

Marketing Communication of Parkour Sport

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Abstract—Parkour is a relatively new type of sport. The person who does this sport is called a practitioner. In Indonesia, this sport still does not have a formal organization like other sports yet. Even many people still do not know this sport. Therefore, Parkour needs form of marketing communication to be better recognized by the public. This study wants to explore the experience of Parkour practitioners in marketing communications to introduce this sport to the public. This research was conducted in Pekanbaru, Riau, Indonesia. Researchers collected data from in-depth interviews with 10 Parkour practitioners. In addition to interviews, researchers also collected data through observation and documentation. The results of this study show that marketing communication carried out by practitioners consists of three activities: communication by social media, direct communication and partnership. These three activities are included in the concept of marketing communication, personal selling and public relations. All of them were done to increase public awareness, create a positive image and maintain the existence of Parkour.

Keywords—parkour, sport and marketing communication, social media

I. INTRODUCTION

The development of sports has highly increased. This is marked by the birth of various new sports in the arena of competition in various official competitions at international, national and regional levels. However, several sports branches also experience obstacles lack of interest and are known by the wider community. One example is Parkour sports. Parkour is a relatively new type of sport in Indonesia. This sport was first introduced as part of sports activities by David Belle from Germany in 1998. Then, it expanded to various countries in the world until 2002 entered and known by the people of Indonesia. Parkour is an art that helps you pass any obstacle to go from point A to point B using only the abilities of the human body [1]. Parkour differs significantly from traditional sports in its use of existing urban topography including walls, fences, and rooftops as an obstacle course/playground to be creatively navigated [2].

At the beginning of the entry of this sport, Parkour has not been much in demand by the public. Some people think Parkour is not one type of sport but an irregular and extreme art of movement. The Parkour practitioner experience in Pekanbaru consists of two things which are pleasant and unpleasant. due to ignorance of the community, Parkour is still considered a sport with a negative stigma[3]. But slowly, many people were interested in trying and doing various

movements within Parkour, until finally in 2007 a Parkour community was formed called Parkour Indonesia. Even though they do not yet have a large number of practitioners, their members are gradually introduced to the sport more intensively to the public. Officially, Parkour Indonesia also has a website as a medium of communication to the public, namely www.parkourindonesia.web.id.

In 2007 Parkour became known in Pekanbaru, Riau. But this sport did not get a good reception from the people of Riau. Many people are less interested because of the negative stigma that comes from Parkour practitioners. This sport is considered as a sport for juvenile delinquents and unemployed. In addition, the level of difficulty in sports has also become an obstacle to the lack of enthusiasts in Pekanbaru. However, the persistence of Parkour practitioners in Pekanbaru finally got results with the formation of the Parkour community in 2012 under the name "Parkour Flow It Pekanbaru". The number of members who join this community is 130 people. This number is of course still relatively small compared to the number of Parkour practitioners in various regions in Indonesia. This study seeks to determine the marketing communications carried out by Parkour practitioners in Pekanbaru, Riau. Said, one of the Parkour practitioners, admitted that Parkour community members are very aggressive and not discouraged to continue marketing the sport to the community. Because they think this sport is very good and has a potential to continue to be developed. This sport needs to get special attention from the local government in order to get the attention of the people of Riau. Because it is not impossible that Parkour's sport will also steal the great attention of the public and enter the sports competition that is competed on the Champion. This research uses a phenomenological approach. Researchers explored the experiences of Parkour practitioners in Pekanbaru, Riau. 10 practitioners were interviewed. This research will conduct interviews with speakers who have direct experience as Parkour practitioners in conducting sports marketing communication.

The best of concept marketing communication will have a positive impact on an institution to be known by the public and get a positive image. This can also be applied in the Parkour sports community. Marketing communication can be applied both directly and indirectly.

II. METHODS

Phenomenology research is a study that aims to explore one's experience of certain phenomena. This research is subjective. The research aimed to find out the direct experience experienced by Parkour practitioners in

Pekanbaru in conducting marketing communication to Parkour sports was conducted by interview, observation and documentation. The number of research informants was 10 Parkour practitioners. In phenomenological, informant must have capability in phenomenon of study. Creswell said: "all individuals studied represent people who have experienced the phenomenon"[4]. Volunteers were willing to be interviewed about their experience in conducting marketing communications related to Parkour in Pekanbaru. This study uses a qualitative method. Qualitative research method is a study that investigate situations and conditions improvised without making changes and additions to the reality that occurs [5].

III. RESULTS AND DISCUSSION

The results of interviews with all informants can be explained that their experience in conducting marketing communication consists of three marketing communication activities, namely: communication by social media; direct communication and partnership communication. *Communication by Social Media.*

The Parkour Community in Pekanbaru has several social media which are used as a medium of information, communication and publications to people around the world. This social media consists of: Youtube, Instagram, Facebook and WhatsApp. The four types of social media are managed intensively and seriously by a special administrative officer to manage the account. However, it is recognized that the account manager is still voluntary, coming from active community members who have free time to always upgrade information through various media. Here are the official names of Parkour social media accounts in Pekanbaru:

Table 1. Social Media's Parkour in Pekanbaru

Social Media	Name
Youtube	Flow it
Instagram	Parkour Pekanbaru
Facebook	Komunitas Parkour Flow it Pekanbaru
WhatsApp	Flow it NewPlayer

The four social media are used optimally. This is evident from the relatively large number of followers of each media, for example: Facebook has 3.8 thousand members and Instagram has 2004. Facebook, Instagram and YouTube are used for communication with the public both as members and communities around the world who have an interest in Parkour. Whereas WhatsApp social media is specifically used communication among the Parkour's members. By integrating all existing communication technologies into the right choice to achieve the desired goals, the sport of Parkour will be more recognized in the community. Varmus and Kubina in their research explained that sport organizations are increasingly in communication with customers also focusing on the use of these networks. The challenge, however, remains appropriate set up of communication mix to target the desired segment and achieve the desired effect [6].

Direct communication.

This direct communication becomes one of the most important marketing communication tools for the existence

of Parkour Pekanbaru. Direct communication is divided into two categories namely: internal and external communications. Internal communication is carried out to maintain and foster solidarity between members. The media used by using WhatsApp or inter-member meetings are designed with joint training events conducted regularly on Sundays or other holidays. While the form of direct communication for the external public is done by holding meetings involving the wider community outside the members. For example: joint opening activities, welcoming Ramadan, gathering to other cities and sharing with enthusiasts of Parkour sports throughout Riau province. These activities will give a positive impression on the minds of the people. If that happens then he will automatically convey that impression to others. This is called word of mouth's promotion. This strategy is run effectively because it is proven that some sports also use this approach to promote it to the outside world. Ian said the findings suggested that people selecting a sport development initiative based their choices on the marketing mix variable of place. In terms of promotion, the findings revealed that word of mouth communications had an influence on sports development initiatives [7]. It is similar to what suggested Umut in his paper entitled "Corporate Advertising", that product publicity and sponsorship are common elements with public relations and have significant influence on creating company's positive image, awareness and sales [8]. *Partnership communication.*

This event is routinely held every year, for example: 2015 (Sumatra Regional Jamming Event), 2017 Flow It Anniversary Event, 2018 National Jamming Event, and others. Every event that is held always partners with the Parkour community in other cities, it aims to establish fraternal relations between communities and also increase knowledge and style skills in the Parkour sport itself.

The three marketing communication models used by Parkour Practitioners in Pekanbaru, they can be categorized into two marketing communication concepts, namely: Personal selling and Public Relations. Personal selling is person to person promotion's approach. This personal selling is flexible because it can change the messages delivered to audience based on buyer feedback. Personal selling is a two-way communication in which the seller interprets brand excellence to attract buyers' attention [9]. Personal selling is applied by Parkour practitioners through various exercises that are routinely carried out every week and other holidays. In addition, regular meetings are held to strengthen solidarity among community members, both in Pekanbaru, Riau and at the national level. Apart from actively publicizing through community social media, personally, Parkour practitioners also actively conduct personal publications as part of the Parkour's personal selling activities. Hasan said that smart and inexpensive ways of communicating and recommendations with the support of social media technology became the choice for marketers in responding to their competition and competitors and cooperating with business partners to achieve goals [10]. Same with what was said by Varmus and Kubina in the conclusion of his research entitled Innovative Approaches to Creation of Marketing Communications for Sports Clubs, which is very popular are references from friends, as well as discussion forums that create an

interesting space for sport organizations to communicate with customers. Ian's research also said the contribution of in publishing a product [6]. The motive extreme sports Parkour Practitioner in the city of Pekanbaru consists of motives: *Because Motive* (the psychological impulse, sensation of its own and try). While *in order motive*, which is to be practitioners of Parkour, the community recognized [11]. Second, the meaning of which was given to him that is a self-brave, self-independent, and self-recognized [3]. This experience can be communicated by practitioners to public. In others city, Parkour was known public and they get facilities for parkour sports. Often, they join the lovers of skateboard [7].

Public Relations is a marketing concept that uses a positive impression approach from the community. One strategy that can be used is to make a continuous publication related to the activities carried out by an institution. Parkour Practitioners in Pekanbaru choose to use this strategy to win public sympathy. Publication by social media is continuously carried out to communicate every Parkour Pekanbaru activity, whether directly or indirectly related to Parkour sports activities. According to Kennedy & Soemanagara it was said that publicity was related to the company's efforts to grow and create an image, both company image and product image [8]. Because the Parkour Pekanbaru community is still relatively new and limited, this community still has obstacles in developing its larger community, for this reason an appropriate public relations strategy is needed to achieve the desired goals. In accordance with what Ruslan said, a PR must act as a communicator, build relationships, backup management, and corporate image [9].

Parkour practitioners should be more enthusiastic to promoting Parkour as part of the sport. Therefore marketing communication is the right strategy to open public awareness, enhance the positive image and the existence of Parkour. Marketing in the form of sport sponsorship has been gaining its importance since the beginning of the 1970s especially due to the creation of the first soccer league in Germany [15]. NGBs seemed to use social media as a communications tool to a greater degree than as a marketing tool [16]. All Parkour practitioners must be a solid team to carry out marketing communications both through the media and directly. Because Parkour sports have received a lot of public attention in most countries, and that will certainly also happen in Indonesia.

IV. CONCLUSION

The results on marketing communication experience conducted by Parkour Practitioners in Pekanbaru found three marketing communication activities, namely communication by social media, direct communication and partnership communication. The marketing communication concept approach used is included in the categories of personal selling and public relations. Marketing communication activities are used as part of Parkour practitioners' efforts to communicate to the public so that the existence of Parkour as a sport activity is increasingly recognized and accepted in the community.

word of mouth was quite large

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