

## Environmental Discourse Analysis in the 2025 Mandalika MotoGP Event

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### ABSTRACT

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Environmental and sustainability discourses increasingly shape international sport-tourism events, including the Mandalika MotoGP. This study examines how environmental discourse was constructed in media coverage and stakeholder practices surrounding the 2025 Mandalika MotoGP. Using Fairclough's three-dimensional framework of critical discourse analysis, the study analyzes text, discursive practice, and socio-cultural practice. The data consist of 16 online news articles published by nine local and three national media outlets, complemented by interviews with an event organizer, a sanitation worker, and a spectator. Textual analysis shows that phrases such as clean event, green tourism, circular economy, and sustainable sport tourism framed the event as environmentally responsible. The analysis of discursive practices reveals that local government agencies and event organizers dominated media narratives by emphasizing preparedness, cleanliness programs, volunteer involvement, and circular-economy initiatives in waste management. At the socio-cultural level, interviews confirm that waste collection, sorting, and processing were enacted through collaboration among organizers, companies, sanitation workers, and volunteers. The study's novelty lies in applying Fairclough's framework to an international sport-tourism event rather than to conventional political or environmental news. The findings contribute to environmental communication studies by showing how sustainability discourse can legitimize event-based tourism development while marginalizing alternative community or activist perspectives.

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## INTRODUCTION

The implementation of the international motorcycle racing event, MotoGP, at the Mandalika Circuit in Lombok, West Nusa Tenggara (NTB), has emerged as a new tourism attraction in the region. Since its inauguration in 2022, many domestic and international tourists have attended the MotoGP race live every year. This phenomenon positions MotoGP as an alternative form of tourism in Lombok, NTB (Larasati et al., 2023). Over time, the development of motorsport events in the region has extended beyond MotoGP to include other international competitions, such as the World Superbike Championship (Prastya et al., 2023). In response, the Indonesian government has undertaken significant efforts to develop the Mandalika area as a Special Economic Zone (SEZ), as part of a broader strategy to stimulate tourism and economic growth in Lombok. This development strategy emphasizes the integration of tourism expansion with sporting activities, particularly MotoGP (Caraka et al., 2023). Furthermore, the designation of Mandalika as a Special Economic Zone is considered to have the potential to enhance economic development not only within the Mandalika area but also across the broader Central Lombok region in NTB (Eikman & Hadi, 2022).

The designation of Mandalika as a Special Economic Zone (SEZ) and the development of sports events through the organization of MotoGP have, so far, generated economic impacts for local communities. A study conducted by Rahmatika and Murdana (2024) identifies the economic benefits arising from sports tourism associated with MotoGP in Mandalika. Furthermore, research by Sholikhatun et al. (2024) maps the broader economic impacts of the MotoGP event on the economy of West Nusa Tenggara (NTB) Province. One notable effect is the increase in income among micro, small, and medium enterprises (MSMEs), particularly those engaged in the sale of souvenirs and cultural products. However, a study by Sayuti et al. (2023), which examines the social and economic impacts of the Mandalika SEZ in Lombok, reveals a contrasting social reality. Communities surrounding the SEZ continue to experience low-income levels. Public health infrastructure, including sanitation, access to clean water, and waste management systems, remains inadequate. The study highlights a disparity between the rapid development of tourism within the SEZ and the still-challenging social conditions of the local population. Thus, the findings of these studies indicate an ambivalent situation. On the one hand, certain segments of society have benefited economically from the organization of MotoGP in the Mandalika SEZ. On the other hand, many communities have yet to experience significant improvements in their socio-economic conditions.

Amid the uneven distribution of socio-economic impacts, several recent studies indicate that the effects of the MotoGP event extend beyond social and economic dimensions to also encompass cultural and environmental aspects. From a cultural perspective, research by Suleman et al. (2023) identifies the occurrence of cultural shock within the Mandalika Special Economic Zone (SEZ). The study reveals both positive and negative consequences arising from the interaction between local culture and global influences. On the positive side, these impacts include the global promotion of local culture, economic empowerment through tourism, cultural preservation through education, and increased cultural awareness. Conversely, the negative impacts involve the degradation of local cultural values, excessive commercialization, value conflicts, social imbalance, and shifts in lifestyle. These findings are consistent with Rifki and Sumilih (2024), who examine the socio-cultural adaptation of the Sasak ethnic group—the indigenous community of Lombok—following the establishment of the Mandalika Circuit.

Meanwhile, the implementation of the Mandalika MotoGP has also generated several environmental impacts, one of which is the issue of waste management. Several studies have examined how waste management practices are carried out by various stakeholders within the Mandalika Special Economic Zone (SEZ), including the Indonesia Tourism Development Corporation (ITDC) as the SEZ administrator, local governments, tourism actors, and local communities (Hafifi & Murdana, 2024; Lestari et al., 2024; Pauzi & Purwoko, 2022). These studies reveal that the MotoGP event produces tens of tons of waste, much of which has not been managed in a systematic and well-planned manner, thereby contributing to environmental and social problems within the local community.

Building on previous studies, this research acknowledges that the presence of the MotoGP sports event has generated multidimensional impacts, encompassing economic, social, cultural, and environmental domains. However, this study specifically focuses on environmental issues, based on the argument that sustainable tourism practices must consider their environmental consequences. MotoGP-based sports tourism in Mandalika, which has been held since 2022, has emerged as a new attraction for both domestic and

international tourists, therefore, it is important to ensure its sustainability. One crucial aspect of such sustainability is environmental consideration.

This study draws its sample from both national and local media outlets, including privately owned media organizations and public broadcasting media, to examine how these media construct narratives and discourses surrounding environmental issues related to the Mandalika MotoGP. Media coverage of the Mandalika MotoGP has generally tended to be positive and primarily focused on the racing event itself. A study conducted by Ivosights.com (2022) found that 80 percent of online media coverage concerning the 2022 Mandalika MotoGP carried a positive sentiment, while 14 percent was neutral and only 6 percent negative. The negative coverage mainly concerned spectators' dissatisfaction with the services provided and riders' complaints regarding the quality of the circuit asphalt. According to Ivosights.com (2022), the ten most active online media outlets reporting on the 2022 Mandalika MotoGP were all national-scale media organizations, with no local media represented.

Existing studies on media coverage of the Mandalika Circuit and the Mandalika MotoGP have predominantly focused on the 2022 event, which marked the inaugural Mandalika MotoGP. For example, research examining social media posts from CNN Indonesia highlighted the issue of the rain handler called "Mbak Rara" and emphasized the dramatic aspects between the headlines and the news content. The study found that CNN Indonesia presented the event in considerable detail to attract audience attention (Rohullah et al., 2022). Meanwhile, studies concerning public broadcasting institutions have primarily focused on RRI Mataram, where news themes framed the Mandalika MotoGP as having a positive impact on the economy of West Nusa Tenggara, particularly within the creative economy sector (Widaswara, 2022), and emphasized the broadcaster's role in promoting tourism through the event (Muhlis et al., 2023). One study by Sofian et al. (2022) argued that RRI Mataram attempted to identify the underlying issues, benefits, and impacts of the Mandalika MotoGP, including both positive and negative aspects. However, the study did not provide detailed empirical data demonstrating how the broadcaster articulated these "underlying issues," "benefits," "positive impacts," or "negative impacts" in its reporting. In contrast, the studies conducted by Widaswara (2022) and Muhlis et al. (2023) analyzed only a single news report, thereby limiting the depth of analysis.

This study, by comparison, draws upon 16 news articles from 9 local media and 3 national media, including public broadcasting media. These media include NTB Satu, Lombok Post, Antara NTB, Lombok Daily, Skedupark, Koran Lombok, Radar Mandalika, Kbis NTB, Bali Puspa News, VOI, CNN Indonesia, RRI.co.id. This study collected news articles using the keyword "Environment Issue in MotoGP Mandalika 2025" and "Environment published between September 1 and October 31, 2025. September was selected as it represents the preparation phase of the MotoGP event, while October 2025 covers both the implementation and post-event phases.

This study differs from previous research that has predominantly focused on national media, as it incorporates local media coverage as part of its analytical object. The limited number of studies concerning MotoGP coverage in Mandalika may be attributed to the relatively infrequent involvement of local media by the event organizer, namely the Mandalika Grand Prix Association (MGPA), as media partners or collaborators (Susila & Isnaini, 2023). Therefore, this study seeks to further examine how environmental discourse in the implementation of the 2025 Mandalika MotoGP event emerges from local and national news media.

## LITERATURE REVIEW

This study employs the concept of discourse proposed by Fairclough as its analytical framework. Fairclough's approach is adopted as it enables the study to examine not only how environmental discourse is constructed, but also how such discourse serves as a foundation for socio-cultural practices in the organization of the 2025 MotoGP event.

Fairclough conceptualizes discourse as comprising three dimensions: the textual dimension, the discursive practice dimension, and the socio-cultural practice dimension (Haryatmoko, 2016). These three dimensions of discourse formation can be applied to analyze discourse across various forms of media. For instance, they have been used to examine discourse in celebrity news coverage (Cenderamata & Darmayanti, 2019; Handayani et al., 2022), as well as discourse constructed within political speeches (Firdaus & Firman, 2025; Indrayanti et al., 2025). In the context of environmental issues, Rosadha et al. (2025) employ Fairclough's discourse analysis to investigate environmental reporting in mainstream media. Similarly, Mudiawati et al. (2023) utilize Fairclough's framework to analyze discourse surrounding forest restoration in

Kalimantan. Although several studies have employed Fairclough's Critical Discourse Analysis to examine environmental and media issues, researchers have rarely applied this framework within the context of sport tourism. Most previous Fairclough-based studies focused on political speeches, celebrity news, or environmental restoration issues. Consequently, this study fills a gap by applying Fairclough's framework to an international sport-tourism event.

At the initial stage, this study analyzes media news texts concerning environmental issues in the implementation of the 2025 MotoGP event to examine the textual and discursive practice dimensions. Subsequently, to explore the socio-cultural practice dimension, the study conducts interviews with several stakeholders involved in the MotoGP sports event. These two sources of data are then analyzed to investigate how environmental discourse is constructed.

Fairclough critically argues that discursive practices are shaped by ideology and power (Haryatmoko, 2016). This study therefore also identifies how sustainability language legitimizes the organization of an international sport-tourism event, while acknowledging that a deeper critique of power relations requires further investigation.

## METHOD

This study adopts a qualitative approach. The primary data consist of news texts addressing environmental discourse in the implementation of the 2025 MotoGP event. The collected news articles are sourced from both national and local media outlets. These textual data are subsequently mapped and analyzed using two dimensions of discourse proposed by Fairclough, namely the textual dimension and discursive practice.

To complement the primary data and to further examine the socio-cultural practice dimension, this study also incorporates interview data. Interviews were conducted with three informants representing key stakeholders, namely the MotoGP organizing committee, sanitation worker, and spectators.

## Population and Sampling

Table 1 presents the news data collected during the period from 1 September to 31 October 2025. September was selected as it represents the preparation phase of the MotoGP event, while October 2025 covers both the implementation and post-event phases. The Mandalika MotoGP event itself took place from 2 to 5 October 2025. This study selected both local and national media outlets that reported on environmental issues during the 2025 MotoGP. The following table outlines the news articles that serve as the unit of analysis in this study:

Table 1. News Data Containing Environmental Issues

No	Media	Date	Title
1	NTB Satu	September 29, 2025	DLHK NTB Implements an Integrated Scheme for Managing Waste at the 2025 Mandalika MotoGP
2	NTB Satu	September 29, 2025	No Need to Worry: DLHK Prepares Strategies to Address Waste During MotoGP and Realize Green Tourism
3	Lombok Post	October 2, 2025	Ensuring the Success of the MotoGP Event, DLHK NTB Accelerates the Handling of Illegal Waste Accumulation
4	Antara NTB	October 3, 2025	Central Lombok Optimizes Waste Management for MotoGP 2025
5	VOI	October 3, 2025	MotoGP Mandalika Is Not Just a Race: The Government Prepares to Manage Waste from Thousands of Spectators
6	CNN Indonesia	October 4, 2025	Mandiri Looping for Life Strengthens Literacy and MSMEs Ahead of MotoGP 2025
7	Lombok Daily	October 4, 2025	Mass Community Effort: A Joint Team of 50 People Cleans Waste Around the Mandalika MotoGP Circuit Roads
8	Skedupark	October 5, 2025	Cleanliness and Waste in Mandalika: Challenges, Solutions, and the Future
9	RRI.co.id	October 5, 2025	Heroes of Cleanliness Behind the Glamour of MotoGP Mandalika 2025
10	Koran Lombok	October 7, 2025	MotoGP Mandalika 2025 Event Generates 35 Tons of Waste
11	Radar Mandalika	October 7, 2025	West Lombok Regency Explores Waste Processing Cooperation with German Investors

No	Media	Date	Title
12	Lombok Post	October 8, 2025	Clean-Up Action in Mandalika: Hundreds of Tons of MotoGP Race Waste Managed by NTB Environmental Agency Through Volunteer Forces and Waste Banks
13	Antara NTB	October 10, 2025	Waste Management at MotoGP Mandalika Implements Circular Economy Principles
14	Kbis NTB	October 10, 2025	4.71 Tons of Food Waste from MotoGP Mandalika 2025 Processed into Maggot
15	Bali Puspa News	October 10, 2025	ITDC Implements ESG Principles and a Circular Economy Through the "Integrated Food Surplus Program" at MotoGP Mandalika 2025
16	Lombok Post	October 10, 2025	Fast Racing, Food Waste Managed: ITDC Demonstrates That ESG Is More Than Just Lip Service at MotoGP Mandalika 2025

Source: National and local online media 2025

In addition to collecting news texts as the primary data source, this study also utilizes interview data as secondary data. Interviews were conducted with three informants, namely an event organizer, a sanitation worker, and a spectator of the 2025 MotoGP event. The interview data are employed to complement and strengthen the textual analysis, particularly in examining the socio-cultural practice dimension in the construction of environmental discourse. This study interviewed only three informants to support the analysis of the news texts. The researcher acknowledges that this limited number of informants was insufficient to comprehensively explain the socio-cultural dimensions examined in the study, which therefore constitutes a limitation of the research.

Table 2. Informants Data

No	Informant	Role
1	Informant 1	Organizing committee
2	Informant 2	Sanitation worker
3	Informant 3	Spectator of MotoGP

Source: Interview data

## Research Procedures

This study employed a qualitative approach to examine environmental discourse in the 2025 Mandalika MotoGP event. Data were collected from two sources: (1) 16 news articles published in national and local online media between 1 September and 31 October 2025, and (2) in-depth interviews with three key informants, namely an event organizer, a sanitation worker, and a spectator.

The news data were categorized into three phases: pre-event (1 September–4 October 2025), event (5 October 2025), and post-event (6–31 October 2025). Data analysis applied Fairclough's Critical Discourse Analysis framework, encompassing textual analysis, discursive practice, and socio-cultural practice. Textual and discursive dimensions were analyzed using news articles, while the socio-cultural dimension was examined through interview data.

The findings from both data sources were interpreted holistically to identify patterns of environmental discourse. To ensure validity, data triangulation was conducted by comparing results from news texts and interviews.

## Ethical Considerations

This study adhered to ethical principles throughout the research process. All interview participants were informed about the purpose of the study, and their voluntary participation was obtained through informed consent. Participants were assured that their responses would be used solely for academic purposes and that their identities would remain confidential. To protect anonymity, informants were presented using generic labels (e.g., Informant 1, Informant 2, Informant 3).

The use of secondary data in the form of news articles followed principles of academic integrity. All sources were appropriately acknowledged, and the data were analyzed without manipulation or misrepresentation. Finally, all researchers maintain objectivity and transparency throughout the analysis process, ensuring that interpretations were grounded in the data and aligned with the research framework.

## RESULTS AND DISCUSSION

### Results

From the 16 news articles published during the pre-event, event, and post-event phases of the 2025 MotoGP, most of the environmental coverage focuses on waste-related issues. Only one article does not address waste management, namely a report from CNN Indonesia that discusses a Corporate Social Responsibility (CSR) initiative by Bank Mandiri, which involved environmental education for senior high school students in Mandalika. The remaining 15 articles predominantly highlight issues of waste management before, during, and after the event. These findings indicate that environmental discourse in the organization of the 2025 MotoGP is largely centered on waste-related concerns. In addition to analyzing news texts, this study also incorporates interview data as supporting evidence, particularly to examine the socio-cultural dimension in the construction of discourse. To further explore how the issue of waste has emerged within this discourse, the following section presents the results of the discourse analysis of the news texts, categorized into three dimensions: the textual dimension, the discursive practice dimension, and the socio-cultural practice dimension.

### Textual Dimension

Environmental discourse in the news coverage of the 2025 MotoGP is predominantly characterized by texts addressing waste-related issues before, during, and after the event. In general, news texts discussing waste management within the MotoGP event are consistently associated with broader narratives of environmental preservation. Several articles employ terms and metaphors closely linked to environmental sustainability, such as “clean event” and “sustainable” (ntbsatu.com). The use of the phrase “clean event” in news published by Ntbsatu.com is intended to convey that the 2025 MotoGP event prioritizes environmental cleanliness. Meanwhile, the term “sustainable” is employed to emphasize the event’s commitment to environmental sustainability. This notion of sustainability implies that the implementation of the MotoGP is not only focused on the 2025 edition but also considers its continuity in the future years. One of the key efforts in this regard involves ensuring that the environment is preserved, thereby allowing the event to be conducted sustainably in the future.

Furthermore, other metaphors such as “green tourism” (ntbsatu.com) are employed to emphasize the environmental dimension of tourism. The phrase “green tourism” constructs a discourse that positions the MotoGP event not merely as an organized sporting event, but also as part of the broader tourism landscape in the Mandalika area of Lombok. In this context, MotoGP is positioned as a form of sports tourism in Mandalika. By incorporating the term “green” into tourism discourse, the MotoGP event is framed as an environmentally friendly tourism destination. The use of the phrase “green tourism” also carries broader implications for tourism in the Mandalika area, suggesting that MotoGP represents one of the destinations that, in general, prioritizes environmental considerations.

In addition, within the context of waste management during the 2025 MotoGP event, several news articles employ the metaphor of a “circular economy” (antaranews.com). The use of this term is intended to illustrate the approach to waste management implemented during the event. A circular economy refers to a system in which waste is managed in a way that generates economic value. In this framework, waste is not merely discarded but is instead processed and transformed into economically valuable commodities. Accordingly, news coverage—much of which cites sources from the Indonesia Tourism Development Corporation (ITDC)—seeks to convey that the MotoGP event has established effective waste management system. Waste generated during the event is not solely directed to final disposal sites but is also managed and utilized in ways that provide economic benefits.

Another phrase that appears in the news coverage is “sustainable sport tourism” (ekbisntb.com). This phrase indicates that the MotoGP event is broadly framed as a form of tourism based on sporting activities that emphasizes sustainability. One of its defining features is the implementation of waste management practices grounded in the principles of a circular economy. Within the news texts, the phrases “circular economy” and “sustainable sport tourism” signify not only a concern for environmental preservation but also the generation of economic benefits for local communities. Overall, the words and phrases employed within the textual dimension construct a discourse that portrays the organization of the 2025 Mandalika MotoGP event as an effort to prioritize environmental sustainability through effective waste management while simultaneously providing economic value to surrounding communities.

Table 3. Discourses Identified in the Textual Dimension

No	Phrases in News Texts	Constructed Discourse
1	Clean Event	The 2025 MotoGP event emphasizes environmental cleanliness.
2	Sustainability	The 2025 MotoGP event considers sustainability to ensure its continuity in the future.
3	Green tourism	The MotoGP event is framed as an environmentally friendly tourism destination.
4	Circular economy	Waste management during the 2025 MotoGP generates economic benefits for local communities.
5	Sustainable sport tourism	The MotoGP event represents a form of sport-based tourism that prioritizes sustainability.

Source: Data analysis

### Discursive Practice Dimension

After conducting the analysis at the textual dimension, this study proceeds to examine the discursive practices reflected in the news texts. Discursive practice analysis aims to explore how the discourse constructed through specific phrases operates within verbal practices, particularly through statements presented in the news content. In discourse analysis, discursive practices serve to reinforce the meanings embedded in such phrases. The analysis of discursive practices in the news texts is categorized into three temporal phases: before the event, during the event, and after the 2025 MotoGP event. News articles classified as pre-event coverage are those published from September 2025 up to 4 October 2025. Meanwhile, coverage during the event refers to news published on 5 October 2025, the day of the main MotoGP race. Post-event coverage includes news articles published from 6 to 31 October 2025. This categorization is intended to identify variations in discursive practices across these three periods within the news texts.

Environmental discourse related to waste in the pre-event period is predominantly shaped by statements from the Environmental Agency (DLH) of West Nusa Tenggara (NTB), which emphasizes its preparedness to manage waste during the 2025 MotoGP event. The dominant discourse highlights that each MotoGP event consistently generates tens of tons of waste, thereby underscoring the crucial role of DLH NTB in addressing this issue. This discourse is reflected in the following excerpt from a news article: *“Since the first MotoGP in Mandalika, the event has always generated a significant amount of waste. The NTB Provincial Environmental Agency recorded that total waste from 2022 to 2024 reached 66.6 tons, with a decreasing trend due to improvements in the management scheme”* (ntbsatu.com). The phrase *“due to improvements in the management scheme”* suggests that both the government and event organizers have made efforts to manage waste more effectively. Furthermore, pre-event news coverage also constructs a discourse portraying MotoGP as an event that prioritizes sustainability, as reflected in statements such as *“MotoGP as a benchmark for clean and sustainable events”* and *“DLHK NTB hopes that MotoGP Mandalika 2025 can serve as a benchmark for the implementation of large-scale events that are clean and sustainable”* (ntbsatu.com).

From the various discourses emerging in the pre-event period, the dominant narrative centers on the role of Environmental Agency (DLH) in managing waste prior to the 2025 MotoGP event. This discourse seeks to demonstrate that the provincial government, through DLH, is attentive to waste-related issues associated with the event. The prevailing discursive practice emphasizes the preparedness of local government authorities and MotoGP organizers in addressing waste management challenges. Many media outlets cite statements from DLH officials in Lombok, highlighting their ongoing efforts in monitoring and cleaning waste before, during, and after the 2025 MotoGP event. The following are two excerpts from different media sources that illustrate this discourse:

*“The Environmental Agency (DLH) of West Nusa Tenggara Province conducts routine supervision and monitoring of waste management implementation, both within the Mandalika Special Economic Zone (SEZ) and outside the area, including national and provincial roads that serve as the main access routes for visitors to the MotoGP venue.”* (Lombokpost.jawapos.com)

*“An environmental care initiative was carried out by a joint team from the Environmental Agency (DLH) and various organizations in West Nusa Tenggara (NTB) during the 2025 Mandalika MotoGP event. They conducted waste-cleaning activities along the roads leading to Mandalika, particularly in the Simpang Mutiara and Songgong areas. The collected waste was then transported to the Bongol final disposal site (TPA) using seven containers designated for organic waste,”* (lombokdaily.net).

These two media excerpts construct a discourse suggesting that the local government, through DLH NTB, has made efforts to address waste-related issues that have persisted in previous MotoGP events. Waste management activities were initiated even before the 2025 MotoGP event took place, particularly through cleaning operations along the main access roads leading to the Mandalika Circuit. These activities also involved non-governmental actors, including community organizations.

Statements within the news texts frame waste-cleaning initiatives as part of the local government's efforts to improve waste management. This is reflected in the following excerpt: *"A form of the provincial government's commitment to improving environmental quality through the enhancement of waste management systems"* (Lombokpost.jawapos.com). Moreover, these statements also position waste management activities as a strategic effort by the local government to realize "green tourism." The phrase "green tourism," which appears in the textual dimension, is further reinforced in the discursive practice dimension, as seen in the following news headline: *"No Need to Worry, DLHK Prepares Strategies to Address Waste During MotoGP, Realizing Green Tourism"* (ntbsatu.com).

During the 2025 MotoGP event, several news reports—particularly from RRI.co.id—construct a discourse that highlights a key figure regarded as a "hero" in maintaining cleanliness within the Mandalika Circuit area, namely the sanitation workers. Throughout the event, relatively few environmental or waste-related discourses appear in the news texts. Instead, media coverage primarily emphasizes the role of cleaning personnel, portraying them as heroes for ensuring that the event remains clean and comfortable. This construction of discourse is reflected in the following statement: *"They are the heroes of cleanliness, the cleaning service personnel who, throughout the MotoGP event, ensured that the circuit area remained clean and comfortable"* (rri.co.id).

The discursive practice constructed through this statement produces a discourse that positions the role of sanitation workers as highly crucial during the MotoGP event. However, upon closer examination, the statement tends to marginalize the role of spectators or visitors in maintaining cleanliness. Moreover, sanitation workers are part of the event organizers; thus, framing them as "heroes" also conveys the notion that the organizers have effectively managed cleanliness issues during the event. The discourse surrounding the significant role of sanitation workers is further reinforced through a poetic writing style, which emphasizes the heroic and indispensable nature of their contributions. The following excerpt from RRI.co.id illustrates this narrative:

*"Being a cleaning service worker represents a form of moral responsibility toward preserving the beauty of the Mandalika Circuit. Amid the roar of engines and the footsteps of spectators, they move steadily, carrying plastic bags, brooms, and a strong work ethic. Every piece of scattered waste, every trash bin, does not escape their attention"* (rri.co.id).

Following the conclusion of the 2025 MotoGP event, several discourses that emerge once again focus on the role of the government and event organizers in addressing waste-related issues. First, there is a discourse emphasizing the success of the Environmental Agency (DLH) of West Nusa Tenggara (NTB) in managing hundreds of tons of waste generated after the event. This discourse constructs the narrative that DLH NTB's success in handling waste from the 2025 MotoGP was achieved through collaboration with various institutions and stakeholders. Statements in the news texts indicate that DLH did not operate independently in managing waste, but rather worked in synergy with multiple actors, including volunteers. This discourse is reflected in the following news headline: *"Clean-Up Action in Mandalika, Hundreds of Tons of MotoGP Race Waste Managed by NTB Environmental Agency Thanks to Volunteer Forces and Waste Banks"* (Lombokpost.jawapos.com). The following excerpt further reinforces this discourse: *"Cross-institutional and stakeholder collaboration has contributed significantly to addressing the waste problem"* (Lombokpost.jawapos.com).

In addition, the role of ITDC as the organizer of the 2025 MotoGP in managing waste also emerges as a prominent discourse in the news coverage. Waste management practices employing integrated food surplus and circular economy approaches, implemented by ITDC, are particularly emphasized. Statements in the news texts indicate that ITDC, as the event organizer, has developed strategies to ensure that waste is not merely discarded but instead generates economic value for local communities. ITDC positions itself as a sport tourism organizer that adopts circular economy-based waste management strategies. This is reflected in the following excerpt: *"Through the Integrated Food Surplus Program during MotoGP Mandalika 2025, ITDC not only succeeded in organizing a world-class motorcycle race but also became a pioneer of the circular economy in"*

*sport tourism*” (Lombokpost.jawapos.com). The discourse on ITDC’s role in managing waste through a circular economy approach is further reinforced in the following news excerpt:

*“Injourney Tourism Development Corporation (ITDC) stated that waste management during the 2025 Indonesian MotoGP event held at the Mandalika Circuit, West Nusa Tenggara (NTB), applied circular economy principles through an integrated food surplus approach,”* (antaranews.com).

*“Amid the hustle and bustle of the event, Injourney Tourism Development Corporation (ITDC) implemented innovations in managing surplus food and food waste as part of its commitment to achieving sustainable sport tourism,”* (ekbisntb.com).

The results of the discursive practice analysis indicate that several forms of environmental discourse are constructed in the news coverage of the 2025 MotoGP, particularly across the pre-event, event, and post-event phases. Table 4 summarizes the general patterns of how environmental discourse is constructed through discursive practices in the coverage of the 2025 MotoGP.

Table 4. Discursive Practices Identified in News Coverage

News Coverage Period	Constructed Discursive Practices
Pre-event September 1, 2025 - October 4, 2025	The role of the NTB Environmental Agency (DLH) in conducting waste-cleaning activities prior to MotoGP event.
Event October 5, 2025	The crucial role of sanitation workers/cleaning service personnel in maintaining cleanliness during the 2025 MotoGP event.
Post-event 6 - 31 October 2025	1. DLH NTB collaborates with volunteers and community organizations to address waste management issues. 2. ITDC, as the event organizer, implements waste management using a circular economy approach.

Source: Data analysis

### Socio-Cultural Practice Dimension

To explore and analyze the socio-cultural practice dimension, this study utilizes interview data collected from three stakeholders: the MotoGP organizer, a sanitation worker, and a spectator. The interview data are employed to examine the context in which the discourse constructed at the textual and discursive practice levels is enacted within the socio-cultural sphere. The results of the interview analysis show several points of convergence with the findings from the news text analysis. First, interviews with Informant 2, a sanitation worker, indicate that waste-cleaning activities during the 2025 MotoGP event were not carried out solely by the government or event organizers, but also involved volunteers from the local community. The interview findings suggest that this collaboration is reflected in social practices, as illustrated in the following excerpt:

*“Yes, there is a company involved—there is a partnership that provides personnel, and they are the ones who open volunteer recruitment. The company manages the process. The waste is initially mixed, and later they separate it into organic and non-organic categories. Approximately every 30 minutes, a truck arrives to collect the waste gathered by the volunteers,”* (Informant 2).

However, the interview findings reveal that the presence of volunteers assisting in waste management is, in fact, organized by a private company. This indicates that the government and event organizers collaborate with a company that provides volunteer personnel to manage waste during the MotoGP event. Notably, this information does not appear in the news texts. Informant 2, a sanitation worker, acknowledged that the presence of these volunteers significantly facilitated waste management activities, particularly in collecting and sorting waste throughout the event. The volunteers were responsible for separating organic and non-organic waste, after which the collected waste was periodically transported by designated trucks. This observation is further supported by a statement from Informant 3, a spectator of the 2025 MotoGP event:

*After the event ended, the condition changed quite rapidly. All the waste that had previously been scattered was collected and placed into trash bags by the cleaning volunteers. They worked quickly and in a coordinated manner, waiting for the waste collection trucks to arrive and transport the collected waste,”* (Informant 3).

In the context of socio-cultural practices, the involvement of sanitation workers and volunteers in collecting and sorting waste reinforces the discourse that the MotoGP event prioritizes waste management and sustainability. Previously, within the news texts, the dominant discursive practice portrayed sanitation

workers as “heroes” responsible for maintaining cleanliness and ensuring that the MotoGP event remained comfortable and minimally affected by waste. However, there was no explicit discourse highlighting collaboration with volunteers who assisted in collecting and sorting waste. The discourse of collaboration only becomes visible in post-event news coverage, where it emphasizes partnerships between the government, event organizers, and other actors in managing waste. Discursive practice analysis indicates that post-event waste management is framed within a circular economy approach. This discourse is also supported by interview findings with the event organizer, who stated that they collaborated with a company to manage waste after the MotoGP event:

*“This company is responsible for the waste collection process, including the separation of organic and inorganic waste. Subsequently, the waste is processed by the company. In addition, the recruitment of cleaning volunteers who worked during the event was also facilitated by this company,”* (Informant 1).

## Discussion

Overall, the environmental discourse emerging from the organization of the 2025 MotoGP event predominantly revolves around waste and its management. These findings are consistent with previous studies that have also highlighted waste-related issues in MotoGP events (Hafifi & Murdana, 2024; Lestari et al., 2024; Pauzi & Purwoko, 2022). This study demonstrates that, in the context of the 2025 MotoGP, waste remains the central discourse when addressing environmental sustainability. The findings further reveal a coherence across the stages of discourse construction, encompassing the textual dimension, discursive practices, and socio-cultural practices. At the textual level, the discourse of a “clean event” and the adoption of a circular economy framework indicate that MotoGP organizers demonstrate concern for waste-related issues. This discourse is reinforced using phrases such as “green tourism,” “sustainability,” and “sustainable sport tourism.” These expressions are subsequently strengthened at the level of discursive practice through statements in news reports, which predominantly cite local government authorities and event organizers. The discursive practices identified in the news coverage suggest that the government takes waste management seriously, recognizing it as a recurring concern in every MotoGP event. Furthermore, these practices also highlight the implementation of waste management strategies based on circular economy principles by the event organizers.

The findings indicate that both local and national media continue to function as extensions of the government and the event organizer, ITDC, in reporting environmental issues. Nearly all media outlets cited statements from government officials and event organizers that emphasized their achievements and successes in waste management, despite previous studies demonstrating that the MotoGP event continues to face numerous environmental challenges (Rifki & Sumilih, 2024; Suleman et al., 2023).

The construction of discourse at the textual and discursive practice levels regarding waste management efforts is further reinforced by the socio-cultural practice dimension, as evidenced by the interview findings with several informants. The informants—including event organizers, sanitation workers, and spectators—indicated that waste collection and sorting activities were indeed carried out during the event by both cleaning personnel and volunteers. This suggests that waste management efforts are not only represented in the textual and discursive dimensions but are also enacted in actual social practices. The alignment across these three dimensions demonstrates that Fairclough's framework of discourse formation—comprising textual, discursive, and socio-cultural practices (Haryatmoko, 2016)—serves as an effective analytical tool for examining environmental issues within the context of sport tourism. The findings of this study are expected to contribute to and enrich existing perspectives on discourse and environmental issues, which have previously been explored in media contexts (Rosadha et al., 2025) as well as in environmental conservation studies (Mudiawati et al., 2023).

Ideologically, the discourse presented in media coverage reflects the dominance of a sustainable development ideology. The news texts repeatedly employ terms such as “clean event,” “green tourism,” “circular economy,” and “sustainable sport tourism.” These expressions construct the image of the Mandalika MotoGP not merely as an international racing event, but also as a symbol of environmentally friendly and sustainable tourism. From Fairclough's perspective, such language functions as an ideological practice because it legitimizes the broader sport tourism development project in Mandalika. In terms of power relations, the findings reveal that the dominant actors in producing environmental discourse are the local government, the NTB Environmental Agency (DLH NTB), and ITDC as the event organizer. These institutions become the

primary sources quoted in the news, allowing them to shape how the public understands environmental issues. Fairclough describes this condition as unequal access to discourse, in which certain groups possess greater authority and access to produce and circulate discourse than others. The dominance of the government and ITDC appears in the repeated reproduction of official statements regarding waste-management preparedness, cleanliness programs, and the implementation of circular economy strategies. Meanwhile, the perspectives of local communities, environmental activists, or groups potentially affected by environmental degradation rarely appear in the media coverage. This pattern indicates that the power relations embedded in the discourse operate in a top-down manner, where state institutions and corporations function as hegemonic actors that control the environmental narrative of the MotoGP event.

Nevertheless, this study has certain limitations, as it does not critically examine the dimensions of power and ideology generally that may underlie the construction of environmental and waste-related issues during the organization of the 2025 MotoGP event. Fairclough, as cited in Haryatmoko (2016), argues that the production of discourse is not neutral, but rather must be critically analyzed in relation to the ideological and power structures that shape it. Therefore, future research could build upon the preliminary findings of this study by conducting a more critical analysis of the interests, power relations, and ideological influences of key actors, including the NTB local government, MotoGP organizers, and mass media involved in reporting the annual event. Additionally, subsequent studies may further strengthen these findings by examining the relationships and impacts of discourse production on the broader tourism sector in Indonesia, particularly within the context of sport-based tourism.

## CONCLUSION

The environmental discourse that emerged during the 2025 MotoGP event is predominantly centered on waste-related issues. At the textual dimension, the analysis of news coverage identifies the use of phrases such as “clean event,” “green tourism,” “sustainable sport tourism,” and “circular economy.” These expressions construct a meaning that the NTB local government and MotoGP event organizers seek to promote sport tourism that prioritizes environmental sustainability. One of the key strategies employed is the implementation of waste cleaning and management systems. The meanings constructed at the textual level are further reinforced through discursive practices. Statements appearing in the news texts build a discourse that the local government, through the Environmental Agency (DLHK NTB), has made serious efforts to manage waste before, during, and after the event. The local government and the event organizer, ITDC, are portrayed as collaborating with various organizations to handle waste management during the 2025 MotoGP.

Findings from the textual and discursive dimensions are supported by interview results that reflect socio-cultural practices. Interviews with event organizers, sanitation workers, and spectators indicate that volunteers were actively involved during the event, assisting in collecting and sorting waste. Moreover, these volunteers—coordinated by a private company—also participated in waste processing activities based on circular economy principles. The collaboration between local government, event organizers, and volunteers in managing waste strengthens the discourse of environmental sustainability and green tourism constructed at the textual and discursive levels. Overall, this study demonstrates that discourse analysis using the dimensions of text, discursive practice, and socio-cultural practice can serve as an effective analytical framework for examining environmental discourse in sport tourism events such as the Mandalika MotoGP. Nevertheless, a key limitation of this study lies in its lack of critical engagement with the dimensions of power and ideology underlying the construction of environmental discourse. Based on Fairclough’s perspective, the environmental discourse surrounding the 2025 Mandalika MotoGP functions as a site of meaning production dominated by local government institutions and event organizers. The discourse employs sustainability ideology to legitimize the development of sport tourism in Mandalika, while power relations emerge through the dominance of institutional actors in shaping environmental narratives circulated by the media. Therefore, the discourse serves not only as information about waste management, but also as a political and economic instrument that legitimizes the development of international event-based tourism in Mandalika.

## DECLARATIONS

### Author Contributions

All authors contributed collaboratively to this study. Suluh Gembyeng Ciptadi, as the first author, led the research design, conceptual framework development, data collection, data analysis, and manuscript writing.

Faridhian Anshari contributed to the development of the theoretical framework, supervised the research process, and provided critical revisions to the manuscript. Dian Nurdiansyah assisted in data collection, data organization, analysis, and manuscript editing. Narayana Mahendra Prastya ensured that the article was prepared in accordance with scientific procedures. All authors reviewed and approved the final version of the manuscript.

### Conflict of Interest

The authors declare that there is no conflict of interest regarding the publication of this article. The research was conducted independently without any commercial or financial relationships that could be construed as a potential conflict of interest.

### Data Availability

The data used in this study consists of publicly available news articles and interview data collected by the authors. The news articles can be accessed through their respective online media sources as listed in table 1. The interview data are not publicly available in order to protect the confidentiality and anonymity of the participants but may be made available by the corresponding author upon reasonable request.

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