# ABSTRACT

MotoGP organizing provides an opportunity for Malaysia to use it as a means of introducing itself and show that Malaysia has culture and civilization that is not inferior to other countries, especially European countries and America who also organizes this prestigious event to the world. MotoGP an also be utilized to improve the Malaysian economy which will also support its oil and gas sector. The thing that attracts the author’s attention to research are: how are the role of Sepang International Circuit while utilizing the implementation of MotoGP in Malaysia? Then how the implementation of MotoGP to economic growth of foreign exchange in Sepang International Circuit? And how Malaysia’s efforts in building a positive image in the Sepang International Circuit as a country of foreign destination through the implementation of MotoGP?

The purpose of this study is to provide new insights on the study of the International Relations is so broad and provide information about the world of automotive sports in the international world. While the benefit or usefulness of this research is theoretically, this research is expected to be useful to add repertoire of development of International Relations, especially related to international cooperation in increasing foreaign exchange especially in the field of international sport. Further practical, this research is expected to be useful and useful for its readers, especially for the motor sport racing activists, the riders both from Indonesia and overseas riders.

The level of analysis used in conducting this research descriptive that explains a phenomenon by deeply identifying what happened, study that will explain and how the MotoGP in the Sepang International Circuit against increasing foreign tourist arrivals in Malaysia. Then the method used in this study is a method that allows to first describe in general how the implementation of MotoGP in Sepang International Circuit on the increase of foreign tourist visits in Malaysia, the draw the conclusions that are specific in analyzing the data.

The results of this study is the effectiveness of Malaysia’s efforts for the implementation of prestigious motor racing event with an international level that is MotoGP in order to boost prosperity in the form of an increase in their economy lead to significant health outcomes results, especially from the tourism sector in 2014 tourists visit about 27 million tourist and revenue about RM 27 billion in which in this case MotoGP motorcycle racing is one of the increasing factors and the increase obtained by Malaysia was obtained from foreign exchange, transactions and investment.

**Keywords: *Moto Grand Prix*, *Malaysia*, *International Cooperation*, *International Sport***