matches. Motives related to achievement were more dominated by male spectators than women [32]. He [33] also found that interest in sports and aspects related to sporting achievements such as team identity and attraction to players and socialization were the main motivations for participating in sporting events.

4. Conclusions

In conclusion, the main motive for watching sports events was dominantly for entertainment purposes then followed by arts and high performance. Knowing the community's motives for watching PON XX might be important information for recommendations and attention in the implementation of subsequent events, to increase community participation.

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