

IMC Analysis of Tour de EnTeTe as NTT Sport Tourism Strategy

Adellia Agusta*

Instansi Bapperida Provinsi NTT, Kupang, Indonesia

Zulkifli Djamaludin Umar

Instansi Bapperida Provinsi NTT, Kupang, Indonesia

Yuan Elim Valentino

Instansi Bapperida Provinsi NTT, Kupang, Indonesia

Mariano AT Nugraha

Instansi Bapperida Provinsi NTT, Kupang, Indonesia

Descorina Priscillia

Instansi Bapperida Provinsi NTT, Kupang, Indonesia

*Correspondence: Adellia.bapperida@gmail.com

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ABSTRACT

This study analyzes the strategic marketing communication of the Tour de EnTeTe sport tourism event in East Nusa Tenggara (NTT) Province through an Integrated Marketing Communication (IMC) framework, evaluating how integrated communication channels contribute to regional brand recognition and tourism revenue growth. A qualitative case study design was employed, supplemented by quantitative social media engagement analysis. Secondary data were gathered from official policy documents, government institutional reports, media publications, and Tour de EnTeTe's Instagram and YouTube accounts. Qualitative data were analyzed through thematic coding, while social media engagement was quantified using an engagement rate formula. The findings reveal that Tour de EnTeTe structurally adopted IMC elements; however, implementation remains fragmented due to weak inter-agency message consistency, limited dialogic interaction with global stakeholders, and NTT's archipelagic geographical constraints. Among five IMC indicators, personal selling emerged as the most dominant approach. Instagram engagement reached 6.17%, while YouTube generated 28,515 views. The study concludes that achieving sustainable sport tourism impact requires a strategic shift toward dialogic communicative action, reinforced by stronger inter-agency coordination, consistent messaging, and more robust digital analytics strategies to bridge the gap between policy intent and tourism outcomes.

INTRODUCTION

In the midst of a competitive environment, sport tourism has been collectively implemented as a strategy to increase income. The notion of sport tourism begins with the idea of business diversification in escalating the revenues through the branding optimization, especially in the tourism sector. (Perera et al., 2022) contributes the idea of branding as a salient issue to highlight the credibility and the capability to deliver services, specifically in the tourism sector. (Panda et al., 2019) also acknowledged the importance of Asian emerging countries to conduct business diversification to elevate the branding. According to G. Kerr et al. (2023), it is important to note the phenomenon of contemporary society’s character as it is very dynamic to the existing condition of life.

In reference to the Regional Economic Growth of East Nusa Tenggara (NTT) Province from 2020 to 2024 published by the Central Bureau of Statistics of NTT, (2024), regional economic revenue is heavily dependent on three main sectors: agriculture (78.8%), forestry (0.106%), and fisheries (20.7%). Meanwhile, a report from the Department of Tourism and Creative Economy of NTT indicates that tourism contributed only 7.59% to the Regional Economic Growth Index in 2024. From a socio-economic perspective, one of the main factors contributing to the low revenue percentage is the high poverty rate. The Central Bureau of Statistics of NTT, (2025) reported that the poverty rate reached 19.02% in September 2024. Furthermore, the poverty depth index remained at 3.5%, while the poverty severity index reached 0.962% during the same period.

Table 1. The Statistic of Tourist Visits to NTT Year 2020 - 2024

Year	Number of Tourist Visits East Nusa Tenggara (NTT Province)		
	International Tourist	Domestic Tourist	Total
2020	54,276	615,095	669,369
2021	10,590	647,880	658,270
2022	99,610	1,089,559	1,189,149
2023	519,573	1,505,518	1,624,891
2024	521,756	1,256,064	1,559,802

Source: (Department of Tourism and Creative Economy of NTT Province and the Regency/City Tourism Offices across NTT, 2024)

In addition, the Department of Tourism and Creative Economy of NTT Province and the Regency/City Tourism Offices across NTT, (2024) Department of Tourism and Creative Economy of NTT Province and the Regency/City Tourism Offices across NTT, (2024) published statistics on tourist visits to NTT from 2020 to 2024, categorized into international and domestic tourists. The data indicate that although tourist visits to NTT have increased, a significant gap remains between international and domestic tourist arrivals. The widest gap was recorded in 2023, with a difference of 0.34%. To address this issue, the local government enacted a policy known as *Dasa Cita* or the “Ten Visions” of NTT Province, in which the tourism sector is embedded in the third vision, namely “*Wisata NTT, Penggerak Ekonomi Lokal*” (2025). This policy emphasizes four primary indicators: the growth of tourist destinations, the strengthening of tourism institutions, the development of tourism infrastructure, and the enhancement of tourism marketing.

Table 2. Previous Studies related with Integrated Marketing Communications, Sport Tourism, and Tour de EnTeTe

Year	Title	Location
2022	Digital Marketing Communication Strategy Virtual Tourism in 5 Super Priority Destinations on the Covid-19 Pandemic	5 Super Priority Destinations
2022	Evaluation of the existing conditions of Lasiana Beach Tourism Destinations and Ecosystems, Kupang City	Kupang
2022	Adaptation and collaboration of local community in super priority destination tourism program in Labuan Bajo	Labuan Bajo
2022	Aktualisasi wisata, budaya, dan pendidikan	Provinsi NTT
2022	A Sea Transportation Analysis to Support Tourism in Labuan Bajo	Labuan Bajo
2022	Inclusive WASH and Sustainable Tourism in Labuan Bajo, Indonesia: Needs and Opportunities	Labuan Bajo
2022	Peran Wanita Hindu dalam Mempersiapkan Upakara di Labuan Bajo Manggarai Barat NTT	Manggarai Barat
2023	Marketing Strategy for Ecotourism Products in Labuan Bajo	Labuan Bajo
2023	Tourism development policy implementation in the natural tourism object of Tesbatan Waterfall, Kupang District	Tesbatan, Kupang District
2024	Planning for Developing Urban Tourism Destinations (Study at The Tourism Office of Kupang)	Kupang
2024	Gender Roles in Tourism Development in East Nusa Tenggara - Timor Leste Border	NTT - Timor Leste Border
2024	Economic and Cultural Partnership Opportunities between Kupang & Chiba Cities through Sister City Cooperation	Kupang & Chiba Cities
2024	EcoTourism Destination in Archipelago Countries	NTT
2025	Sustainable Tourism Development in The Komodo National Park: Socio-Economic & Cultural Perspective	Komodo National Park
2025	Community Empowerment in Supporting Tourism in West Manggarai	West Manggarai
2025	Critical Obstacles: The Quest for Sustainable Tourism in Fatumnasi's Hidden Gem	Fatumnasi
2025	Implementation of the Food Cluster Development Policy in NTT Province by Bank Indonesia	NTT
2025	Pra ljing: Dissecting the Magic of Community-Based Tourism in the Heart of West Sumba	West Sumba
2025	Peran Tour de NTT 2025 dalam Mendorong Pengembangan Ekonomi Kreatif Berkelanjutan di Provinsi NTT	Kab. Ngada
2020	Model Komunikasi Pemasaran Terpadu Sport Tourism di Kabupaten Malang	Kab. Malang
2024	Strategi Komunikasi Pemasaran Dinas Kebudayaan dan Pariwisata Kabupaten Kuantan Singingi dalam Meningkatkan Kunjungan Wisata Budaya Event Pacu Jalur Pasca COVID-19	Kabupaten Kuantan Singingi
2025	The Role of Integrated Marketing Communications in Promoting Algerian Sports Tourism in Light of Social Media Platforms	Algeria
2016	Marketing Communication and Sport Tourism: Application of Empathy Mapping to Spectator Football Tourism	Portugal

Source : The Writers' Analysis through Google Scholar database

In addition, the authors conducted a literature review of publications related to Integrated Marketing Communication (IMC) and sport tourism in the Tour de EnTeTe event using Google Scholar, covering studies published between 2022 and 2025. The search was conducted using keywords such as “*integrated marketing communication*,” “*sport tourism*,” and “*Tour de EnTeTe*.” The results indicated that 23 publications were related to these keywords; however, none specifically examined Tour de EnTeTe using an integrated marketing communication and sport tourism approach. Only one study focused on Tour de EnTeTe, employing an economic perspective that analyzed its multiplier effects on the Ngada Regency economy (Taruma Djata et al., 2025.) This gap in the literature serves as a primary justification for applying an Integrated Marketing Communication approach to the Tour de EnTeTe event in this study.

The adoption of Integrated Marketing Communication is relatively brand new to marketing communication sector, (Beckert & Koch, 2025) believes that nowadays communication campaigns tend to be more integrated and multi dimensional, hence the communication flows somewhat tests the relationship amongst the stakeholders. As a matter of that, this communication gap results in the widening rift between important actors (agencies, government, and clients), questioning the best mechanism to bridge the gap. Therefore, Integrated Marketing Communication is expected to bridge this widening rift as IMC demands an integrative approach not only for a certain sector, but also across agencies, benefitting the clients during the implementation to IMC campaigns.

The Tour de EnTeTe event is inspired by the concept of sport tourism, which not only relies on the beauty of natural scenery but also promotes a distinctive cultural identity. The event was held from 10 to 21 September 2025 and successfully attracted participants from more than ten countries. It consisted of ten race stages covering a total distance of more than 1,500 kilometers from Timor Island to Flores Island, with more than fifteen teams competing. During the Tour de EnTeTe press conference, the Governor of East Nusa Tenggara Province stated that the event generated four strategic impacts: fostering tourism growth through sport tourism and strengthening NTT’s role as an economic driver by engaging youth and educational institutions (Antara News., 2025). The success of this event cannot be separated from effective strategic marketing communication by the organizers and the active involvement of various government institutions. Communication delivery plays a crucial role in shaping the identity and message conveyed to the public.

Furthermore, Tour de EnTeTe is regarded as a manifestation of the third *Dasa Cita*, which prioritizes the tourism sector as a key contributor to regional economic development in NTT, particularly in bridging economic disparities and reducing the provincial poverty rate. This study primarily focuses on analyzing Integrated Marketing Communication in the Tour de EnTeTe event from a sport tourism perspective, examining the roles of all stakeholders involved and their contribution to the multiplier effects on regional economic development, as well as the share of tourism revenue in the overall regional economy of East Nusa Tenggara Province.

METHOD

Research Design

This study employs a qualitative approach using an empirical case study design based on institutional secondary data and digital sources to examine Tour de EnTeTe as a case for

understanding the role of policy-based sport tourism events in regional development. The empirical case study approach is intended to descriptively explore contextual, complex, and multi-actor phenomena within a specific empirical setting. Tour de EnTeTe was selected as the case study because it represents a strategic government policy designed to promote tourism, the creative economy, and the regional image of East Nusa Tenggara (NTT), while also involving intersectoral interactions among government institutions, local communities, economic actors, and the media

Objects and Analysis Units

The object of this research is the Tour de EnTeTe event as a government-organized program positioned as a strategic initiative for the regional government and the economy of East Nusa Tenggara Province. The unit of analysis focuses specifically on the regional government's strategic communication in the Tour de EnTeTe event, including communication planning, promotional forms, and narrative content used in event promotion. This distinction ensures that Tour de EnTeTe is defined as the empirical context, while the government's communication practices constitute the primary analytical focus of the study

Types and Data Sources

Secondary data is obtained through: (1) policy document and the authorized planning by the regional government related with Tour de EnTeTe; (2) official report and institutional publications that contains purposes, implementation, and event's gains; (3) online and printed media exposures that represent public discussions to Tour de EnTeTe; (4) social media contents that are officially launched by NTT Government and the event management, including visual uploads, promotional texts, and audience's interactions, and (5) national journals. This data categorization by the systematic analysis to the strategic marketing communication to Tour de EnTeTe.

Data selection was guided by three operationalized criteria: relevance, credibility, and temporal scope. First, relevance requires that all data directly and substantively address the strategic marketing communication practices of Tour de EnTeTe or its contextual socio-economic environment in NTT Province. Data were considered relevant only if they explicitly referenced IMC practices, sport tourism development, or the regional economic impact of Tour de EnTeTe; general tourism statistics unrelated to these dimensions were excluded. Second, credibility mandates that all sources be officially published or independently verified, including government-issued reports, peer-reviewed academic journals, and social media accounts authenticated and operated by the Tour de EnTeTe organizing committee or the NTT Provincial Government. User-generated content, anonymous sources, and unverified third-party commentaries were excluded to prevent interpretive bias. Third, temporal scope restricts primary data to the preparation and implementation phases of Tour de EnTeTe 2025 (January–December 2025), while longitudinal statistical data from 2020–2024 were retained to contextualize long-term tourism growth trends and establish a pre-event baseline. Data that did not satisfy all three criteria simultaneously were excluded from the analysis to maintain methodological rigor and ensure consistency between the research focus and the empirical context of tourism development in East Nusa Tenggara

Data Collection Technics

The “*strategic marketing communication*,” “*sport tourism*,” “*NTT*,” “*Tour de EnTeTe*,” and “*social media engagement*.” These searches were performed primarily through national academic journals and institutional databases.

Additional data were collected through documentation, including official reports from Tour de EnTeTe 2025, local media publications, and materials from the Department of Tourism of NTT Province. This approach was intended to obtain a comprehensive understanding of the impact of marketing communication on the growth of tourism in East Nusa Tenggara Province.

Data Analysis Techniques

Data were analyzed through a qualitative descriptive approach that is enriched through quantitative analysis to calculate the audience’s involvement on social media in promoting sport communication in NTT Province. The data analysis is done through several efforts below:

1. Initial coding to the key topics from many sources (such as: strategic marketing communication, sport tourism, local brandings, social media, audiences’ engagement, destinations’ promotion, and tourism impacts).
2. Coding results are categorized into main themes, such as:
 - a. Strategic tourism marketing
 - b. The usage of social media and digital marketing
 - c. The roles of sport tourism event (Tour de EnTeTe) and NTT branding
 - d. The involvement of stakeholders (government, media, and communities).
 - e. The impacts of promotion to the image’s escalation and tourists visits.

For the quantitative component, this study aims to measure social media engagement related to the Tour de EnTeTe event. To determine the level of social media engagement, the authors analyzed audience interactions on two official social media platforms of Tour de EnTeTe, namely Instagram and YouTube.

Data on audience interactions were collected using three main indicators: likes, shares, and comments. Furthermore, the level of social media engagement was calculated by summing the number of likes, shares, and comments and then dividing this total by the number of followers, as illustrated in the following formula:

$$\text{Engagement ratio} = \left(\frac{\text{Like} + \text{Share} + \text{Comments}}{\text{Number of Followers}} \right) \times 100\%$$

These findings are expected to gain the impacts of strategic marketing communication that taken by the NTT government:

To ensure the reliability and validity of the social media engagement measurement, four considerations were applied. First, the engagement rate formula adopted in this study — summing total likes, shares, and comments divided by the number of followers, multiplied by 100% — is a widely recognized and standardized metric in digital marketing research (Kemal et al., 2025; Purwati & Ariyani, 2025). Its standardized nature provides a reproducible basis for comparing audience interaction levels across posts, platforms, and time periods, thereby supporting cross-platform analytical consistency. Second, all raw interaction data (likes, shares, comments, and view counts) were retrieved directly and exclusively from the official Instagram and YouTube accounts of Tour de EnTeTe during the active event period of September 2025. This direct retrieval from platform-generated statistics ensures that the data

reflect authentic audience behavior rather than estimated or third-party aggregated figures, which strengthens the internal validity of the quantitative component. Third, to address potential threats to construct validity, the study acknowledges that engagement metrics primarily capture behavioral responses (clicks, views, shares) but do not directly measure higher-order attitudinal outcomes such as tourist satisfaction, brand loyalty, or purchase intent (Kemel et al., 2025). This limitation is addressed through triangulation: quantitative engagement data are systematically interpreted in conjunction with qualitative thematic findings drawn from policy documents, media content, and institutional reports. Fourth, consistency in data retrieval was maintained by applying identical measurement periods and indicators across both Instagram and YouTube, enabling valid cross-platform comparison. YouTube engagement was assessed through view counts and likes rather than shares, reflecting platform-specific interaction conventions, while Instagram engagement incorporated likes, shares, and comments consistent with its interactive architecture.

1. Each topic is compared and analyzed through an integrated narration with the media's effectiveness, as well as the event's contribution of Tour de EnTeTe to the tourists' visits. This synthetic is done through critical assessment to the connectivity between theory and practices in the field.
2. The last step in this analysis is to evaluate the effectiveness and relevance of strategic communication to sport tourism in social characteristics, cultures, and geography in NTT. This evaluation is also assessing the potential of replication or development of Tour de EnTeTe as a promotional strategy that is adopted in other areas.

Data Validity

To ensure data validity and credibility, this study uses only data obtained from peer-reviewed literature, the Tour de EnTeTe 2025 research report, government publications, and verified social media metrics. The analytical process was conducted systematically through thematic coding and cross-verification using the calculated Social Media Engagement Ratio. This approach was applied to minimize interpretative bias and to ensure consistency between the research focus and the empirical context of tourism development in East Nusa Tenggara (NTT). This study adopts a sequential explanatory mixed-methods design in which qualitative and quantitative components are purposefully integrated across three stages: data collection, analysis, and interpretation. The rationale for this integration is that IMC effectiveness cannot be fully captured through a single methodological lens; qualitative analysis reveals the nature and intent of communication strategies, while quantitative engagement data provide empirical evidence of their actual reach and audience responsiveness. In the first phase (qualitative), data comprising official policy documents, institutional reports, media exposures, and social media content are systematically organized and coded using thematic analysis. This phase generates four primary analytical themes: (1) IMC channel integration patterns, (2) message consistency across government agencies, (3) stakeholder engagement roles, and (4) geographic and structural communication barriers. These themes directly correspond to the research objectives, ensuring that the qualitative analysis remains anchored to the central research problem. In the second phase (quantitative), social media engagement metrics (total likes, shares, comments, and the calculated Engagement Ratio) retrieved from Tour de EnTeTe's official Instagram and YouTube accounts are analyzed descriptively. The quantitative results serve two integration functions: first, they corroborate or challenge the

qualitative themes derived in Phase 1; and second, they provide a measurable, evidence-based dimension to claims about audience reach and communication effectiveness that qualitative analysis alone cannot substantiate. Integration occurs explicitly at the interpretation stage through analytical triangulation: qualitative findings explain the “why” and “how” of communication choices (e.g., why personal selling dominated over digital advertising), while quantitative results provide the “how much” in terms of audience interaction intensity and platform reach (e.g., Instagram engagement rate of 6.17% versus YouTube’s 28,515 views). Where quantitative findings reinforce qualitative themes — such as the dominance of one-way communication observed both in content analysis and low audience reply rates — this convergence strengthens the credibility of the conclusions. Where discrepancies arise, they are noted and discussed as limitations. This convergent triangulation approach reduces interpretative bias and produces a more comprehensive and externally valid assessment of IMC effectiveness in the Tour de EnTeTe context.

RESULT AND DISCUSSION

Paramount Issues in IMC Implementation

This study aims to analyze the IMC practices of Tour de EnTeTe and evaluate the communication barriers that hinder effective integration. In addressing this research objective, three paramount issues were identified that directly explain the fragmented IMC implementation of Tour de EnTeTe. First of all, the issue of strategic marketing formation is highly concerned as the core issue of miscommunication between stakeholders. In reality, there have been many programs that are conflicting with each other without the integration efforts resulting in mutual understanding. There has been much coordination related to the event’s preparation, however, the flow of communication is not yet centered. (Wolfgruber et al., 2022) stated that as the organizations face a high increase of expectations to reflect societal diversity, somehow, the organizations face difficulties in diversifying their workforce and to communicate these efforts, bringing the consequences of reputation, employee engagement, and motivation. As a result, this existing condition definitely is challenging for organizations (Crane & Glozer, 2016)

Second, the notion of organization’s diversity is considered as a contributing factor that sands the communication flow, resulting in diversification of characteristics in a certain organization. (Köllen, 2021) argued that people result in diversified characteristics as well as organizational behaviors, therefore, it affects the types of communication flows in a certain organization. (Men et al., 2023) also supported the opinion as the internal diversity communication plays significant roles in the promotion of inclusive and diverse communication.

Third, the existing condition of NTT’s geography as an archipelago is also considered as the factor that hampers the communication process. Represented communication somewhat results in the confusion of meanings, as it affects the delivery of important messages. West & Turner (2020) conveyed that represented communication affects to communication outcomes, such as:

1. The form of encoding and decoding
Represented communication affects the communication results, stipulating symbol effectiveness in reducing noises, affected by common understanding of cultures.
2. Reduction and Addition of Ambiguities

The selection of media to convey the message, divided into two forms, such as rich media (video call) and lean media (WhatsApp or email).

3. Psychology and Emotional Effects

How people frame the represented issues that result into cooperation, hence, some people traumatize with represented communication as a threat.

4. Retention and Memory

Communication outcomes are also measured by how long the message is remembered. Multimodal representations (a combination of text, images, and sound) have been shown to be more effective for long-term learning and comprehension than monotonous, one-way representations.

The Role of Tour de EnTeTe as Sport Tourism Event that Boost Economic Development

In addition, Sport tourism has been broadly understood as a strategic approach to destination development in which sport activities serve as a core commodity capable of generating tourism flows and supporting destination marketing objectives (Bazzanella et al., 2023). (Raso & Cherubini, 2023) confirm through a systematic review that sport tourism positively impacts host regions by attracting tourists, creating employment, and generating revenue economic returns comparable to those produced by cultural tourism attractions. Weed, (2007) further notes that the promotion of sport tourism is closely associated not only with economic opportunities but also with potential risks that may lead to economic vulnerability if not properly managed. (Taruma Djata et al., 2025) emphasizes that sport tourism is now widely recognized as an innovative strategy for regional economic development oriented toward sustainability by integrating sports and tourism. This integration results not only in recreational experiences but also in significant economic benefits, particularly in increasing local revenue. Moreover, (Kulakhmetova & Yespenbetov, 2023) as cited in (Jamaliah, 2024) stated that in line with global trends, the integration of local culture into sport tourism not only enhances tourist engagement but also strengthens cultural identity and generates economic benefits for local communities.

The Tour de EnTeTe event represents a manifestation of sport tourism aimed not only at promoting the natural beauty and cultural diversity of East Nusa Tenggara (NTT) but also at supporting sustainable regional economic development. Accordingly, the development of sport tourism requires the application of an Integrated Marketing Communication (IMC) framework to analyze how Tour de EnTeTe operates and how it functions as a form of bargaining power to attract participants and tourists to visit NTT, thereby increasing regional economic revenue. From a theoretical perspective, (Kemel & Chetibi, 2025) argue that Integrated Marketing Communication emphasizes the integration of all communication elements, both digital and non-digital, to ensure that messages are clear, consistent, and impactful for target audiences, including participants and tourists (Percy, 2008.) further defines Integrated Marketing Communication as a process of coordinating various forms of persuasive communication by optimizing consumer orientation to influence target audience behavior. Holmlund et al., (2006) identifies four core elements of Integrated Marketing Communication: economics, effectiveness, institutions, and customers.

Thematic Analysis of Tour de EnTeTe Communication Strategy

This study identified that the Tour de Entete (TDE) communication strategy structurally adopted elements of Integrated Marketing Communication (IMC), but its implementation still faced obstacles in achieving message consistency. As stated in the research objective to evaluate channel integration, the findings indicate a disconnect between the central policy narrative and its execution in digital media.

Observational data from the NTT government's official digital channels during the event period shows that information distribution was dominated by one-way transmission. This deviates from the concept of Communicative Action (Habermas, 1984), which should emphasize truth claims and dialogue. For example, TDE promotions on Instagram emphasized the ceremonial aspects of officials rather than the functional aspects of tourism for a global audience. This finding directly addresses the question of the effectiveness of inter-agency message coordination.

Integrated Marketing Communications Analysis on Tour de EnTeTe: Concepts and Applications

Moreover, several scholars categorize the Integrated Marketing Communication (IMC) approach to events into five main components: advertising, public relations, personal selling or ideas, sales promotion, and direct marketing. The graph below illustrates the analysis of the Integrated Marketing Communication of Tour de EnTeTe based on these five key indicators.

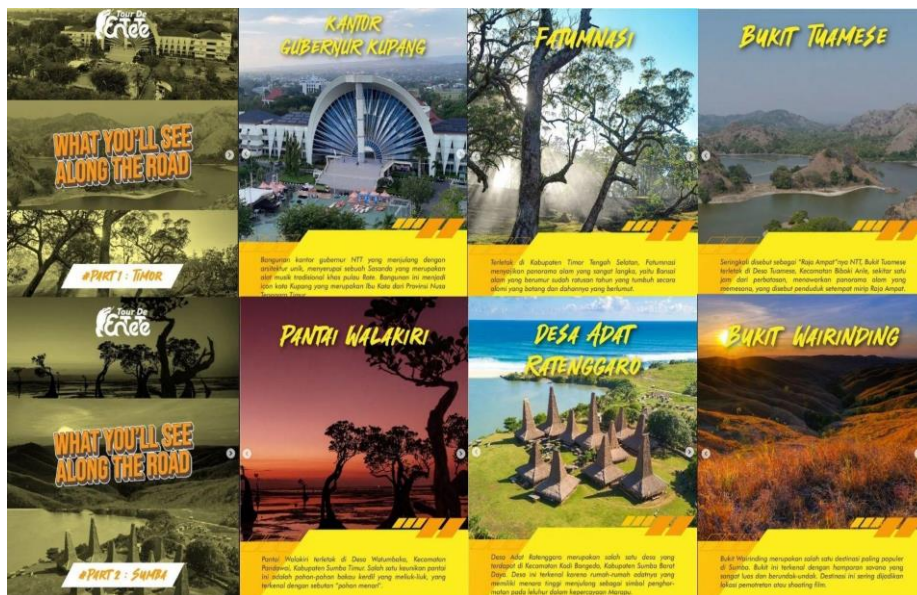


Figure 1. Natural exhibition during the stages of Tour de EnTeTe

Source: Instagram Tour de EnTeTe (2025)

The findings indicate that among the five indicators, the personal selling/ideas component represents the most dominant strategic marketing approach implemented by the organizing committee. This component emphasizes three main sub-indicators: identity, cultural diversity, and geographic proximity. This observation is reflected in the promotion of natural scenery along the competition routes as well as the distinctive challenges presented during the race stages.

Throughout the study, five main indicators were identified as influencing the analysis of Tour de EnTeTe through the Integrated Marketing Communication (IMC) approach, with each indicator contributing to the overall success of the event. However, the findings suggest that community involvement in promoting the event plays a particularly significant role in strengthening the impact of Tour de EnTeTe. With the support of PB ISSI, this involvement also helps bridge the communication gap between the NTT Provincial Government as the message sender and the participants as the message receivers. Local communities contribute by interpreting the values of Tour de EnTeTe and conveying these messages effectively to participants during the event. In addition, with regard to the public relations indicator, Tour de EnTeTe involves not only government institutions but also several non-governmental organizations by encouraging the participation of Millennials and Generation Z in commemorating and supporting the event.

In addition, Integrated Marketing Communication (IMC) helps Tour de EnTeTe provide a clearer understanding of the roles and responsibilities of all parties involved in supporting the event. Referring to (Kemel & Chetibi, 2025) IMC has evolved alongside the emergence of the internet and social media platforms, which feature interactive capabilities that have significantly advanced marketing practices and created greater opportunities to achieve marketing objectives. (Oluwafemi & Adebisi, 2018) further note that studies on IMC employ varied analytical frameworks, with some researchers adopting four indicators, while others use five or six indicators depending on the research context and objectives.

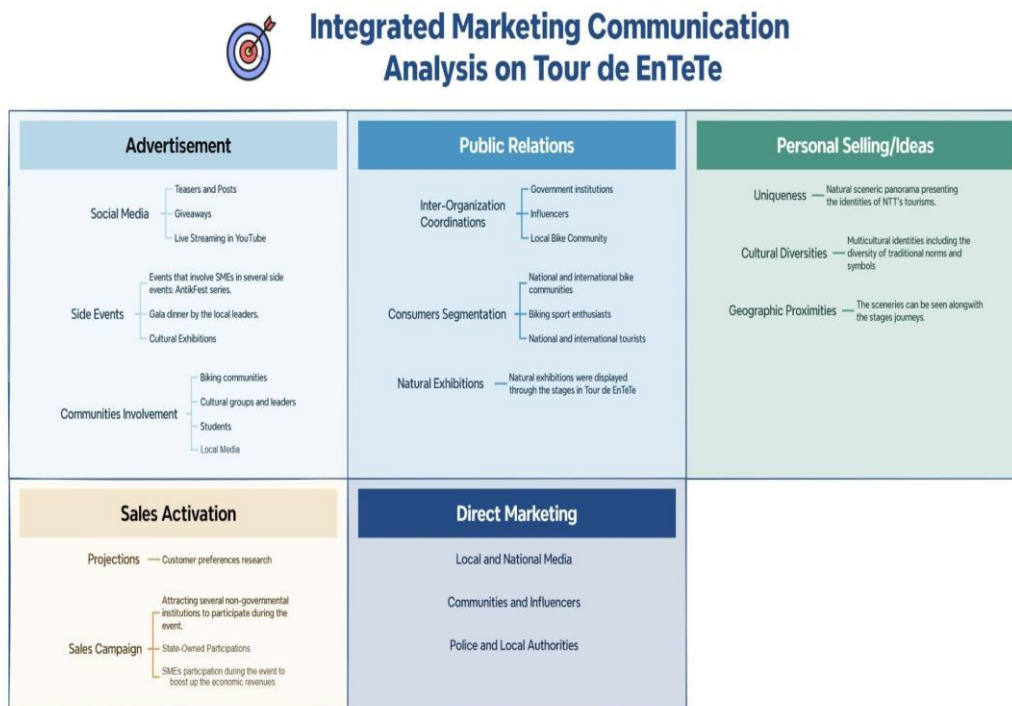


Figure 2. Integrated Marketing Communication Analysis on Tour de EnTeTe
Source: The Writers' Analysis (2026)

In response to the infographic above, this study highlights several advantages and roles of Integrated Marketing Communication (IMC) in supporting the implementation of the sport tourism approach in Tour de EnTeTe, as follows:

1. **Message integration:** IMC helps integrate meanings across communication channels to avoid message overlap and inconsistency, enabling audiences to better recognize and familiarize themselves with the Tour de EnTeTe brand.
2. **Cost efficiency:** IMC contributes to reducing promotional budget expenditures, as Tour de EnTeTe primarily utilizes social media-based promotion, which effectively increases audience attention and outreach.
3. **Brand consistency:** IMC produces consistent messages and a strong brand image, fostering consumer trust and a sense of belonging while promoting transparency in communication.
4. **Consumer loyalty:** IMC enhances consumer loyalty by motivating intentions to revisit and recommend the event to others.
5. **Consumer proximity across platforms:** Through IMC, organizations can be present throughout the consumer journey—from awareness to decision-making—across multiple communication platforms.

In the context of Tour de EnTeTe, the authors observed these roles through an analysis of social media content. Social media analysis was conducted to describe the strategic communication patterns, identify dominant message types, and examine audience responses descriptively. The role of IMC is further illustrated through the social media analysis results presented at Table 3.

Table 3. The role of IMC

No.	Indicator	Analysis
1	Communication Efficiency	Tour de EnTeTe presents engaging infographic content through videos and posts on social media platforms. Social media is effective in increasing the efficiency of information dissemination and enables communication with both national and global audiences. However, the communication strategy should further emphasize the unique values of Tour de EnTeTe that distinguish it from other sporting events in Indonesia and internationally.
2	Cost Efficiency Redundancy	Tour de EnTeTe primarily utilizes two main social media platforms, Instagram and YouTube, which helps reduce the overall promotional budget of the event.
3	Consumers' Trust and Sense of Belonging	Tour de EnTeTe has successfully encouraged participants and audiences to engage directly in the event. This is reflected in the participation of athletes from several Asian and European countries.
4	Consumers' Loyalty	Inspired by the Tour de Flores event held in 2017, Tour de EnTeTe succeeded in attracting participants from the United Kingdom and France, with both teams having also participated in the previous Tour de Flores event.
5	Customer Journey	The organizing committee published various videos and photos highlighting the iconic features of each island in NTT. In addition, Tour de EnTeTe was supported by official event launches, systematic cooperation with PB ISSI, and testimonials from the Governor of NTT,

Mr. Melky Lakalena, and the Treasury Director of Bank NTT, Mr. Hilarius Minggu.

Integration of Multi-Platform Channels and Geographical Constraints

In line with Vercic et al.'s (2001) framework, channel integration is a key pillar of public sector IMC. However, document analysis shows that NTT's geographical characteristics, as an archipelago, create communicative "noise."

Indikator IMC	Temuan Empiris di NTT	Analisis Kritis
Consistency	Pesan branding TDE tidak seragam di tingkat kabupaten.	Lemahnya <i>single-voice policy</i> antar-OPD.
Interactivity	Tingkat respons terhadap pertanyaan publik di media sosial rendah.	Gagal memenuhi kriteria <i>interactive governance</i> .
Connectivity	Ketergantungan pada media fisik (baliho) masih tinggi.	Tidak efisien untuk menjangkau wisatawan mancanegara.

This gap proves that the research objective of identifying communication barriers has been met: the main barrier is not only the limitations of digital infrastructure, but also the sectoral egos of bureaucracy that hinder the unification of marketing messages (Schultz et al., 2011).

The Analysis of IMC to Social Media Engagement to Tour de EnTeTe

Beyond national and international information dissemination, Integrated Marketing Communication (IMC) also facilitates audience interaction and engagement, as reflected in the number of likes, shares, and the calculated engagement rate. The analysis of social media engagement for Tour de EnTeTe was conducted using two platforms: Instagram and YouTube. On Instagram, out of 50 posts published by the organizing committee, Tour de EnTeTe generated 35,098 likes and 806 shares, resulting in an engagement rate of 6.17%. Meanwhile, on YouTube, Tour de EnTeTe recorded 672 likes and 28,515 views. A comparison of these two platforms indicates that audience interaction on Instagram tends to be more diverse in terms of engagement activities, while YouTube provides broader exposure by attracting a larger number of viewers, particularly through live-streaming content, thereby offering a wider representation of audience reach. This finding is consistent with (Nabilah et al., 2025), who demonstrated that frequency, duration, and attention to tourism content exposure on Instagram significantly influence tourist visit interest, with content exposure accounting for 34.2% of the variance in visit intention among followers of @explorebandung. Their study confirms that Instagram's visual content functions as an effective stimulus in shaping tourists' decision-making processes, a mechanism equally relevant to Tour de EnTeTe's promotional strategy on the same platform.

SOCIAL MEDIA ENGAGEMENT TO TOUR DE ENTETE			
	Konten	Likes	Share
Likes 35.098	1. Lepas Landas Menuju Soe	266	14
	2. Congrats for all Jersey Winners for Stage 1	198	19
Share 806	3. Highlights Stage 1	557	19
	4. Tour de EnTeTe - Stage 1 Recap	1705	41
Engagement Rate 6,17	5. All jersey winner for stages 2	277	6
	6. Highlights from stage 2 of Tour de Entete	1671	18
	7. stage 3 winners of tour de entete	365	9
	8. Congrats for all jersey winner from stage 3	191	3
	9. Highlights from stage 3 of Tour de Entete	675	32
	10. stage 4 winners of tour de entete	247	6
	11. Congrats for all jersey winner from stage 4	145	7
	12. Highlight stage 4 (video)	2212	100
	13. Stage 5 winners	207	1
	14. Komodo yellow jersey	160	7
	15. Recap stage 5	594	5
	16. Recap stage 5 (2)	447	13
	17. Recap stage 5 (3)	668	9
	18. Highlight stage 5 (video)	2574	23

1 - 50 / 50 < >

Figure 3. Social Media Engagement to Tour de EnTeTe (Instagram)
Source: The Writers Analysis on Instagram Posts and Videos (2026)

Therefore, in relation to social media engagement, Integrated Marketing Communication (IMC) provides a broader framework for identifying audience segmentation in content delivery and helps generate descriptive information that enhances the quality of communication. In line with (Purwati & Ariyani, 2025) IMC has a positive impact on building brand equity, particularly brand awareness, which consists of brand association, brand loyalty, perceived quality, and proprietary assets. Furthermore, IMC comprehensively explains efforts to increase brand awareness by enabling companies, brand owners, or organizers to deliver consistent messages across multiple media channels, thereby helping brands gain stronger recognition from their audiences.

SOCIAL MEDIA ENGAGEMENT TOUR DE ENTETE (YOUTUBE)				
	Konten	Likes	Views	Comment
Likes 672	1. STAGE 1 - TOUR DE ENTETE 2025	291	14000	86
	2. STAGE 2 - TOUR DE ENTETE 2025	145	6600	54
Views 28.515	3. STAGE 3 - TOUR DE ENTETE 2025	80	3100	7
	4. CLOSING CEREMONY TOUR DE ENTETE	76	3300	19
	5. Gubernur NTT Inisiasi Sport Tourism Kelas Dunia Lewat Tour de EnTeTe	43	305	0
	6. Highlight Tour de EnTeTe Etape 1	32	1100	2
	7. Bank NTT Dukung Penuh Event Tour de EnTeTe	5	110	0

1 - 7 / 7 < >

Figure 4. Social Media Engagement to Tour de EnTeTe (Youtube)
Source: The Writers Analysis on YouTube Videos (2026)

In the context of Tour de EnTeTe, IMC assists the government in clustering and defining the roles of the parties involved, enabling the development of more effective promotional strategies for the event.

Discussion: Toward a Dialogic Governance Framework

This discussion section directly responds to the research problem: to what extent has the NTT Provincial Government implemented an effective IMC strategy through Tour de EnTeTe, and what barriers prevent its optimal execution? The findings presented above are now examined in relation to the theoretical framework and the three research objectives: (1) analyzing IMC channel integration, (2) evaluating stakeholder engagement, and (3) assessing message consistency. In addressing the first objective, the analysis of official digital channels reveals that information distribution remained predominantly one-way, deviating from the dialogic ideal of Communicative Action (Habermas, 1984). The NTT Grand Design Tourism document further confirms that the government tends to position the public as policy objects rather than active communication partners, which directly undermines the IMC principle of consumer-centric messaging.

From L'Etang's (2008) perspective, IMC in the public sector is not merely a promotional tool, but rather a tool for building legitimacy. The Tour de Entete case demonstrates that if communication remains top-down, the brand image of NTT destinations will only be superficial. Fluctuating tourist visit figures (BPS NTT, 2024) during the event period indicate that the promotional strategy has not succeeded in building sustainable visitor loyalty.

This confirms the research hypothesis stated in the problem statement: that partial marketing integration results in public budget inefficiencies and weakened tourism outcomes. Regarding the second objective of evaluating stakeholder engagement, the findings show that while community participation and collaboration with PB ISSI strengthened the event's reach, engagement with international stakeholders remained limited. For the third objective of assessing message consistency, the empirical data demonstrate that branding messages were not uniform across district-level government units, reflecting weak single-voice policy coordination among regional agencies (Schultz et al., 2011). Taken together, these findings indicate that a fundamental redefinition of strategy is needed—shifting the focus from mere information dissemination to the creation of shared meaning (meaning-making) between the government, industry players, and tourists—as the only viable path to achieving the sustainable regional tourism development goals outlined in the Dasa Cita policy framework.

CONCLUSION

Integrated Marketing Communication (IMC) enables the authors to identify the types of strategic communication adopted by the Government of East Nusa Tenggara (NTT) to stimulate economic development through the implementation of the Tour de EnTeTe event. Inspired by Tour de Flores, Tour de EnTeTe has encouraged the government to develop both internal and external communication approaches in promoting the event.

Internally, IMC facilitates coordination between governmental and non-governmental institutions to establish an integrated communication network that produces consistent and shared meanings. Such synergy among stakeholders simplifies program implementation related to Tour de EnTeTe. The harmonization of meaning also assists policymakers in directing tourism frameworks and understanding their impacts on cities and surrounding regions.

Externally, IMC contributes to shaping NTT's tourism investment climate by constructing a positive identity for investors, audiences, and international stakeholders, thereby fostering trust and confidence in investing in the region. Through the support of

advertising, public relations, and various communication channels, the government strengthens investment indicators in the tourism sector. Consequently, the NTT government must design coherent and integrated external communication strategies to increase tourism revenues, emphasizing the importance of strategic communication through the Tour de EnTeTe event.

This study acknowledges limitations in the availability of publications concerning the economic development outcomes of each region participating in Tour de EnTeTe. Nevertheless, the findings are expected to provide policy recommendations for tourism development in NTT and encourage the creation of new tourism promotion products through sport-based activities as marketing instruments. Furthermore, this research is anticipated to expand scholarly discussion on sport tourism development in NTT by applying an IMC analytical framework.

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This research aims to offer a scientific perspective on tourism development strategies by employing an Integrated Marketing Communication (IMC) framework as a foundational approach for analyzing tourism promotion in NTT

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