



## **The Power of United States in Dominating Mixed Martial Arts Sports through Ultimate Fighting Championship**

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### **ABSTRACT**

*The United States of America (USA) dominates in almost every aspect globally, including the sport of mixed martial arts (MMA). Most of the MMA sports promotion companies that dominate the global market are from the US. One of the largest and most popular is the UFC. As a global company, UFC is the most dominant MMA sports competition promoter in the world today due to its global economies of scale. Since its inception in the US, the UFC has developed into competitions held in several countries, such as Canada, the UK, Russia, Brazil, Uruguay, the United Arab Emirates, Australia, New Zealand, South Korea, and Singapore. This research aims to find out the UFC's business strategy as a global company in globalizing its commodities to dominate the mixed martial arts (MMA) sports industry on a global scale. This research uses a descriptive qualitative method accompanied by a 4P Marketing Mix perspective as an analytical tool in examining the strategies implemented by the UFC. This research concludes that the UFC's global marketing strategy is to implement various marketing elements from upstream to downstream optimally so as to be able to dominate the market share of the global MMA sports industry.*

**Keywords:** Globalization, Marketing Mix 4P, MMA Sport, UFC

## INTRODUCTION

As a superpower, the United States continues to dominate all human life aspects globally. Therefore, the global constellation changes or adapts to the US' behavior as a country, so there is no exaggeration if the US then becomes the global reference for various issues. The superpower predicate attached to the US, however, is not only due to the performance of the US as a state, here the US government. Furthermore, US superiority is also supported by the performance of its non-state or private sector actors. Non-state actors themselves continue to develop over time with all their contributions according to the study of International Relations. Therefore, the emergence of non-state actors increasingly provides awareness that the contribution and role of non-state actors is becoming increasingly important and significant. The survival of the international community is no longer determined or directed by state actors alone. The existence of non-state actors can fulfill the needs and desires of the international community. This has led to controversy over possible replacements for state actors in the future. However, the behavior of non-state actors such as global corporations provides its own distinctive value in the study of International Relations, as can be observed from the existence of a multinational company, such as the Ultimate Fighting Championship (UFC) based in Las Vegas, United States.

The Ultimate Fighting Championship (UFC) is a corporation that promotes Mixed-Martial Arts (MMA), and it has become very popular around the world. The competition events have been held in various cities of various countries starting from the Americas and then expanding to Europe, then to Asia and the Middle East. In addition, the UFC broadcast of fights has also spread to various parts of the world through technological advances in information and communication. UFC fights that occur in a country can be watched live as a sign of intermission in various other countries through streaming services. The existence of UFC as a non-state actor also enlivens globalization without conventional time and space limits (Widdis, 2021).

UFC as a promoter of MMA sports competitions has been operating since 1993. However, its valuation has been increasing over time since that day. The latest report from Forbes in 2022 stated that the UFC achieved the best financial year on record, not only since the company was first established but also the best in the history of any combat sports promotion company in the world. UFC's significant increase in economic valuation from sponsorship revenue which increased by 59% in the third quarter of 2021, additional broadcasting rights purchases from 14 international media around the world which increased in value by 94%, and the implementation of a pay-for-sale or pay per view (PPV) commercial mechanism, which is a mechanism for selling one-time UFC fight shows digitally to consumers around the world (Gift, 2022).

The title of UFC as a global corporation in mixed martial arts promotion is certainly also has many competitors. In fact, there are several promoters like the UFC that are also quite prestigious and have a good reputation and economic valuation. Some examples are Bellator MMA, which was established in 2008 in the United States. Bellator MMA is often referred to as the UFC's closest competitor. Other promotions include ONE Championship, which was founded in 2011 and is based in Singapore with events across Asia, Europe, and the Middle East. Professional Fighter League, which is based in the United States with an innovative league format where competitors compete for a prize pool of one million US dollars for each weight category. Eagle Fighting Championship based in China with an emphasis on traditional fighting styles. Rizin Fighting Federation based in Japan with unique rules and an opening ceremony that sees fighters dressed in kabuki-style makeup and samurai attire (Iqbal, 2023). On November 2022, one of the largest and most prestigious websites in the world of mixed martial arts, Way of Martial Arts, released a ranking of mixed martial arts promotions with the following results: (1) UFC; (2) Bellator MMA; (3) Absolute Championship Akhmat; (4) Fight Nights Global; (5) ONE Championship; (6) License Fighting Federation; (7) Invicta Fighting Championships; (8) Pancrase; (9) M-1 Global; and (10) Caged Steel (Vladisavljevic, 2022).

In addition to competition between MMA sports promoters, the UFC's achievement journey is also accompanied by competition from other combat sports such as boxing. In fact, there were several moments when UFC fighters with all their popularity were compared to world boxing athletes which led to cross-sport fights. Then, Conor McGregor, who is a UFC fighter and also one of the most popular athletes in the world, challenged the retired world boxing champion with an unbeaten record in 49 matches, Floyd Mayweather Jr. Although Conor McGregor lost by TKO, the UFC as the corporation he belongs to is becoming increasingly popular and gaining the attention of the world public because this fight is the highest stakes fight in combat sports history. Floyd Mayweather Jr. reportedly earned US\$ 200 million while Conor McGregor earned US\$ 100 million. The popularity of the UFC has been growing since that day, with various determining factors. The UFC has been very successful in commercializing its commodity as a global company, thus attracting the attention of the world, even the addition of MMA sports enthusiasts is also inseparable from the UFC's achievements as a promoter.

Based on these various backgrounds, this research aims to find out the global marketing strategies used by the UFC to dominate the global MMA sports industry market and its impact on the dominance of the United States in the international arena. The primary argument presented in this research is that the strategies that make UFC dominate the market share in the world of MMA sports are by presenting products that can provide satisfaction to MMA sports enthusiasts, offering affordable access prices to watch UFC athletes fight, choosing strategic locations

in various countries as UFC fighting arenas, and conducting various forms of persuasive promotions that can attract the interest of MMA sports fans. The success of this strategy then makes US dominance even stronger because if the world talks about MMA sports, it will be directly related to the US as the main country that controls MMA sports.

## **LITERATURE REVIEW**

There have been many studies conducted regarding the successful implementation of the 4P Marketing Mix strategy by a corporation with global activities, one of which is a research entitled “Understanding the Marketing Strategies: 4Ps Marketing Mix or Other Strategies used by Tencent Games in Video Game Market” which concludes that the implementation of the 4Ps Marketing Mix strategy with an optimal combination of each element has an impact on Tencent’s customer satisfaction, ensures Tencent’s long-term profits, and increases Tencent’s market share in the video game industry market (H. Wang, 2022). In addition, another research entitled “The Role of Marketing Mix (4P) in Building Brand Equity: Case Study of Shell Petrol, UK” states that the 4P Marketing Mix is an important instrument in increasing the value of Shell Petrol’s brand globally, especially the promotion variable (Niazi et al., 2021). The gap this research intends to complete is that there is no previous research that analyzes international business activities using a combination of 4P and 4A Marketing Mix variables, which are acceptability, affordability, accessibility, and awareness. Using this combination, the analysis results will be more accurate, objective, and provide strong evidence of the UFC strategy.

The 4P Marketing Mix is conceptually part of the marketing concept which is defined as a process when companies engage consumers, build strong relationships with consumers, and create consumer value to benefit from consumers (Kotler & Keller, 2021). Furthermore, the role of marketing is not only to deliver products, both goods and services to consumers, but it can provide satisfaction to consumers on an ongoing basis so that companies can get sustainable benefits from repurchases made by consumers (Putri, 2017). Meanwhile, the marketing mix itself refers to a set of tactical marketing tools combined by a company to generate the desired response from a particular market (Kotler & Keller, 2021). Furthermore, Marketing Mix 4P is a combination of four P variables, which are Product, Price, Place, and Promotion.

The first P variable, Product, refers to everything that a company offers to the market to satisfy consumer desires and needs, such as goods, people, places, services, performances, experiences, ideas, information, and so on. On the other hand, products are not limited to tangible objects, but can also be intangible (Kotler & Keller, 2021). The second P variable, Price, relates to the relative value of the products offered by the company (Ramli, 2013). Price also describes the amount of

money that must be spent by consumers to get the products provided by the company (Kotler & Keller, 2021). The price set does not represent the amount of resources used to make a product; it could be that the price offered is much higher than the capital resources used (Utami, 2017).

Furthermore, the third P variable, Place, relates to the strategic location where the company's products are exhibited and also places that provide the service channels needed by consumers (Utami, 2017). The place can also include the place where the company is active in creating products for consumers (Kotler & Keller, 2021). The last, the fourth P variable, Promotion, is an effort made to inform, persuade, and remind consumers of the existence of products owned by the company (Tjiptono, 2015). Communicating product benefits is a crucial part of the promotional variables (Kotler & Keller, 2021). There are three media for promotion, through advertising, direct selling, and sales promotion (Utami, 2017).

The elements contained in each P-variable determine the efficacy of an international marketing strategy. For example, the product variable consists of elements such as variety, quality, design, features, brand, packaging, and service. The price variable includes elements such as list price, discounts, subsidies, payment periods, and credit terms. Then, the place variable includes elements such as network, range, location, transportation access, logistics, and inventory. The last promotion variable consists of advertising, personal selling, sales promotion, public relations, and both field and digital promotion domains (Kotler & Keller, 2021).

In addition, the four P variables must also comply with the indicators formulated as 4A in order to be effective. For example, the product variable needs to comply with the acceptability indicator which means that the product made by a corporation must be acceptable to the market, which is certainly achieved by conducting market research first. Furthermore, the price variable must comply with the affordability indicator, or it means that the price of the product must be affordable by the target market. Furthermore, the place variable is also required to meet the accessibility indicator, which means that the choice of place or location to market the product must be easily accessible to consumers. The last, the promotion variable must be directly proportional to the awareness indicator, which means that product-related promotions conducted must be able to build consumer awareness and concern that the product is needed or wanted by consumers (Kotler & Keller, 2021).

## **RESEARCH METHODOLOGY**

This research uses a qualitative approach which is a method to investigate and understand the meaning that individuals or groups give to a social or human issue (Creswell & Creswell, 2018). Furthermore, this research is a descriptive study with the aim of describing the practices and activities conducted by the subjects in this research. In describing the problem focus and answering research questions,

literature studies are used which are theoretical studies and other references related to the values, culture, and norms that develop in the social situation being studied (Sugiyono, 2017). Secondary data derived from written documents in various formats, such as books, journal articles, and digital media articles are the main reference sources in this research.

## **RESULT AND DISCUSSION**

### **Globalization of the UFC**

The history of UFC from a domestic company to a global company began when Dana White's leadership as UFC President was ambitious to expand globally in 2012. Dana White collaborates with various partners who are considered capable of boosting the popularity of UFC globally, including signing agreements with media parties such as Sony Pictures Television. Multi-Screen Media aims to be able to broadcast live UFC fights in India. In addition, the UFC also began holding fights outside the United States, precisely in Canada. UFC expansion continues to South America, Brazil with the premiere of the currently popular reality show entitled *The Ultimate Fighter* (TUF). A similar reality show discourse is also planned in China. Basically, the UFC must continue to expand globally as much as possible because for Dana White the sport of MMA can be brought to a different level globally. No matter which countries the UFC fighters come from, the languages they speak, and various other differences, one thing that is sure is that they have one common identity, which is to like and live from fighting (Saccaro, 2013).

The various things that UFC has accomplished to expand into the global market are not risk-free. For a global company, the decision to invest overseas is a complex and comprehensive process that can only be achieved through several stages and a long-term approach (Katerina & Aneta, 2014). The result of UFC's efforts to expand into the global market as a global corporation has made the US a destination and a dream for MMA fighters around the world to perform in the US. It confirms the existence of the American Dream discourse, a concept that puts the US as an ideal place to achieve all dreams (Y. Wang, 2020) and in this case, being the greatest MMA fighter in the world.

### **Product-Acceptability: Commodities Offered**

Since UFC is an MMA sports promotion company, it is understandable that the main product or commodity of UFC is the fighters and the MMA fighting performances between them. They have invested massively in this main commodity by recruiting MMA fighters from various countries around the world. Based on the UFC's official website, UFC fighters are not only from the United States but also from several countries, such as Russia, Kyrgyzstan, England, Ireland, Sweden, Poland, Czech Republic, Brazil, Mexico, Venezuela, Nigeria, Cameroon, South Korea, China, Australia, New Zealand, Indonesia, and other countries. UFC has recruited fighters from various countries which is relevant to one of the 4P



Marketing Mix strategy roles, which is to allow companies to invest in the best available options in the most efficient way based on certain parameters such as the maximum budget they have (Nitawati et al., 2023). In addition, the existence of a multinational fighter will also affect the national spirit of each supporter in the fighter's native country. National spirit-based support in sports is normal, a person of a certain nationality will automatically support athletes of the same nationality as themselves (Kotrba, 2021). Because of this matter, the UFC's fan base has become even wider and this certainly is a good sign for the UFC's revenue potential.



**Figure 1.** All the UFC champions in 2020

UFC is very serious about making its fighters have a high value for MMA fans. Iconic figures such as Max Holloway, Khabib Nurmagomedov, Conor McGregor, Kamaru Usman, Israel Adesanya, Jon Jones, and Francis Ngannou are narrated as great fighters so that they have their own charm if they see their fight in the UFC arena which is as iconic as the Octagon. If the product variable in the 4P Marketing Mix strategy aims to satisfy consumer desires (Kotler & Keller, 2021), then the UFC has taken action by getting deep into the background of their fighters. For example, Khabib Nurmagomedov, a fighter who comes from the Republic of Dagestan, Russia and is Muslim, has become a commodity with high selling points for MMA fans. Most UFC fighters come from the United States and rarely show their religious attributes in UFC fights. However, Khabib Nurmagomedov is in stark contrast and clearly shows his Islamic identity in public (Izulhaq et al., 2022).

Another example of a UFC fighter whose background is thoroughly covered to become a viable product for the UFC fans is Francis Ngannou, a UFC fighter from Cameroon. Coming from a poverty-stricken family in Cameroon, Francis Ngannou went on to become a UFC champion in the Heavyweight Division category. The UFC even labeled Francis Ngannou as “The Baddest Man on the Planet” or the cruelest man on earth because of the power of his punches which are considered very deadly for his opponents. This label may seem a bit excessive, but it must be recognized that if the parameters of the product offered by the UFC must be accepted by the market, and in the MMA sports context, masculinity is an important determinant, then this kind of label is the one that really sells and is accepted by UFC consumers in particular and MMA sports fans in general.

Besides fighters, the main commodity that the UFC offers to the market is MMA fight shows between its fighters. Currently, the UFC has three fight categories which are UFC Numbered Events, UFC Fight Night, and Dana White's Contender Series. If UFC Numbered Events is a fighting event between established and experienced fighters and an opportunity to fight for the world title, then UFC Fight Night is a fighting event between new fighters who are considered to have the potential to become stars in the future. Meanwhile, Dana White's Contender Series is a fighting event between beginner fighters from various countries who aim to get contracts as official fighters who will later fight in two other UFC fighting categories.

Furthermore, regarding the fight performances provided, UFC fighters are dichotomized into Male and Female Classes with a division system based on weight units. In the Female fighter class, the UFC divisions consist of Women's Strawweight (current champion Zhang Weili of China), Women's Flyweight (current champion Valentina Shevchenko of Kyrgyzstan), Women's Bantamweight (current champion Amanda Nunez of Brazil), and Women's Featherweight (The current champion is also held by Amanda Nunez of Brazil). Meanwhile, in the Men's fighter class, the lightest to heaviest divisions start from Flyweight (current champion Deiveson Figueiredo from Brazil), Bantamweight (current champion Aljamain Sterling from the United States), Featherweight (current champion Alexander Volkanovski from Australia), Lightweight (current champion Islam Makhachev of Russia), Welterweight (current champion Leon Edwards of England), Middleweight (current champion Alex Pereira of Brazil), Light-Heavyweight (current champion Jiri Prochazka of the Czech Republic), and Heavyweight (current champion Francis Ngannou of Cameroon). This dichotomy of male and female classes further expands the UFC's potential audience, with a matrix pattern of male viewers watching male and female fighters, and female viewers watching male and female fighters. In addition to the two main commodities above, UFC also offers various other products to further satisfy the needs and desires of MMA sports fans. The products include the following categories: (1) apparel, such as shirts, jackets, trousers, shoes, and headbands; (2) fight kits, including everything used by UFC fighters in fighting; (3) equipment, consisting of gloves, head protectors, dental protectors, body action systems, and punching bags; (4) collectibles, such as replicas of championship belts, signed posters of fighters, fighter cards, and action figures; (5) accessories, such as key chains, pins, lanyards, and UFC flags; (6) jewelry, which is high-value jewelry such as watches, necklaces, bracelets, rings, earrings, and cufflinks. Thus, there are more choices for UFC customers and MMA sports fans to be able to fulfill their needs and desires for MMA sports from the products offered by UFC.

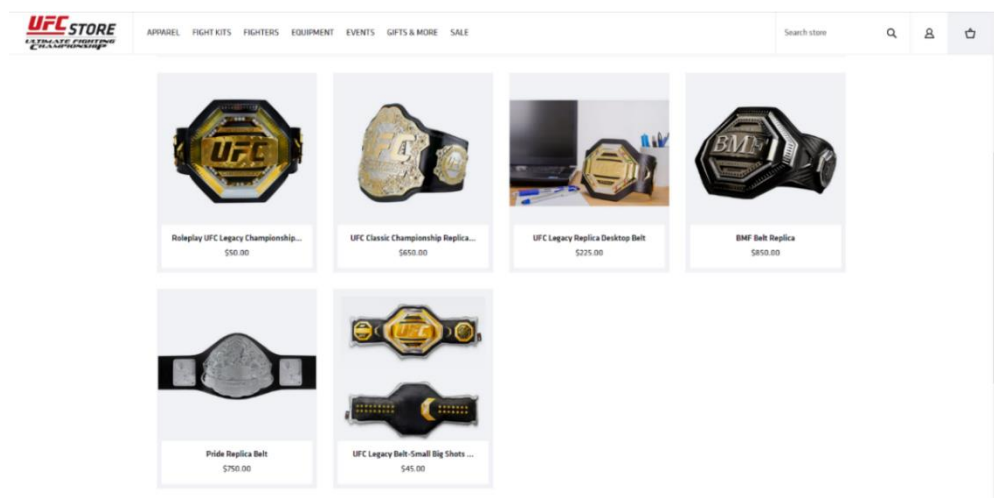


### Price-Affordability: Main and Support Commodity Prices

Based on the various product variants offered by the UFC to consumers in the world MMA sports industry market, from the price perspective, the prices set are relatively varied with the price range from the lowest to the highest. The main commodity is the ticket price to access UFC fights both directly in the arena and digitally through streaming services. For example, one of the phenomenal fights in UFC history is between Khabib Nurmagomedov and Conor McGregor at UFC 229 in 2018. The fight, which was held at the T-Mobile Arena in Nevada, USA, had 11 ticket price categories ranging from US\$ 205, US\$ 255, US\$ 305, US\$ 305, US\$ 355, US\$ 405, US\$ 555, US\$ 755, US\$ 1005, US\$ 1505, US\$ 2005, to a price of US\$ 2505.

Meanwhile, on streaming services, the price for watching fights uses a pay-per-view (PPV) system. PPV itself is a mechanism that allows consumers to enjoy one particular show without being tied to a regular commitment fee for a certain period of time (Shapiro et al., 2018). The PPV rate set by the UFC to access the fight between Khabib Nurmagomedov and Conor McGregor through the screen is US\$54.99 for SD (Standard-Definition) broadcast quality and US\$64.99 for HD (High-Definition) broadcast quality. From the perspective of the 4P Marketing Mix, the UFC offers a variety of price options so that consumers can still afford it according to their abilities. If they cannot afford the high cost, then cheaper price options can be an alternative and vice versa.

In addition to the main commodities, the supporting commodities offered by UFC also have a range of prices, from the lowest to the highest. For example, in the collectibles category, such as replicas of championship belts, prices start at US\$40 for the cheapest version and US\$850 for the most expensive version.



**Figure 2.** Price of UFC Championship Replica Belts

Based on the prices offered by UFC for its various commodities, the prices are relative when looking at the situation of the MMA sports industry dominated

by UFC. It can be said to be expensive if you consider the difference between the production price and the selling price, for example, it seems that the profit taken by UFC is too excessive. However, the price variable in the 4P Marketing Mix strategy is not a reflection of the capital issued to produce a product (Utami, 2017). On the other hand, it can be considered affordable if it provides satisfaction for MMA sports fans, especially if the context is a product that is produced in limited quantities and is a unique collectible item.

### **Place-Accessibility: Venues in Various Cities in The World**

The UFC, based in Las Vegas, United States, has reached quite a number of MMA fans in its native country. From the 629 fights that have been organized by the UFC, 440 cities have become the venue for UFC fights in the United States. Then, in their mission to reach as many MMA sports fans as possible, UFC has expanded globally to various countries in the world. Various regions such as America, Europe, the Middle East and Asia are the target markets for UFC's global expansion. Therefore, these locations are considered strategic by the UFC both to promote its products and to connect with more and more MMA sports consumers from all over the world. If the place variable refers to the location where the company's products are displayed to consumers (Utami, 2017), then the UFC's expansion to several cities in several countries to hold various fight series can be considered as an effort to open the widest possible and easiest access for fans of MMA sports from all over the world without the need to travel to the UFC's hometown, the United States, because the purpose of the place variable is to make company products available as close as possible to consumers (Kotler & Keller, 2021).

The UFC's first expansion outside of the United States was in Canada, a country that shares a geographical border with the United States. The first UFC fight in Canada was held in 2010, then continued until 2011 and 2012. A total of 11 cities have hosted UFC fights, which are Montreal, Toronto, Vancouver, Calgary, Edmonton, Winnipeg, Halifax, Ottawa, Moncton, Quebec, and Saskatoon. After Canada, the UFC's global expansion to hold fights is growing in various countries and cities around the world. Still in the Americas, for example, UFC expanded to several cities in Brazil such as Rio de Janeiro, Sao Paulo, Brasilia, Fortaleza, Barueri, Belo Horizonte, Goiania, Jaragua do Sul, Belem, Curitiba, Natal, Porto Alegre, and Ubelandia. Then in Mexico, the cities that have hosted UFC fights are Mexico City and Monterrey. Argentina Uruguay, Chile, and Puerto Rico have also hosted UFC fights in the cities of Buenos Aires, Montevideo, Santiago, and Bayamon respectively.

Besides the American continent, UFC is also expanding to European countries. For example, there are many cities in the UK that have hosted the UFC fight series, starting from London, Manchester, Birmingham, Belfast, Glasgow, Liverpool, and Newcastle, and Nottingham. Cities such as Berlin, Hamburg,

Cologne, and Oberhausen in Germany are also not spared from the expansion of the UFC fight series in Europe. Then two cities each from Russia and Poland hosted the UFC fight series, which were Moscow and Saint Petersburg and Gdansk and Krakow. In addition, the UFC expansion in Europe includes one city each in Sweden (Stockholm), Ireland (Dublin), the Netherlands (Rotterdam), Croatia (Zagreb), the Czech Republic (Prague), Denmark (Copenhagen), and France (Paris).

The expansion of UFC continues to expand to the Asian continent and Australia. The UFC Asia fight series is held in Japan, China, South Korea, the Philippines, and Singapore. In Japan, Tokyo, Saitama, Yokohama, and Chiba are cities that hold UFC fight series. While in China, Shanghai, Beijing, Shenzhen, and Macau are the cities chosen by the UFC to hold its fight series. The rest of the UFC Asia fight series was held in two cities each in South Korea and Singapore, which are Busan, Seoul, Kallang, and Marina Bay. Meanwhile, all major cities in Australia host the UFC fight series, such as Sydney, Melbourne, Adelaide, Brisbane, Perth, and Gold Coast. The city of Auckland in New Zealand has also hosted UFC fights.

The latest expansion of UFC is expanding into the Middle East market, specifically in Abu Dhabi, United Arab Emirates (UAE). In fact, to expand into Abu Dhabi, the UFC is collaborating with the UAE Ministry of Culture and Tourism to build a fighting infrastructure called Fight Island. The expansion is based on the similar perspective between the UFC and the UAE Government that MMA sports have become a cultural phenomenon that captivates the sports world. Fight Island itself is a UFC fighting arena built on Yas Island, one of the most popular shopping, entertainment and recreation centers in the UAE. In fact, Fight Island has been the location of several prestigious UFC fights, such as the duel between Israel Adesanya (a fighter from New Zealand) and Paulo Costa (from Brazil) for the world championship at UFC 253 in the Middleweight division in 2020. In addition, Khabib Nurmagomedov's last fight to defend his world title at UFC 254 in the Lightweight division before finally retiring was also held at Fight Island against Justin Gaethje on 25 October 2020.



**Figure 3.** UFC Fight Island in Abu Dhabi

Finally, the expansion made by UFC can be interpreted as an effort to optimize the place variable in the 4P Marketing Mix by expanding the network and reach of UFC to MMA sports fans around the world. In addition, by holding fights in various big and famous cities around the world, it will make it easier for MMA sports fans around the world to access the UFC. For example, MMA sports fans who are in Qatar and want to watch UFC fights live do not need to travel far to the United States, there is a closer option, that is, the United Arab Emirates. The same thing with Indonesian people who want to watch UFC fights live, they only need to go to Singapore or the Philippines. Another thing, the UFC can maximize logistics and inventory management for the sustainability and smooth operation of UFC fights around the world.

### **Promotion-Awareness: Glorification of Fighter's Persona**

One of the most striking forms of promotion from the UFC is to continue to glorify the personas of its fighters. However, this is part of an effort to inform the existence of the product (Tjiptono, 2014) and also an effort to communicate product advantages in the Marketing Mix strategy (Kotler & Keller, 2016). Glorifying the personas of its fighters, the UFC wants MMA fans around the world to know the existence of humans with martial arts skills at the highest level and it is interesting to watch them compete against each other in the Octagon. A form of glorification that is usually used for UFC promotional materials is to allow fighters to put their stage name in the middle of their real name. This stage name will then be highlighted in various forms and media of UFC promotions.

For example, Kamaru Usman, a fighter from Nigeria, has the stage name "The Nigerian Nightmare." This stage name is amplified by the UFC globally so that MMA fans around the world know that the UFC has a fighter from Nigeria. Meanwhile, another positive from the promotional side is that at least Nigerians will be proud and will eventually watch UFC fights. The media in Nigeria will make UFC one of their news materials. It means that the UFC has successfully promoted in Nigeria and it is not impossible that this will have a domino effect in other African countries (Singleton & Green, 2021).

Another example is UFC fighter Jung Chan-sung whose stage name "The Korean Zombie" comes from South Korea. Similar to the previous case, "The Korean Zombie" became a promotional material for the UFC in several events. Furthermore, even when fighting, the name of Jung Chan-sung is rarely mentioned and is more often referred to as "The Korean Zombie." For the South Korean market, this promotional strategy certainly hit the mark, the same as it did for the Nigerian public before it. The South Korean media exposure can be easily gotten by the UFC. Public attention to "The Korean Zombie" and the UFC is increasing, therefore this is certainly a good starting point for the UFC to conduct sales promotions and direct sales (Deng, 2023).

After glorifying the names of its fighters, another form of UFC promotion globally is to open cooperation with various international media in various countries. The goal is clearly to publicize UFC from various perspectives which will lead to an increase in potential profits. For example, while in Indonesia to be able to watch UFC fights legally, you must subscribe to Mola TV. It means that the UFC is working with Mola TV to promote its fight events in Indonesia. Therefore, Indonesians who have been subscribed to Mola TV, for example, will automatically know information about the UFC, starting from the fights, the fighters, and all information related to the UFC broadcast by Mola TV.

## CONCLUSION

The success of UFC in controlling the market share of the global MMA sports industry cannot be separated from the application of four important elements of the 4P Marketing Mix strategy in a disciplined manner. They involve fighters from various national backgrounds, applying various prices, choosing strategic locations in several regions in the world, and targeted promotional methods. These things are not owned by UFC competitors, which are fellow global corporations engaged in the promotion of martial arts. The UFC as a non-state actor entity has contributed to the international constellation by helping to create culture and fulfill the needs and desires of the international community, especially MMA sports fans. On the other hand, the UFC's expertise in managing the international MMA sports market has made the US a destination for various fighters around the world to be active in the US. Therefore, the dominance of the US has expanded to non-traditional territories. The US can truly be considered as the main reference point for the sport of MMA. In fact, if you look further, US dominance is not only achieved by the UFC but also by various citizens from countries around the world and therefore this research leaves a gap regarding the ways in which US dominance is also built by non-US entities.

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