

**Research and publication trends: Sports branding on the movie****Hanny Hafiar<sup>1</sup>, Putri Limilia<sup>2</sup>, Ari Agung Prastowo<sup>3</sup>, Kholidil Amin<sup>4</sup>, Davi Sofyan<sup>5</sup>**<sup>1,2,3,4</sup> Fakultas Ilmu Komunikasi, Universitas Padjadjaran, Bandung, Indonesia<sup>5</sup>Fakultas Keguruan dan Ilmu Pendidikan, Universitas Majalengka, Majalengka, Indonesia**ABSTRACT**

Many films have raised the story of sports as the major story or as the background of a film. However, so far, no research has been obtained that analyzes the mapping of research results related to film and sports. Whereas the adoption of sports themes into the film is part of sport branding and is useful for increasing the popularity of sports in society. Therefore, this study intends to examine various studies related to film and sports that global researchers have produced. This research uses the bibliometric method. The data source used is the Web of Science, while the tools used to process and display the data are ScientoPy and VosViewer. The results showed that the development of scientific publications starts 2000 to 2021 related to films and sports experienced fluctuating developments. Authors from America and England occupy the top positions for the number of publications. However, in the period 2020 and 2021, researchers from France and Canada are researchers who are more productive in publishing their scientific works. They included most published scientific works related to films and sports in the WoS version of the Social science category. However, Between 2020-2022, more are categorized into the subject of Communication and Film, Radio, & Television. Reference sources widely cited in scientific publications related to film and sports are books by Beeton with the title film-induced tourism (2005) and Crosson's work with the title sport and film (2013). The results of the keyword mapping show that six clusters represent some keywords used by the author in scientific works related to films and sports. In conclusion, sports and cinema research are fully developed in this research.

*Keywords:* Film; sports; sport branding; bibliometric; research trends

***Tren penelitian dan publikasi: Branding olahraga dalam film*****ABSTRAK**

Banyak film yang mengangkat kisah olahraga sebagai cerita utama atau sebagai latar sebuah film. Para peneliti dari berbagai institusi telah menawarkan beberapa rekomendasi dan implikasi praktis. Namun, sejauh ini belum diperoleh penelitian yang menganalisis pemetaan hasil penelitian terkait film dan olahraga. Padahal pengangkatan tema-tema olahraga ke dalam film merupakan bagian dari sport branding dan berguna untuk meningkatkan popularitas olahraga di masyarakat. Oleh karena itu, penelitian ini bermaksud mengkaji berbagai penelitian terkait film dan olahraga yang telah dihasilkan oleh para peneliti global. Penelitian ini menggunakan metode bibliometrik. Sumber data yang digunakan adalah Web of Science, sedangkan alat yang digunakan untuk mengolah dan menampilkan data adalah ScientoPy dan VosViewer. Hasil penelitian menunjukkan bahwa perkembangan publikasi ilmiah terkait film dan olahraga mengalami perkembangan yang fluktuatif. Penulis dari Amerika dan Inggris menempati posisi teratas untuk jumlah publikasi. Namun, pada periode 2020 dan 2021, peneliti dari Perancis dan Kanada merupakan peneliti yang lebih produktif dalam mempublikasikan karya ilmiahnya. Mereka memasukkan sebagian besar karya ilmiah yang diterbitkan terkait film dan olahraga dalam kategori Ilmu Sosial versi WoS. Namun, antara 2020-2021, lebih banyak dikategorikan ke dalam mata pelajaran Komunikasi dan Film, Radio, & Televisi. Sumber referensi yang banyak dikutip dalam publikasi ilmiah terkait film dan olahraga adalah buku karya Beeton dengan judul film-induced tourism (2005) dan karya Crosson dengan judul sport and film (2013). Hasil pemetaan kata kunci menunjukkan bahwa enam cluster mewakili beberapa kata kunci yang digunakan penulis dalam karya ilmiah yang berkaitan dengan film dan olahraga. Kesimpulannya, penelitian olahraga dan sinema dikembangkan sepenuhnya dalam penelitian ini.

*Kata-kata Kunci:* Film; olahraga; sport branding; bibliometrik; tren penelitian

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## INTRODUCTION

Film and sports are different fields of study, especially from a definitive aspect. Films are human creations that contain high aesthetic elements or can also be seen as a communication medium. We can also use films as a medium to channel and disseminate messages from filmmakers to the public (Permana et al., 2019) 7 million audiences. These films increased the hopes for national films. Non-commercial films had also arisen such as *Daun di Atas Bantal*, *Pasir Berbisik*, and others. The enthusiasm of independent (indie. At the same time, sport is a physical activity with a series of movements to achieve a certain goal. The goal is freshness, fitness, health, and achievement (Yusviandi et al., 2016).

Based on the conceptual definitions of film and sport, the difference in the field of study between the two can be felt. The film is in the realm of art used to convey certain messages, while sport is a field related to physical health. However, although they are different and appear to be far related, these two fields of study are mutually supportive. In the world of cinema, sports is a unique world where heroic stories can be made into an interesting spectacle. As for the world of sports, the film is a publicity funnel that can be a channel for sports messages to the audience and the public.

The adoption of a sports theme into a film is an opportunity for the sports industry to promote and get closer to the community. In general, branding is an attempt to form the identity of a particular brand in order to gain and increase the public trust. So, sports branding can be described as an activity carried out by individuals or institutions to construct the identity that related to sports. The activities can use various media, including films.

Many films have raised the story of sports as the major or the film's background story. Hollywood, a famous district in the United States for its film industry around the world, has produced some films with sports themes. There are several Hollywood films with sports backgrounds, such as *Born a Champion* (2021), *Spinning Out* (2020), *Panga* (2020), *Overcomer* (2019), *I, Tonya* (2018), *Eddie the Eagle* (2016), and others. Likewise, in Indonesia, there are several films set in the world of sports, including: *Susi Susanti: Love All* (2019), *Srikandi* (2016), *Cahaya dari Timur: Beta Maluku* (2014), and *Garuda di Dadaku* (2009). It means that we consider the world of sports a world rich with unique and inspiring stories to be used as one of the stories raised in a film.

Films with sports themes tend to provide more value than just entertainment spectacles. There are stories of struggles, sacrifices, and achievements wrapped in various conflicts that

can end in a touching story or vice versa that are enjoyable to watch on various levels of society. Even Walt Disney Pictures, a company that produces films, with the majority of films being intended for viewing by the whole family, has also brought the theme of sports into its films. Examples: *Cool Runnings* (1993), *Remember the Titans* (2000), *The Rookie* (2002), *Miracle* (2004), *The Greatest Game Ever Played* (2005), *Glory Road* (2006), *Invincible* (2006), *Secretariat* (2010), *Million Dollar Arm* (2014), to *McFarland, USA* (2015).

Walt Disney Pictures often produce sports-themed films based on the true story of a team, athlete, or manager. It presented these true stories in an interesting and inspiring way. Most of the sports-themed films produced by Walt Disney Pictures are to teach the value of fair play to young children from an early age so that the sports-themed films he produces are not only interesting to watch but can also be a means for parents to provide expert direction for their children related to the stories raised in the films they watch. Sports-themed films ever produced by Disney, including: 1) *Cool Runnings* (1993); 2) *Remember the Titans* (2000); 3) *The Rookie* (2002); 4) *Miracle* (2004); 5) *The Greatest Game Ever Played* (2005); 6) *Glory Road* (2006); 7) *Invincible* (2006); 8) *Secretariat* (2010); 9) *Million Dollar Arm* (2014); 10) *McFarland, USA* (2015).

On the other hand, the challenges faced by filmmakers related to the production of sports-themed films differ from those faced by filmmakers when producing films with other themes. The technique of taking pictures and sound to editing and using effects in various forms is also a challenge when producing sports-themed films. The challenge of producing an extreme sports-themed film in a location that is sometimes inconceivable to most people can be very difficult when it comes to sports cinematography. Filming outdoor sports like skiing, cycling, and auto racing requires a different technique to shoot interesting videos. While traditional sports such as basketball, football, tennis, and others have the luxury of taking place in an enclosed space such as a stadium, they require a great deal of energy to do so. So, it is not uncommon for sports-themed films to present their sensation in the eyes of film fans and sports lovers, which in the end, can penetrate the box office.

Sports-themed films that penetrate the box office often attract the attention of researchers to conduct studies. It is because something phenomenal and actual usually becomes an interesting field of study and provides new knowledge that is useful for developing a particular science. Researchers tend to study film and sports from a variety of perspectives. For example, the values contained in the stories

presented (Adira & Sari, 2019; Rachmaria, 2020), audience reception analysis (Pearson & Lam, 2015), and production techniques (Figueroa & Wu, 2021), to business and marketing aspects (Vogan, 2014).

It has produced various findings from various studies on film and sports. Researchers from various institutions have also offered some recommendations and practical implications. The recommendations given relate to the existence of a film or sport that is raised in a film, accompanied by its values. However, it is necessary to map the research results that the researchers have carried out to describe the research results that have been produced and developed. It is needed to document the research results and have real implications for the community, especially the academic community.

Based on the literature search results, we know that some researchers have used the Bibliometric method to conduct research mapping. Therefore, this study also uses the bibliometric method to know the research trends related to films and sports that have been published. In bibliometric studies, some tools can be used as tools, such as R tools analysis (Aria & Cuccurullo, 2017). Publish or Perish (Ahmi et al., 2019), VosViewer (Tupan, 2016), ScientoPy (Abdullah, 2020), Scimat (Kipper et al., 2021) Web of Science and Science

Direct databases for the interval from 2010 to 2018. This systematic review revealed topics and authors currently specialized in the field and allowed mapping the field of study. The identification of journals and keywords useful in future studies was also an object of this study. SciMAT software was used for the systematic literature review. The results are highlighted by the set of competencies (knowledge and skills, and Citespace (Zheng & Wang, 2019).

Bibliometric is intended to discover research trends related to certain topics (Lestari et al., 2021). The topic in question can refer to data taken based on a certain H-index (Costas & Bordons, 2007) or the characterization of the most cited articles (Dorta-González & Santana-Jiménez, 2019). Bibliometric can also be used to analyze some studies that use certain bibliometric methods (Sabeti et al., 2019) bibliographic data of the articles published in the journal over the past twenty years were extracted. Then, the analysis was performed using bibliometric indicators and some applications, such as Microsoft Excel and VOS viewer. Findings- The data indicated that the process of publications ( $R^2=0.69$ , certain theories (Buhmann et al., 2019), research that examines a particular area (Endyana et al., 2021), research performance at a particular university/institution (Van Den Berghe et al., 1998) to publication productivity in a particular

country (Horri, 2004).

Several studies use bibliometric to map some sports topics, such as the analysis of publication activity of Russian scientific institutions in sports science (Smolina et al., 2020) and bibliometric related to film and cinematography (McGowan & Fernández-Ramírez, 2021). However, there is no special study on research trends related to film and sports. The mapping of research results is needed to recap the results of previous research and provide direction for further research. Therefore, this study intends to examine various studies on film and sports produced by global researchers from various fields of study. The results of this study are expected to provide an overview of studies related to film and sports that can be utilized by researchers interested in this field.

As for the aspects that are trying to be revealed in this research, they include research trends per year and the researcher's country of origin, who studies many film and sports topics. In addition, this research also attempts to analyze subjects or fields of study that are widely used to study film and sports topics and cited reference sources for keywords that are widely used in research.

## RESEARCH METHOD

A bibliometric review has grown in popularity due to the large number of studies

being published in almost all fields of knowledge (Abd Aziz et al., 2022). One of the criteria used to evaluate the calibre and substance of a research study is unquestionably the accuracy of database selection in a bibliometric study (Sofyan & Abdullah, 2022a). This bibliometric analysis's main objective is to look at how articles on sports and movies are distributed in the Web of Science (WoS) database. Web of Science is an interdisciplinary database of abstracts and citations from peer-reviewed literature in academic publications. The investigation was completed in the WoS database utilizing a descriptive-analytical approach and document inspection.

Researchers chose the data source from WoS because we highly recommended using this data source when conducting this type of research (Javed et al., 2020) ideas, and technologies essential in driving the future of society and humanity. Without research, a relevant and modern country cannot exist. Similarly, the research output of universities and degree-awarding institutes (DAIs). The method used in this research is the bibliometric method. Bibliometric is the quantitative analysis of the bibliographic features of publications in a particular field of knowledge, such as chronology (Smolina et al., 2020). Several previous studies used the bibliometric method with data retrieval from some databases, such as



Google Scholar (Aulianto et al., 2020), Pubmed (Dynako et al., 2020), Scopus (Kipper et al., 2020; Mokhtari et al., 2019; Troian & Gomes, 2020). Dimensions (García-Sánchez et al., 2019), Web of Science (Jiménez et al., 2019), WoS and Scopus combined (Escher, 2020), and the comparison (Martín-Martín et al., 2021). The researcher then determines the keywords used in the search engine. The keywords used are “film AND sport AND movie” in the topic search, with the type of document in the form of an article. The minimum and maximum metadata standards that can be evaluated and the number of metadata numbers for bibliometric analysis are not stated (Sofyan, 2022). For the year searched, the researcher used the entire search year. This resulted in a total of 83 articles.

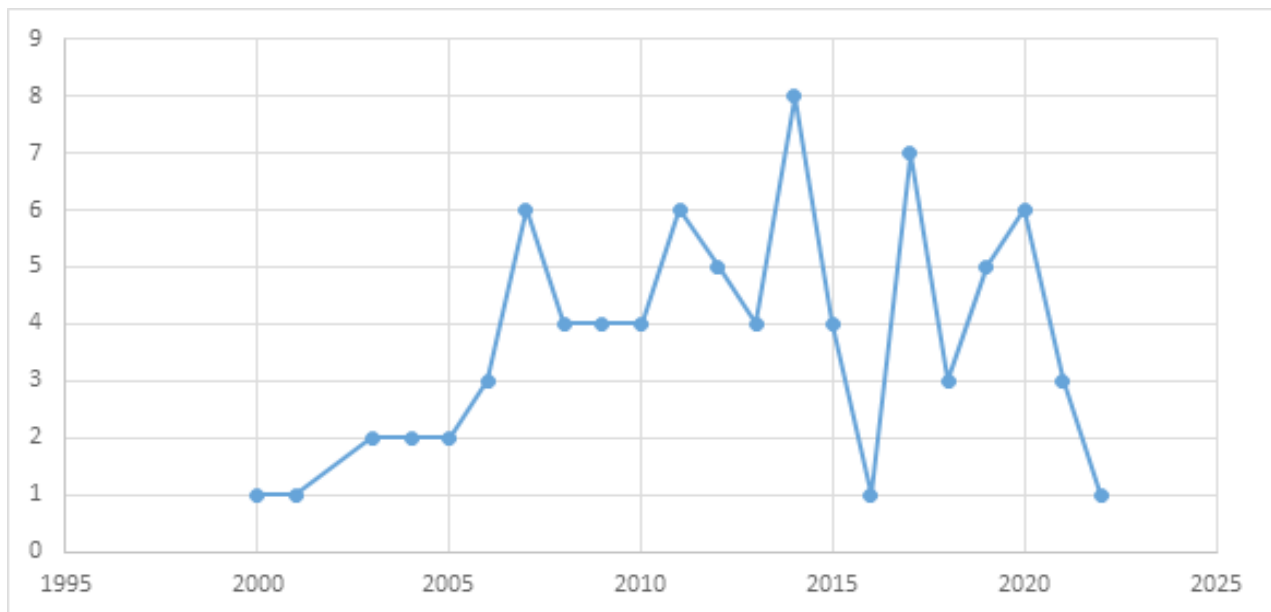
Between 2000 and 2021, 83 articles about sports-related movies were discovered. This review was exported in Comma-separated Values (CSV) formats to Microsoft Excel and VOSviewer software for initial analysis. The information gathered comprises the author's name, the source of the document, the year and title of publication, the nation, the journal, the topic, and the kind of publication. Furthermore, the data is processed by using ScientoPy to process data in the form of the author's country of origin and the study subject and using VosViewer to process data from widely cited reference sources (co-citation based on cited

references), citation documents (citation based on source), as well as mapping keywords. In order to explain the incoming data set, ScientoPy automatically generated pre-processing stages, including the number of articles per database both before and after the duplicate elimination filter was used (Abdullah & Sofyan, 2022). In the keyword mapping process, the researcher uses the VosViewer application with a minimum keyword of 2. The result is that there are 337 keywords, and after going through the filtering thesaurus, 35 keywords are obtained that meet the threshold with 5 clusters. With the Van Eck & Waltman tool (2010, VOSviewer), bibliometric analysis and mapping of articles on sports and movies are possible. According to Van Eck and Waltman (2010; 2019), VOSviewer uses visual cues based on mapping to translate CSV data into diagrams or clusters.

## RESULT AND DISCUSSION

The chronology mentioned refers to the period of the year of publication. A review of the year of publication in bibliometric studies is intended to determine the trend of research developments related to certain topics from year to year.

Figure 1 shows that the development of scientific publications related to films and sports indexed in WoS has experienced quite a



Source: research data, 2022

**Figure 1 Trends in scientific publications related to film and sports**

fluctuating development. The highest number of publications occurred in 2014 (9.6%), 2017 (8.4%), and 2020, 2011, 2007 (7.2%). Meanwhile, the lowest publications occurred in 2000, 2001, and 2016. In particular, in 2021, they recorded publications at 3.6%. This number is relatively lower than in previous years, which means it has decreased. The atmosphere of the pandemic could affect this decline in numbers. During a pandemic that enforces physical distancing, many researchers have difficulty conducting field research using interview and observation data collection techniques. Although in the end, they can solve these obstacles with the help of various technological tools.

In addition to the obstacles to conducting

research in the field during the pandemic, researchers, especially researchers in the field of sports, also have difficulty assessing the up-to-date objects of sporting events. The year 2020 has become a tough year for the world of sports around the world. In early 2020, the coronavirus pandemic became so rampant that it almost stopped all sporting events, including the postponement of the holding of major sporting events such as the Tokyo Olympics, Euro 2020, and the U-20 World Cup. The same thing also happened in Indonesia, the schedule of matches for various sports such as badminton and Liga 1 Indonesia, while we shifted the Papua PON to the following year. Even events like Wimbledon and the Boston Marathon cannot be held.

Overall, the pandemic has forced sports

organizations to shift to virtual arenas, such as virtual athletics, virtual tennis, NBA, and Formula 1. The point is that when lockdowns were imposed in various regions of the world to repress the spread of the coronavirus, the sports world, which has become an industry of its own, is trying to find a way to maintain the sustainability of sports practice as well as its financial aspects. It means that during the pandemic, all aspects of the life of the world's people undergo new adjustments, including the adaptation process experienced by researchers and the results of their publications.

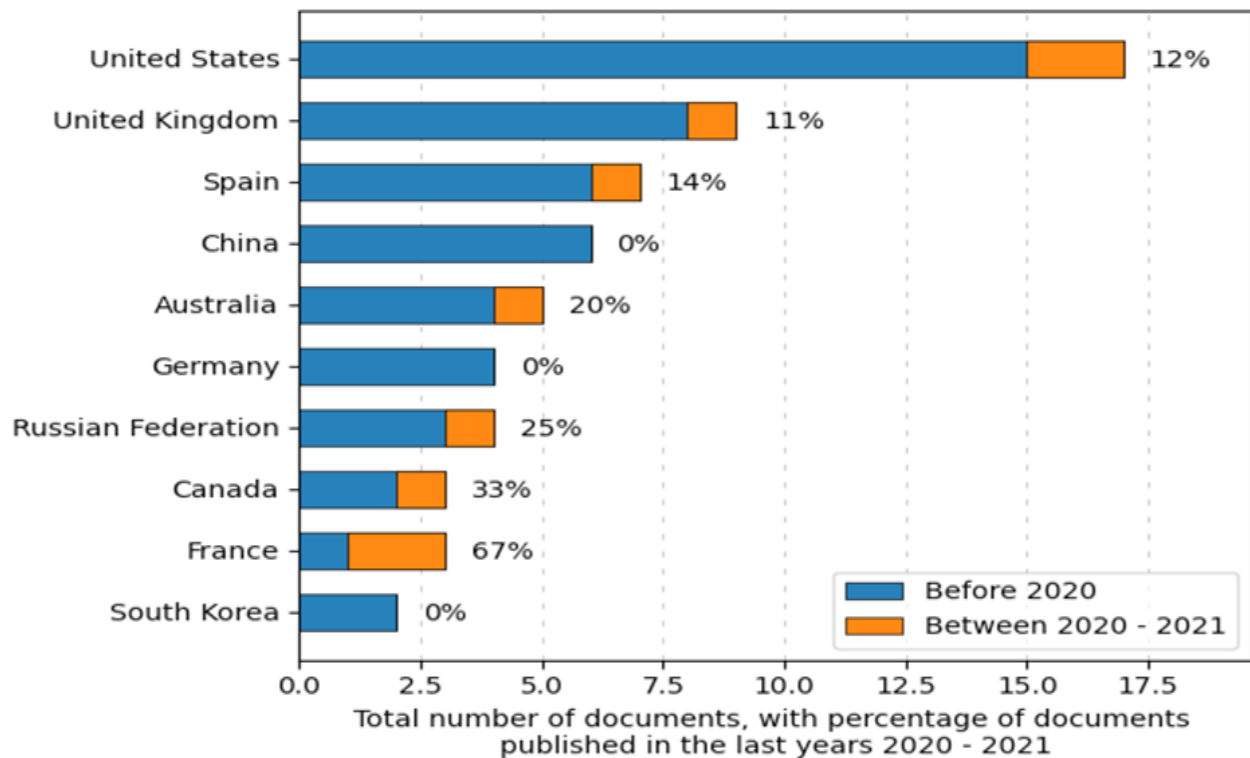
However, in 2020, research topics published by researchers still have interesting variations based on the aspect of the type of sport that is appointed as the background of a film. For example, in 2020, they published an article analyzing the *goal! The Dream Begins* (2005) and *Goal II: Living the Dream* (2007) (Archer, 2020), *Breaking Away* (1979) (Bauer & Leconte, 2020), and *Pride of the Yankees and Brian's Song* (Durbin, 2020). The three studies raised sports stories from different sports, namely football, cycling, and baseball. However, all three have in common, namely analyzing the film's content.

Next, bibliometric methods can be used to analyze the bibliographic features of publications in a particular area of knowledge, such as a country (Smolina et al., 2020).

Through pre-processing, ScientoPy may make names, accents, and abbreviations simpler because names are frequently shortened or simplified when discussing other issues, like nations, words, and institutions (Sofyan & Abdullah, 2022b). The trend mapping of the author's country of origin who conducts scientific publications related to film and sports is needed to show the origin of countries that are actively researching certain topics. The trend of the author's country of origin in conducting scientific publications related to film and sports is shown in Figure 2. This shows that there is awareness, desire, and need in the country's territory to research a topic relevant to the country's conditions.

Based on figure 2, the United States and the United Kingdom are in the top position for the number of publications of scientific works related to film and sports, as many as 20 and 11 articles. The United States and the United Kingdom are countries with a long history and great achievements in the field of sport. Likewise, with film production, the United States and the United Kingdom are included in the top five countries that produce films in the world. So, it is not surprising that these two countries are the biggest contributors to the production of sports-related films. But in the period 2020 and 2021, it is researchers from France and Canada who are quite productive





Source: research data, 2022

**Figure 2 Trends in the author's country of origin who publish scientific publications related to film and sports**

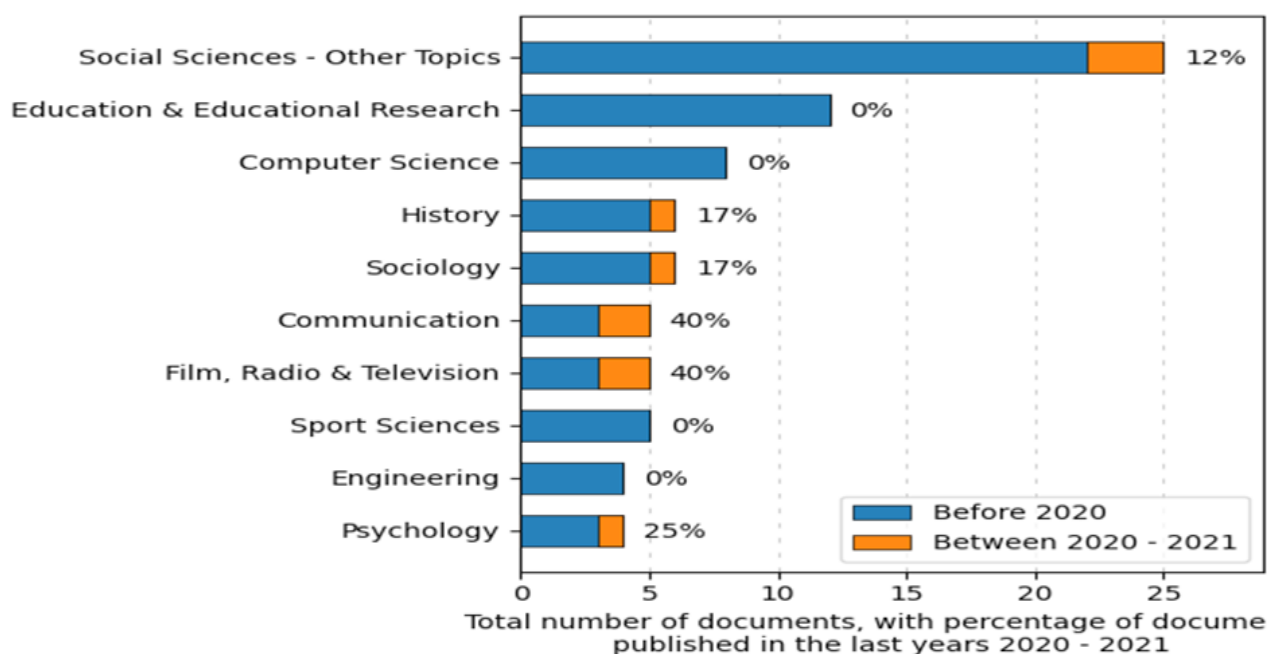
in publishing their works. Scientific knowledge is up to 67% and 33%. Some researchers from France have published their scientific works related to basketball (Descamps & Vivier, 2020) and table tennis (Bauer & Lin, 2021).

In Figure 2, there are two Asian countries, namely China and South Korea. In this article, published by researchers from Asia, they tend to raise a variety of topics related to phenomena in their country, such as comparing sports culture (Gao & Liu, 2018), to films and tourism (Zeng et al., 2015). Likewise, with the scientific work of researchers from other Asian countries, namely India. One of the publications related to patriotism is contained in a sports film (Rasul &

Proffitt, 2017).

Furthermore, the results will be displayed in the form of trends in scientific publications subject related to films and sports. Several similar studies display similar findings (Ahmi et al., 2019).

Overall, published scientific works related to film and sports are included in the WoS version of the Social science subject category. It is because research on film and sports topics is relatively multi-disciplinary in nature and can be carried out by researchers from several fields of science. However, it turns out that between the years 2020-2021, the study of film and sports-themed back to the original realm, namely



Source: research data, 2022

**Figure 3 Trends in scientific publications subject related to films and sports**

film and communication. This is because, in the last two years, articles related to films and sports which are included in the subject of Communication and Film, Radio, & Television have experienced significant development.

These articles, among others, examine the media that has a major role in the development of sports culture (Pevneva et al., 2019), other perspectives on researching sports films and the spread of icons in media culture (Bauer, 2021), as well as articles that highlight classic sports films from Hollywood's golden age (Scheurer, 2005). However, what attracted the attention of researchers was the scientific work published in 1980 that highlighted and criticized sports-themed films (Sarris, 1980). As

for suggestions related to sports-themed films, it is recommended by an article to clarify how much influence the items in the film have on the sports film as a whole, such as beautiful pictures, science fiction plots, conflicts, climaxes, etc. important entities for other forms of the film (Zhang & Zhai, 2019).

Bibliometric analysis is increasingly popular as an approach to uncovering research trends/patterns and evaluating the quantity and quality of published materials to observe trends or patterns in certain research areas (Ahmi & Mohamad, 2019). Bibliometric analysis's most commonly observed aspects include publication classification, citation, author details, publication impact, and country (Ahmi

**Table 1 Sources of reference that are widely cited in scientific publications related to film and sports**

Cited reference	Citations
beeton s., 2005, film-induced tourism	5
charlesworth a, 2005, pediatrics, v116, p1516, doi 10.1542/peds.2005-0141	4
crosson s., 2013, sport and film	4
pearson dw, 2003, j sport soc issues, v27, p145, doi 10.1177/0193732503251699	4
riley r, 1998, ann tourism res, v25, p919, doi 10.1016/s0160-7383(98)00045-0	4
baker, 2003, contesting identitie	3
bardin l., 2002, analisis contenido	3
beeton s, 2006, tour anal, v11, p181, doi 10.3727/108354206778689808	3
briley ron, 2008, all-star movie star	3
busby g., 2001, journal of vacation marketing, v7, p316, doi 10.1177/135676670100700403	3
caudwell j, 2009, j lesbian stud, v13, p255, doi 10.1080/10894160902876697	3
chen s. e., 1995, computer graphics proceedings. siggraph 95, p29, doi 10.1145/218380.218395	3
connell j, 2005, tourism manage, v26, p763, doi 10.1016/j.tourman.2004.04.010	3
cousins a., 1993, p trav tour res ass, p81	3
gutschoven k, 2005, nicotine tob res, v7, p381, doi 10.1080/14622200500125260	3
hartley r, 2000, multiple view geomet	3
huesmann lr, 1986, j soc issues, v42, p125, doi 10.1111/j.1540-4560.1986.tb00246.x	3
mccullick b, 2003, sport educ soc, v8, p3, doi 10.1080/1357332032000050033	3
mordue t, 1999, environ plann a, v31, p629, doi 10.1068/a310629	3
mordue t., 2001, tourist studies, v1, p233, doi 10.1177/146879760100100302	3
neuendorf kimberly a, 2002, content anal guidebo	3
riley r. w., 1992, tourism management, v13, p267, doi 10.1016/0261-5177(92)90098-r	3
rowe d., 1998, journal of sport and social issues, v22, p350, doi 10.1177/019372398022004002	3

Source: research data, 2022

& Mohamad, 2019; Smolina et al., 2020). Bibliometrics is a quantitative analysis of bibliographic features of scientific publications, so the analysis of co-citations is important to see researchers widely used and used as a knowledge base that references sources in conducting their research. Table 1 presents reference sources widely cited in scientific publications related to

film and sports.

Widely cited reference sources in scientific publications related to film and sport are Beeton's book entitled film-induced tourism (2005) and Crosson's work entitled sport and film (2013), which are cited in 5 and 4 citations. Furthermore, Charlesworth (2005), Pearson (2003), and Riley (1998) published their

scientific articles in various journals, which received four citations. The rest, there are several books and journal articles that get 1-3 citations.

Bibliometric studies (also referred to as scientometrics studies) are commonly used to make predictions and research growth in a particular research domain (Ahmi & Mohamad, 2019). The aspects observed using bibliometric analysis include published journals (Smolina et al., 2020). Several previous studies also display results in the form of journals that publish a lot of research results in certain fields (Abdullah, 2020) to see the contribution of a journal in publishing articles in certain fields. Likewise, with this study, as shown in Table 2.

Articles that are included as part of the analyzed data and are widely cited by other scientific articles are articles published in the

journals of sports education and society and tobacco control. Two articles published in the two journals received 89 and 74 citations, respectively. Meanwhile, the journals that publish many articles related to films and sports are the International Journal of the history of the sport (5 documents and nine quotes), the Journal of sport & social issues (3 documents and 45 citations), and Sport in society (3 documents and three citations). This shows that the number of articles related to film and sports published by a journal does not guarantee that the article will be widely cited.

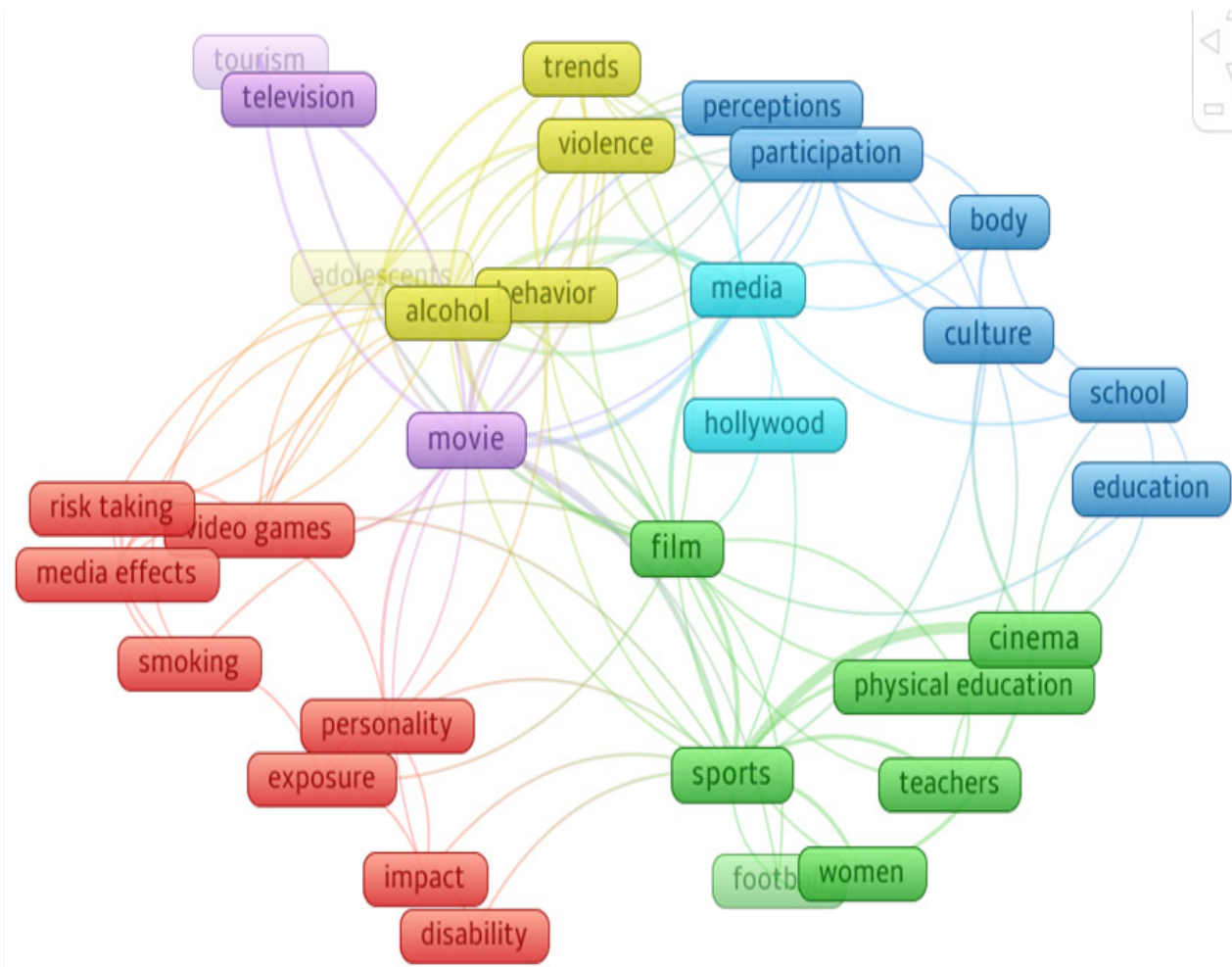
Table 2 Journal of scientific publications related to film and sports that are widely cited by various articles.

Bibliometrics is intended to quantitatively analyze the bibliographic features of publications in certain fields of knowledge, one

**Table 2 Journal of scientific publications related to film and sports that are widely cited by various articles**

Source	Documents	Citations
sport education and society	2	86
tobacco control	2	74
journal of sport & social issues	3	45
sociology of sport journal	2	15
celebrity studies	2	9
international journal of the history of sport	5	9
clinical pediatrics	2	5
movimento	2	3
sport in society	3	3

Source: research data, 2022



Source: research data, 2022

**Figure 4** Keywords mapping from scientific publications related to film and sports

of which is keywords (Smolina et al., 2020). Keyword mapping can provide information to further researchers in certain fields to see what concepts have been surfeited or often used in research and vice versa. Thus, the information obtained from the results of bibliometric research can help certain parties to make important decisions in research and innovation policies (Rons, 2018), for example, for researchers to raise certain concepts that will be researched. Keyword mapping can be seen in Figure 4.

The results of the keyword mapping shown in Figure 4 show that six clusters represent a number of keywords used by the author in scientific works related to films and sports. The first cluster (red) shows the impact and risk of exposure to sports-themed films. The second cluster (green) shows that there is a link between sports and physical education, which is translated into films shown in cinemas. The third cluster (dark blue) shows the importance of perception, participation, and education

in schools for the formation of sports culture. The fourth cluster (yellow) indicates an aspect of the trend of violent behavior and alcoholic beverages involving young adults. The fifth cluster (purple) shows that film and television shows with the theme of sports can be related to interest in tourist visits to locations that become the background of a show. The sixth cluster (light blue/cyan) reveals that Hollywood is still a producer of sports-themed films and is a medium that carries messages with its own values.

In the sixth cluster (light blue/cyan), there is a pattern that shows the statement that sports-themed films can be media that carry messages with their own values. However, occasionally film as a medium and channel of communication is not seen as an important instrument in social development, when in fact, most films produced around the world consistently produce and disseminate meaningful messages for the benefit of the community. We expect the trend of using film as a messaging medium to grow rapidly in the near future (Bora & Daimari, 2012). Because, film is one of the important media to create athlete brand image. For example, a film that focuses on the story of an athlete's career journey. Such as the film that depicts an Indonesian badminton athlete, with entitled: Susi Susanti-Love All. This film was produced by 24 by Damn! I Love Indonesian Movies in

collaboration with Oreima Films and East West Synergy, starts showing in theaters on October 24, 2019.

Sports films are one of the longest-lasting cinema genres, spanning media history, from Thomas Edison's boxing films to Million Dollar Baby. National identity is one of the themes of sports films that evoke a sense of reverence all the time. This theme is most clearly displayed by major films such as *Miracle* (2004), which features young flagged youths who are motivated to achieve extraordinary things with the passion they give to their homeland (Vogan, 2020). Therefore, in accordance with the third cluster (dark blue), it is necessary to emphasize the importance of perception, participation, and education in schools in order to form a sports culture that will be directed towards achieving achievements that can make the nation proud and increase citizen nationalism. Activities to build the nation's image at the international level can be used as a strategic move for nation branding through sports by shaping the global community's perception of a country through its sports achievements.

Furthermore, the number of sports genre films is still far less than films in general and is rarely discussed in academic forums or research panels. This is because sports films are still considered a separate genre, not receiving significant recognition that these films can affect



people's lives (Bora & Daimari, 2012). Even if there is an effect, some studies only relate the impact of showing/exposure to sports-themed films according to the contents of the first Cluster (red) and the fourth Cluster (yellow) that needs to be anticipated. Therefore, for sports films, it is important to consider the storyline, story presentation, market situation, and target audience group (Zhang & Zhai, 2019).

This refers to the findings that state that the most common positive theme in sports-themed films is positive interactions with coaches, family, friends, and teammates. The most common negative themes were ridicule/fights/poor fair play, negative interactions with coaches, and drinking/smoking/drug use. In conclusion, watching sports films together should be watched together among child/adolescent athletes and coaches and/or parents, and try to focus on moments that show certain positive values. Therefore, sports-themed films should be able to encourage and develop positive themes and avoid negative themes (Wakefield et al., 2017). So, especially for sports films, one should dare to appear different, not be afraid of not being liked, and also dare to express one's opinion and identity (Zhang & Zhai, 2019).

The results of this study indicate several implications that can be used to provide recommendations for future research on film and sports studies. First, we suggest focusing

on contributing innovation through new conceptualizations of film and sport and/or on new phenomena. Following Weber (2012), our evaluation of film and sports studies shows that most of the research has focused on a content analysis of sports-themed films or has focused more on the value contained in films, but there are symptoms that tend to ignore the potential extensions of film production and marketing aspects that which is the theme of the sport itself. We also suggest that researchers can make significant contributions from cross-context concepts either by improving the effects of current sports films or identifying new effects concepts from these sports films. Thus, we believe that the reconceptualization of film and sports can serve as the basis for perfecting the effects of today's sports films.

We highlight these two directions of future research. One promising direction is researching the concept of using sports films and relating them to sporting achievements. Bringing the theme of a sport team achievement into a film can be an efficient sports team branding. Likewise, elevating the splendor and success of organizing a sports event can be an efficient sport event branding and sport venue branding for the organizing committee and the city where the event is held. We also hope that the research context can refer to sports-themed films with various levels of film types, including indie

films. Furthermore, it is better for researchers to be able to relate the effects of sports-themed films by including cultural and sub-cultural contexts because each culture of society will perceive and receive messages in different ways.

The limitations that can be identified from this research include the need for expanding keywords in data sources when searching for article data to be analyzed and raising more new themes to be presented as findings, and using several data sources to enrich the data to be analyzed (Escher, 2020). Therefore, various efforts are needed to use search tools, process, and display more varied research data. However, there are consequences of greater energy and capital to be expended.

## CONCLUSION

Based on the research results known that the development of scientific publications related to films and sports indexed in WoS has experienced quite a fluctuating development. Authors from America and England occupy the top positions for the number of scientific publications related to film and sports, but in the period between 2020 and 2021, researchers from France and Canada are more productive in publishing their scientific works.

Overall, published scientific works related

to films and sports are included in the WoS version of the Social science subject category. However, between 2020-2021, studies with the theme of film and sports were mostly published and categorized into the subject of Communication and Film, Radio, & Television. This means that the publication of research results on films and sports on the subject of Communication and Film, Radio, & Television has developed quite significantly in the last two years.

Reference sources that are widely cited in scientific publications related to film and sports are Beeton's book entitled film-induced tourism (2005) and Crosson's work entitled sport and film (2013). Then followed by Charlesworth (2005), Pearson (2003), and Riley (1998) in the form of scientific articles published in various scientific journals. The journals that publish documents/articles about film and sports and get the most citations are the Journal of sports education and society and Tobacco control. Meanwhile, the journal that publishes many articles related to films and sports is the International Journal of the History of Sport.

The results of the keyword mapping show that there are six clusters that represent a number of keywords used by the author in scientific works related to films and sports. The cluster themes include the impact and risks of exposure to sports-themed films; the linkages between

sports and physical education that are translated into films shown in cinemas; perception, participation, and education in schools for the formation of a sports culture; trends in violent behavior, and alcoholic beverages involving young adults; we can relate film and television shows with the theme of sports to the interest in tourist visits to locations that are the background in a show; Hollywood is still a producer of sports-themed films and is a medium that carries messages with its own values, and the last one shows that sports-themed films can be media that carry messages with their own values.

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