

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

using their fists in a series of matches at one or three minute intervals called rounds. Whether in the Olympics or professional sports, both boxers avoid their opponent's punches while attempting to land their own punches on their opponents (Wikipedia, 2023b).

Points are awarded for clean and steady blows from the front of the waist up to the face to the opponent's right brain, with blows to the head and chest getting more points. The boxer with the higher score after a planned number of rounds will be declared the winner. Victory can also be achieved if the opponent is knocked down and cannot get up until the referee counts to ten (a Knockout or KO) or if the opponent is declared unable to continue the match (a Technical Knockout or TKO). For match record purposes, a TKO is counted as a knockout.

Celebrities or celebrities (English: celebrity) are people who are famous because they are too close to the world of news or the press. According to the 3rd edition of the Big Indonesian Language Center Dictionary, a celebrity is defined as a person who is famous or famous (usually artists). The word celebrity in Indonesian is a loanword from celebrity in English. The word celebrity is rooted in the word celebrate which means 'celebrate', 'celebrate'. The word 'celebrity' is sometimes also referred to as 'celebrity' or 'celebrity' (KBBI, 2023b).

RANS Entertainment (short for Raffi Ahmad & Nagita Slavina Entertainment) is an entertainment media business entity that focuses on social media platforms, YouTube channels, production houses, offline events, digital agencies, community activation and branding collaboration with various groups. RANS was formed by the couple Raffi Ahmad and Nagita Slavina. RANS Entertainment was founded on December 27 2015. RANS Entertainment is a YouTube channel and production house owned by Raffi Ahmad and Nagita Slavina. The name RANS comes from a combination of the names Raffi Ahmad (RA) and Nagita Slavina (NS). Both of them chose YouTube as the initial medium for broadcasting RANS Entertainment because Nagita Slavina felt freer to express herself through YouTube than television (Wikipedia, 2023a).

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METHODS

The Super Star Konock Out Celebrity Boxing Match held by RANS Entertainment had some controversies (Lexy J. Moleong, 2014). One side considers that this match is of substance because it raises the name of Indonesian boxing, contains a message to young people to channel their talents in positive ways, and opens up career opportunities for boxers (Manzilati, 2017). However, on the other hand, it is just a sensation. This research is qualitative research with a descriptive approach, namely describing celebrity boxing matches that become a sensation or substance (Jonathan Sarwono, 2016). The data used in this research is secondary data that researchers obtained from credible sources in the form of websites, books, scientific articles, and others. These data were analyzed using the stages of data collection, data selection, data reduction, and drawing conclusions (Imam Gunawan, 2014).

RESULT AND DISCUSSION

Celebrity Boxing Matches In Rans Entertainment's Superstar Knockout Event

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 using their fists in a series of matches at one or three minute intervals called rounds. Whether in the Olympics or professional sports, both boxers avoid their opponent's punches while attempting to land their own punches on their opponents (Wikipedia, 2023b).

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RANS Entertainment Superstar Knockout Celebrity Boxing Matches As Sensation

Sensation is the detection of physical energy produced or reflected by physical objects that occurs when energy in the external environment or in the body stimulates receptors in the sense organs. Sensations include sight, sound, smell, taste, and touch. Sensation is one of the three main components of consciousness according to structuralist psychology, apart from imagery and affection. In another sense, sensation also means the different feelings experienced by someone when carrying out an activity or experiencing an event. Seeking sensation, in social interactions, is usually aimed at self-actualization or showing greatness.

Based on this, RANS Entertainment's celebrity boxing matches are only aimed at sensationalism, solely seeking exposure by taking advantage of the popularity of the competing artists, especially El-Rumi and Jefri Nichol. There are no substantive things such as standard boxing techniques, empowerment/as a forum for remote boxers, and so on which are more substantive for improving Indonesian boxing.

RANS Entertainment Superstar Knockout Celebrity Boxing Matches As Substance

Substance in general is the core or material of various things in everyday life. This understanding is quoted from Joko Siswanto's article entitled Metaphysics of Substance in the philosophy journal. This meaning is found in the sentence "The

concrete substance is not good", or "The substance of the president's speech is to encourage us to work hard". The concept of substance is the basis that determines metaphysical thinking. Substance is also used as a tool to capture and express reality. That is why, substances that are functional in nature can still be used with the provisions in the following conclusion. Siswanto also explained that the word substance etymologically comes from the Latin 'Substare' and the Greek 'Hypostasis' which means 'standing below' (Sitanggang, 2022).

Based on the definition above, the essence or material for holding Indonesian boxing matches is to raise the name of Indonesian boxing so that the public can channel their talents into positive things such as boxing, not brawls or punches in the street that disturb public order. This has been proven by 2 million viewers live on RANS Entertainment's YouTube.

CONCLUSION

Based on the brief explanation and above, the RANS Entertainment Super Star Knockout celebrity boxing match has a number of sensations, namely; 1). Doesn't have good standards. 2). Not a place for boxers. 3). It's just about exposure and the implications for Indonesian boxing are not that significant. Apart from that, this match also has a number of substances as follows: 1). Having 2 million viewers live means the exposure you get is high. 2). The number of young people who are inspired to box is proven by the snap gram tag on RANS Instagram, boxer competing, CEO of RANS.

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