

CHAPTER IV

CONCLUSION

4.1 The Impact of the 2018 Jakarta Palembang Asian Games

On top of everything, aside from all the benefits that Indonesia has received due to being the host country for a prestigious international multisport event that has already been discussed in the previous chapter such as the great tourism boost that helped elevate Indonesia's economical state greatly, the new business opportunities as a result of foreign investors that has turned to trust Indonesia with their capabilities also the new and renovated infrastructures that will serve Indonesia better in the long run, the greatest impact of all is how Indonesia is being perceived after the success in hosting the 2018 Jakarta Palembang Asian Games. Indonesia has fortunately proved the world wrong in doubting their capabilities as a country in hosting the 2018 Asian Games that in fact developed countries have looked up to Indonesia's skills in managing the Asian Games and have sought advice for their country in hosting the upcoming Asian Games as it was mentioned in chapter 3.

Indonesia did not waste this opportunity at all, Indonesia really did make use of everything they could to boost and further improve their national brand as a country with the 2018 Asian Games as an instrument to achieve the image and reputation they wanted. With the high media value the 2018 Asian Games holds, Indonesia got the opportunity to showcase what their country has to offer through TV stations, digital and non-digital platforms throughout more or less 200 countries worldwide, this is exceedingly a form of immense promotion. A variety

of news about the 2018 Jakarta Palembang Asian Games was trending worldwide and has been made the cover of almost every news in the media, hence this reflects Indonesia's image and reputation as a country. Especially through the opening and closing ceremony of the 2018 Jakarta Palembang Asian Games that was also broadcasted worldwide where the whole concept of the ceremony radiates the diversity of Indonesian culture starting from the Indonesian cultural songs that was sang, the pop Indonesian songs brought by legendary Indonesian singers, the traditional cultural costumes the performers wore on stage, several cultural dances were showed and the Indonesian national anthem that was brought incredibly, the whole concept of the ceremony shows the magnificent beauty and diversity of Indonesia. This has indirectly promoted Indonesian culture in a form of a show or ceremony that was easily enjoyed by everyone therefore very subtly making its way to the minds of the audiences on how fascinating the Indonesian culture is.

The 2018 Jakarta Palembang Asian Games is a great momentum for Indonesia to uplift its image and brand as a country, by hosting the Asian Games the world was able to see the different dimensions of Indonesia. The world was able to see that Indonesian organizations in this case, especially the INASGOC, was able to put together and bring to life the Asian Games vision with very limited time and has given remarkable services in being the first hand committee for the 2018 Jakarta Palembang Asian Games, not just that but the world can also see the Indonesian state's ability to become a professional and democratic state in supporting The Asian Games. The world was also able to see the quality of the

human resources such as volunteers, officials and staff that Indonesia have, starting from their competence, ethical behavior and openness.⁵⁵ These people who has become volunteers, staffs or officials now have experience in contributing a helping hand for a big event which would later then help them in finding jobs, applying for colleges and universities, etc; and just benefiting them with the knowledge and new skills they have learned during their time working for the 2018 Asian Games, with this more Indonesians are credible in participating for big prestigious events.

Indonesian athletes have achieved 98 medals in total, 31 gold medals, 24 silver medals and 43 bronze medals. This made Indonesia placed fourth out of the 45 participating countries in the 2018 Asian Games final medal standings, this result is the highest achievement that Indonesian athletes have reached in the history of Asian Games.⁵⁶ The pride of being a hosting country for the 2018 Asian Games has uplifted the sporting spirit of Indonesia, not just for the athletes but also for the whole nation. The Indonesian athletes went through extensive training with the pressure and excitement as their country was chosen to be the host country, hence they should bring dignity to their country and make their whole nation proud. The accomplishment of Indonesian athletes has also perked up more admiration from other countries, this has shown the world that Indonesia is not just capable of hosting the games but the Indonesian athletes are also able to

⁵⁵ Putra, Romi Iriandi. 2020. "Strategi Membangun Nation Branding Indonesia Dalam Asian Games Jakarta-Palembang 2018." *SOURCE : Jurnal Ilmu Komunikasi* 6 (1): 72. <https://doi.org/10.35308/source.v6i1.1794>.

⁵⁶ Sumirat, Surya. n.d. "Klasemen Akhir Perolehan Medali Asian Games 2018." *Olahraga*. Accessed June 13, 2023. <https://www.cnnindonesia.com/olahraga/20180902151358-178-326945/klasemen-akhir-perolehan-medali-asian-games-2018>.

perform and compete fiercely in the Asian Games thus once again bringing the image and reputation of Indonesia higher in the international eyes. The 2018 Asian Games has been a trigger for Indonesian athletes to become better and stronger for the next big sporting event, since they already tasted being a host country and placed fourth in the medal standing, they should have more motivation and enthusiasm to always climb up the ladder and keep being heroes to their nation. Since the new and renovated infrastructures for the 2018 Jakarta Palembang Asian Games have been built, more people are interested in doing sports and have used these infrastructures accordingly, in this manner the Asian Games has indirectly motivated the people of Indonesia to become healthier and more active, this is a form of good investment for the nation's health especially when Indonesia has the privilege of having a demographic bonus where majority of Indonesia's population is in their productive stage so this has to be taken advantage of in order for it to be highly beneficial for Indonesia as a country with a high rate of productive generation that can help improve Indonesia to be better.

Not just the confidence of the nation and athletes has been improved but also the confidence of Indonesia as a nation and Indonesia's international position in the world's perspective. Due to the huge success of the 2018 Jakarta Palembang Asian Games, Indonesia now have the confidence to host more international events, with the trust that Indonesia has been given by the international community Indonesia was able to host the G20 event that was attended by the whole 20 members, more sporting events such as the FIBA World Cup that is also going to be held in Jakarta this August until September 2023, the World Beach

Games that will be held in Bali also this August 2023, F1 Powerboat competition that was held in February 2023 at Danau Toba, the Indonesia Open this June 2023 and many more. Indonesia now has a bargaining power not just socially but also economically, culturally and politically. This bargaining power can be used in their next bids for hosting international events which then will bring Indonesia more and more advantages and benefits throughout all aspects exactly like how the 2018 Jakarta Palembang Asian Games has brought for Indonesia.

In conclusion, the 2018 Jakarta Palembang Asian Games has been such a golden opportunity for Indonesia to boost their image, uplift their reputation and elevate their brand as a nation. With every snowball effect the 2018 Jakarta Palembang has created, it has given Indonesia a jump in every aspect that is vital for a country to improve and continue developing to be better every year. With this being said, the author has high hopes for Indonesia's future, especially Indonesia's sporting spirit and euphoria in continuing to be the energy of Asia.

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