

The Linkage of Skills and Sophistication of Alutsista / Weapons Makes Pride and Increases State Revenue in the Defense Industry through the Field of Resilience Sports

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Abstract

The Defense Industry is a central element in maintaining national security, requiring the alignment of military personnel with the sophistication of the main weapons system (alutsista). This article examines the crucial dynamics that tie individual skills in the military to the effective use of advanced defense equipment. The focus is on the evolution of military technology and the need to develop personnel skills in response to these advances. The Defense Industry is the backbone of national security, which requires synergy between the skills of military personnel and the sophistication of the main weapons system (alutsista). This article discusses the crucial link between individual skills in the military and the successful use of advanced defense equipment. Furthermore, the article explains the latest military technological innovations that influence the development of progress and the need for appropriate personnel skill development. By integrating sports skills as a promotional instrument, the article discusses the role of international military tournaments as a vehicle for strengthening the defense industry's image. Active involvement in agility sports not only creates national pride but also stimulates positive coverage in the media, providing a significant boost to the promotion of the defense industry. A wise marketing approach is needed to exploit the appeal of agility sports to educate and captivate the global market. Targeted marketing strategies can utilize agility sports as a tool to promote the defense industry, create emotional ties with the community, and, no less important, increase state revenues through increasing exports of defense equipment. This article also covers effective marketing approaches to maximize the benefits of agility sports involvement in increasing the appeal of the defense industry globally. By detailing case studies of countries that have successfully implemented this strategy, this article concludes that the integration of skills, advanced defense equipment, and promotion of agility sports is a holistic approach that has the potential to advance the defense industry, create national pride, and generate significant revenue increases for the country.

Keywords : *Marketing Strategy, Defense Industry, Sipri, Geopolitics, International Sports.*

INTRODUCTION

The meeting between the skills of military personnel and the sophistication of defense equipment is the main basis for a highly competitive defense industry. This article outlines this important concept and explains the role of agility sports in developing essential skills. I still remember in 2017, there was an international competition held in Australia and Singapore. Where one of the Kopassus personnel First Lieutenant Safrin Sihombing won the championship for the TNI AD shooting contingent, at the International Australian Army Skill at Arm Meeting (AASM) shooting competition which was held on 5-26 May 2017 in Australia and the ASEAN Armies Rifle Meet (AARM) on 14 -23 November 2017 in Singapore, using defense products from PT Pindad (Persero). PT Pindad (Persero), hereinafter referred to as Pindad, is a company or State-Owned Enterprise (BUMN) which operates in the field of state defense and security. Pindad provides the main weapons system equipment products needed to support the independence of defense and security of the Republic of Indonesia (Pindad, 2017).

The role of the main weapon system (alutsista) is said to be very important or vital because apart from being a means of national defense, defense equipment is also an important part of maintaining the security of a country from unwanted threats. Alutsista is all forms of equipment and components that function as a means of defense of a country that are used by the

military, in carrying out security processes and preventing military conflicts and conflicts that endanger the sovereignty of the country and are useful in developing the professionalism of a country's military, because it is one of the characteristics of an army that Modern is a soldier who can understand various kinds of weapons whose technology continues to develop all the time (Sudarsono, 2008).

Law of the Republic of Indonesia Number 16 of 2012 Article 3 states that the aim of organizing the defense industry is to create a defense industry that is professional, effective, efficient, integrated and innovative; realizing independence in fulfilling defense and security equipment; and increasing the ability to produce defense and security equipment, maintenance services that will be used in order to build a reliable defense and security force (Ministry of Defense of the Republic of Indonesia, 2012). Therefore, the development of the Defense Industry is very important because apart from building the country's independence in securing its territory and producing its own defense equipment. I am very confident that our defense industry will improve and become the number 1 icon in the world. and it can be hoped that it will beat the sales and excellence of other countries such as the current top ones, the United States and Russia. And it is time for the government to also focus on our defense industry, because if our defense industry increases it will affect the country's income, thereby creating the independence of the defense industry. The independence of the defense industry is an important stage that is believed to be able to overcome a country's economy and defense, both in peace and emergency conditions. (www.bumn.go.id, 3 December 2007).

As a reference, according to research/reports from the Stockholm International Peace Research Institute (SIPRI), the 100 largest weapons manufacturers in the world continue to record sales increases. Even in the 2020 pandemic year, when the global economy contracted. The COVID-19 pandemic has brought massive economic setbacks across the world. However, there is one business sector that has proven immune to the corona virus. Arms industry. A recent report on the world's 100 largest arms manufacturers by the Stockholm International Peace Research Institute (SIPRI) noted an increase in sales. SIPRI researcher Alexandra Marksteiner told DW that she was most surprised by the data from 2020, the first year of the pandemic. "Even though the IMF puts the global economic contraction at 3.1%, we see that arms sales of these top 100 companies remain elevated. We see an overall increase of 1.3%," said Alexandra Marksteiner. Sales by the 100 largest arms manufacturers reached \$531 billion (more than IDR 7.6 quadrillion) in 2020. Around 54% of the total value was recorded by 41 arms companies from the United States (US). The main company in this industry, Lockheed Martin in the US, sold weapons systems worth more than \$58 billion last year. If this reference/report becomes a reference so that our defense industry can grow and have good quality sales and equipment. and I have great hopes for Indonesia to be increasingly seen by the world that we are great and have high income from our defense industry.

RESEARCH METHODS

In this research, researchers used qualitative methods with a descriptive approach and literature review. Descriptive characteristically aims to help researchers describe or sharpen explanations of their research so that later it can be easier to understand by other people who want to know about their research. Descriptive is used in this research with the aim of illustrating the connection between science and research methods, the importance of research methods, qualitative research methods. The researcher uses the literature review to support the views, ideas, ideas that the researcher puts forward in this article so that later it is hoped that with the support of the literature review this research article will have a strong academic foundation. The

literature studies that researchers have chosen in this article come from books and journal articles that are in accordance with the discussion passage and also have novelty value.

RESULT AND DISCUSSION

Defense Industry Marketing Characteristics

According to Rangkuti (2017: 101), "marketing is an activity process that is influenced by various social, cultural, political, economic and managerial factors. The result of the influence of these various factors is that each individual and group obtains needs and desires by creating, offering and exchanging products that have commodity value." According to Assauri (2013: 15), "Marketing strategy is a set of goals and objectives, policies and rules that guide a company's marketing efforts from time to time, at all levels and references and allocations, especially the company's response to the ever-changing environment and competitive conditions. ". Based on this definition, the author can conclude that finding customer needs and requirements that have not yet been met, measuring and calculating market size and profit potential, identifying and determining market segments to satisfy and designing, improving and marketing appropriate products is called a marketing strategy. . According to the marketing concept, business goals can be realized if the business entity is able to provide customer satisfaction. Where satisfaction is realized when customer desires are felt to have been able to be fulfilled through integrated marketing activities. So there are a number of core aspects to the marketing concept, namely oriented towards consumer needs, consumer satisfaction, integrated marketing activities and the goals of the business entity.

I still remember in 2017, there was an international competition held in Australia and Singapore. Where one of the Kopassus personnel First Lieutenant Safrin Sihombing won the championship for the TNI AD shooting contingent, at the International Australian Army Skill at Arm Meeting (AASM) shooting competition which was held on 5-26 May 2017 in Australia and the ASEAN Armies Rifle Meet (AARM) on 14 -23 November 2017 in Singapore. The achievements of AASM and AARM were obtained and became the focus of the Indonesian and foreign media, in the news content, apart from the superior and well-trained TNI soldiers. Product factors: Reliable weapons and ammunition are another factor. We agree that nothing is born by chance, achievements are achieved through hard work and a spirit of synergy of all elements. As I mentioned above, apart from being prouder, Indonesian shooters have become international champions who use products made by Indonesia / the Indonesian defense industry, originating from PT Pindad, namely the SS2 V1 HB and the G2 Elite Pistol (AASM) as well as the SS2 V4 HB, SS2 V2 and ammunition (AARM).

Apart from that, other countries began to be interested in products from PT Pindad, and began to increase sales of weapons and munitions, especially abroad, from the Olympics, the income from sales in the defense industry greatly increased and entered the state treasury and views of the Indonesian defense industry thanks to the AASM and AARM shooters are excellent marketing. If we improve the defense industry through prestigious international shooting events such as AASM and AARM which were supported by PT Pindad for the TNI AD at that time in the field of weapons and munitions, as well as for other defense industries such as PT PAL, PT Dirgantara Indonesia, PT LEN and others -other.

Pindad continues to pay attention to the international community as a general target in conveying information about the company and general knowledge about the products that Pindad produces. After knowing or understanding the target audience and target market, the marketing communications strategy implemented by the company will adapt to the marketing communications objectives. So before a company develops a marketing communications

strategy, the company must first determine its marketing communications objectives. In connection with Pindad's target audience which is divided into two, the department that takes care of consumers is also divided into two so that the messages conveyed are also right on target, Pindad divides the focus of its marketing communications strategy into two departments, namely marketing and corporate communications (Pindad, 2017).

Global Challenges in Defense Industry Marketing

1) Influence of Geopolitical Factors

Etymologically, geopolitics comes from the word *geo* (Greek) which means the earth which is a living area. Meanwhile, *politics* comes from the word *polis* which means an independent community unit or state; and *teia* which means affairs (politics) means the general interests of the citizens of a nation (Pasaribu, 2015). As a common reference, geopolitics is interpreted as the science of state administration in which every policy is linked to geographic problems of a nation's region or residence. The term geopolitics was originally defined by its originator, Frederich Ratzel (1844-1904), as political geography. The term geopolitics was developed and expanded further by Rudolf Kjellen (1864-1922) and Karl Haushofer (1869-1946) to become Geographical Politics. The difference between these two meanings lies in the focus of attention. Political Earth Science (Political Geography) studies geographic phenomena from a political aspect, while geopolitics (Geographical Politics) studies political phenomena from a geographic aspect (Dwi Sulisworo, 2012).

Geopolitics plays a key role in marketing weapons or major weapons systems (alutsista) to the international world. Arms marketing not only involves technical and economic aspects, but is also influenced by geopolitical factors involving inter-state relations, strategic interests and global security dynamics. Including Bilateral Relations and Alliances, arms marketing is often established through bilateral relations between selling and buying countries, or through military alliances. Geopolitical factors, such as shared interests or regional security policies, can play a significant role in weapons purchasing decisions

2) Influence of Geopolitical Factors

Geopolitics also includes situations where countries impose sanctions or arms embargoes against certain countries. This can influence arms marketing decisions and cause strategic shifts in international relations. It is widely understood that the embargo has a legal basis in Article 41 of the United Nations (UN) Charter. In the Repertoire of the Practice of the Security Council, it is stated that there are a number of sanctions that do not involve the use of armed force as regulated in that Article, as stated as follows, "The range of sanctions has included comprehensive economic and trade sanctions and more targeted measures such as arms embargoes, travel bans, financial or diplomatic restrictions". Thus, it becomes clear that the arms embargo does have legality in international law, especially within the UN framework.

Marketing Strategy Through International Sports Events

Sports is a medium for marketing activities that is quite strong in winning the hearts of consumers. If done seriously, sports marketing has a very powerful attraction for marketers in an effort to strengthen consumer brand awareness and brand image (Ilhamdi, 2008: 1). The excitement of the match, flashy clothes, and other accessories that make the match stage shine, are easy objects to be packaged and broadcast to audiences who are hungry for entertainment. Various sporting events, such as the International Australian Army Skill at Arm Meet (AASM) shooting competition and the ASEAN Armies Rifle Meet (AARM) and other sporting activities related to defense equipment or military which are still ongoing are clear evidence that the development of defense equipment marketing through international sports continues to increase. experience an increase, both in terms of quality and quantity, thereby increasing competitiveness

CONCLUSION

The role of the skills of military personnel and the sophistication of defense equipment in forming a strong foundation for a highly competitive defense industry. The discussion continued by discussing the crucial role of agility sports in enriching the essential skills of military personnel, highlighting the brilliant achievements of Lettu Inf Safrin Sihombing in international championships using defense products from PT Pindad. PT Pindad, as a state-owned company in the defense and security sector, has proven to be a major player in providing quality defense equipment. The link between the quality of defense equipment and the skills of military personnel is becoming increasingly apparent, especially with the positive influence of international achievements utilizing products from this company.

The importance of defense equipment is not only limited to aspects of national defense, but is also a key factor in creating national security and independence. Law of the Republic of Indonesia Number 16 of 2012 clarifies the objectives of organizing the defense industry, which include achieving professionalism, effectiveness, efficiency, integration and innovation. In the context of arms sales, the article shows the potential of the Indonesian defense industry to grow and compete globally. References from the SIPRI report which recorded an increase in global arms sales, despite the pandemic conditions, provided a positive impetus for the growth of the Indonesian defense industry. In fact, the world's largest arms company, Lockheed Martin, accounts for the largest arms sales at over \$58 billion.

With increasing awareness of security and independence, as well as positive growth in the global defense industry sector, Indonesia has great potential to promote international agility sports, a holistic approach that has the potential to advance the defense industry, create national pride, and generate increased income to become a leader in this industry. By focusing on quality improvement, innovation and smart marketing, Indonesia can achieve its position as a major power in the defense industry, generating national pride and significant revenues for the country.

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