

CELEBRITY BOXING MATCHES IN RANS ENTERTAINMENT'S SUPERSTAR KNOCKOUT EVENT: BETWEEN SENSATION AND SUBSTANCE

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Abstract

Celebrity boxing matches held by RANS Entertainment have two different opinions in response to it. On the one hand, he believes that this match has a lot of substance, namely raising the good name of Indonesian boxing and inspiring young people to channel their talents in positive ways and not commit criminal acts on the streets. However, on the other hand, they think this event is just a sensation because the match being held does not have good boxing standards, there are no professional boxers involved even though the event is an official event. Therefore, this research aims to describe whether the match only contains substance, vice versa, or contains both. This research is qualitative research with an explanatory approach. The data used in this research is secondary data that researchers obtained from websites, scientific articles, books and a number of other commonly used sources. These data were analyzed using the stages of data collection, data selection, data reduction, and drawing conclusions.

Keywords: Celebrity Boxing Mathces, Super Star knock Out, RANS Entertainment, Substance, Sensation.

INTRODUCTION

Match comes from the root word tanding. Match is a homonym because the meanings have the same spelling and pronunciation but different meanings. Match has meaning in the class of nouns or nouns so that match can express the name of a person, place, or all objects and everything that is objected. According to the Big Indonesian Dictionary (KBBI), the meaning of the word match is a competition in sports that pits two players (or teams) against each other to compete (KBBI, 2023a) . Boxing is a sport and martial art in which two participants of similar weight compete against each other