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Planning Event Management Buleleng Festival As Power Of Cultural Tourism In Buleleng District

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7 Abstract

The purpose of this research is to know the planning of event management and the implication of Buleleng festival event planning as Culture Tour in Buleleng Regency, so it will be easier to find solution that need to be done to attract the people and tourists to visit Bali especially Lovina as tourists destination area of Buleleng Regency. This research tries to offer descriptive approach using qualitative method. Qualitative descriptive method is a method used to examine the status of human groups, an object, a condition, a thought or a class of events in the present, to planning event management Buleleng festival in Buleleng District.

The results showed that the management of Buleleng festival event through several stages as follows: 1) Research, 2) Design, 3) Planning, and 4) Evaluations. The implications of the Buleleng Festival event such as: 1) the social field, able to increase tolerance between migrant communities and local communities, 2) the cultural field, some of the endangered local Kintamani cultures can be saved and brought back in the community, and 3) economic terms, this activity can increase the income of citizens who participate directly in sales activities. Buleleng Festival also can be a free promotion event for them.

Keywords: Event Management Planning, Event Festival

I. INTRODUCTION

The development of tourism sector in the field of event business in Bali Province generally experienced a very rapid development, along with the development of development in various sectors of the economy. One of the districts that have implemented the festival activities and has a natural attraction that is not less interesting is the Buleleng Regency. Buleleng Regency with its natural and cultural diversity, is an asset that can be used as an attraction for tourists. The attractiveness if managed properly will have the potential to increase tourist visits, so that a positive impact is the increase in local revenue.

To increase tourist visit to Buleleng Regency, Buleleng District Government held event one of them Buleleng Festival. Buleleng Festival is a representation or re-emergence of local culture that is expected to generate the identity of Buleleng Regency. Local cultures that are represented include traditional culinary, dance performances and traditional textiles. A variety of attractions ranging from cultural and sports and other interesting attractions are ready to enliven Buleleng festival. Everything is done in an effort to promote Buleleng as an icon of special interest destinations as well as a major attraction for natural, cultural and historical tourism destinations. Organizing this festival also encourage the increase of tourists to Buleleng Regency. People hope how this festival can go on up to perfection. In line with the mission to improve local welfare, the Buleleng festival is believed to contribute significantly to the local economy. Both local and



foreign tourists, two or two must have a big contribution in supporting the welfare of the people of Buleleng Regency.

Buleleng festival is a cultural event that presents a combination of art, culture, education and social environment that will lead Buleleng to Buleleng's conservation, creativity, innovation, promotion and branding. In addition, this event is expected to bring Buleleng's positive branding and a positive climate of art and culture in Buleleng. The event of Buleleng festival which is already an annual event, in practice always open the discussion room, polemic, and the development of ideas in each year. The data searches by researchers show that discussions and debates about Buleleng festivals often focus on planning management issues. Some parties assess the event management planning of the implementation of Buleleng Festival worked less innovative. These conditions ultimately have implications on the implementation of Buleleng festival which gives the impression of monotonous, stagnant, and less interesting. This hasty preparation makes Buleleng festival material from every year as if nothing has changed. In fact, ultimately impressed copy paste from the previous year.

Referring to the problem that the implementation of Buleleng festival experience obstacle in event management event. Related to the importance of event management planning in the event organizing, that an event can be said to give an image or a certain identity to a city if planned with a mature and professional management so it has a clear purpose, unique, interesting to visit. The purpose of this research is to know the planning of event management and the implication of Buleleng festival as Cultural Attraction in Buleleng Regency.

II. RESEARCH METHODS

Research planning event Buleleng festival is a qualitative research that describes a phenomenon, then associate with other phenomena through interpretation to be described in a quality that is close to reality. Research conducted in Buleleng regency, about 105 km from Denpasar City or with distance about 2.5 hours. Determination of informants in this study, used Snowball Sampling. Snowball Sampling method is the technique of determining the initial sample of small amount, then enlarged (Sugiyono, 2009: 85). In the sample determination, first one or two people are selected, but because these two people are not yet complete with the data provided, the researcher seeks out others who are considered more knowledgeable and can complete the data provided by the previous person.

III. RESULTS AND DISCUSSION

Event Planning Buleleng Festival as a Cultural Tourism Attraction in Buleleng Regency

Event Planning

Event as a media or communication activities of course also require a plan that will lead to the achievement of goals. In planning the implementation of event Buleleng festival, there are several stages for the event implemented effectively and efficiently. The stages are as follows:

1. Research

Research is done to determine the needs, wants, and expectations of the target market. Through in-depth research, organizers can see emerging trends, develop new service delivery systems, and solve small problems before they become a major problem. There are three research



methods, namely quantitative, qualitative and mixed. The beauty of the panorama of Buleleng Regency, Bali, as if reborn in the awareness of Bali's tourism world. During this time, the northern part of Bali is almost forgotten in the middle of the tourist movement of southern Bali that never deserted from tourist visits. For a more balanced distribution of tourist and brightening tourism in Buleleng District, Buleleng District Government together with Culture Office of Buleleng Regency initiated Buleleng festival in the beginning of 2013. Buleleng festival was held based on the idea of preserving, documenting and promoting local culture in Buleleng Regency. Buleleng Festival which is now an annual festival in Buleleng, is expected to be a special attraction of foreign tourists and domestic tourists.

The vision and mission of this Buleleng festival event is held, where the festivals that bring artistic performances, exhibitions, carnivals, entertainment, culinary and expo carries the vision of "Raising Buleleng Pride as Heritage City of Cultural Nation" which is revealed on the mission carried: 1) explore the local wisdom roots of Buleleng, 2) preserve the local culture of Buleleng, 3) present the typical character of Buleleng culture, 4) explore a rooted and characterized cultural content, 5) foster local potential both traditional and content culture and 6) generate art potential young generation. While the expected impact of the implementation of Buleleng Festival is: 1) the spread of positive image / branding about Buleleng, 2), the implementation of active art and cultural activities in Buleleng, 3) the creation of a positive climate, innovative, communicative and intelligent and 4) the creation of mutual awareness to love Buleleng

2. Design

This phase is a continuation of the research process undertaken. Generally, this process begins with brainstorming on the theme and concept of the event, how decoration and artistic, entertainment presented, communication strategy to be used, and so on. In this event Buleleng festival is also conducted feasibility study event to filter creative ideas that arise by inviting various parties, both from stakeholders, government / related agencies and communities in Buleleng Regency. The feasibility study of the event concerns financial capability, human resources, and political conditions. The organizing of the festival Buleleng event is determined by several categories of festival classification: a) the readiness of tourist objects and attractions, b) the allocation of time for preparation, c) festival budget allocation, and d) the strength of the object image and the tourist attraction. Based on this, the first implementation of Buleleng festival in Buleleng Regency is categorized as Main Tourism Event or Supporting Tourism Event.

3. Planning

Planning is done after the situation analysis and simultaneously with the design stage. This stage of the event organizer starts to do some things, including budgeting time used to perform the action, consideration of venue, determine the team work, determine the performers, how to prepare support services, how to produce, how to find sponsors, and so forth. Organizing event Buleleng festival, which has been implemented from the year 2013-2016, the Government of Buleleng District together with the Office of Culture of Buleleng District to make the program plan activities such as:

Core Program

a. Culinary Hotel Competition

Dozens of hotels that are members of the Hotel and Restaurant Association of Indonesia Buleleng, Sunday, August 25, 2013 following the Culinary Contest of a series of Buleleng Festival,



on the Buleleng Regent's Home Page. The competition starts at 09.00 am. A total of 15 hotels took part in the culinary competition. Each hotel is required to make 25 servings of food within three hours. The food was then distributed to all orphaned children who were invited and distributed to visitors of Buleleng festival. Uniquely, not only the hotels that took part in the race.

b. **The Lawar Kuwir Cooking Competition**

Cuisine lawar kuwir or entog is a typical Balinese cuisine that is now very popular. To hone the ability to make a lawar kuwir, held loma cook lawar kuwir series of activities Buleleng Festival Tuesday 4 August 2015 morning with the participants from nine districts in Buleleng. Hand agility swinging machete and knife to make concoction of spice lawar kuwir bersahutan at House of Position Regent of Buleleng where digelarnya Ngelawar and Mebat Competition. Participants pitted against each other the ability to make delicious spices for kuwir or entogmeat.

Support Program

In supporting program activities to support the implementation of event Buleleng festival, held music activities. The Nidji music group, performing on the main stage of the Buleleng Festival, on the first night of Tuesday, August 4, 2015. The bands who performed the modern rock show performed at Buleleng Festival, a series of their tour activities in several locations in Indonesia, including Bali.

Community Program

- a. This activity involves the local community by holding a Parade Gong Kebyar Dewasa and Children, Gong Kebyar Wanita and Angklung and Gong Kebyar representatives from each village in Buleleng Regency. Place of operation in Monument Lion of the King of Ambara. Regarding the hygiene and scramble competition contest followed by the local community.
- b. Art and Culture Festival (traditional dance and music, handicraft, etc.) In this art and cultural festival, besides performing various Balinese music and dance performances, especially Balinese music and dance from Buleleng District, it also features local crafts and specialties. For two days, visitors and the public are pampered with a variety of typical dishes that may not be found elsewhere. Not only the staging of mass Legong Button dance performed in front of the main stage as opening dance, but also Joged dance and artistry of Ngoncang displayed in the opening of Buleleng festival 2016.

4. Organization / Coordination Event

This phase is related to how communication with internal committees, stakeholders, vendors and sponsors. Included in this meeting and coordination and communication on site management. To succeed the implementation of Buleleng Festival 2017, the event committee held an initial meeting which was attended by all Organization of Regional Devices and related parties including Polres and Kodim in Buleleng District Culture Office. The meeting discussed integrated post activities such as security, order and flow of closed currents / diversion of traffic flows, and strategies that will be implemented so that Buleleng festival activity can run well and safely. The implementation of Buleleng festival event can not be separated from some support from the involvement of the related actors, among others: 1) Central Government Agency, 2) Local Government Agency of Buleleng Regency, 3) Community.



4. Evaluation

Evaluation can be done in every phase or done thoroughly. Evaluation activities can be done by using a survey of satisfaction and make a list of how many participants and visitors. Another evaluation method is through monitoring by assigning others to observe the event or by telephone or mail survey method. Buleleng Festival 2013-2016 carried out seriously so as to attract as many tourists as possible. All elements of society have been prepared to welcome and receive the visitors. Various cultural titles are also ready to be implemented after this event as a continuation of commitment to revive as an attractive tourist destination. Buleleng Festival as a foothold of the revival of Bali's northern tourist world is counted successfully. All events went well and exceeded their original expectations. The high participation shown by the tourists in every activity proves that success. On the last day, participants of the festival's top events from various countries have come to fulfill their promise to follow this spectacular activity. The tourism promotion division of Buleleng, said the hope to make Buleleng as an alternative tourism in Bali is not something impossible because the potential of this area is extraordinary, both natural and cultural tourism and the readiness of the community. With the approach of promotion of culture and nature at once, has proven its success.

Implication Event Buleleng Festival

Event activities can be said of tourism activities because the event visitors make a journey that leaves their place of origin by spending money and time and carried out with fun. A tourist destination where events organized by tourists can be viewed as a temporary consumer. They come to the area for a period of time, using their resources and facilities, and usually spend money on various purposes, it is undeniable that it will have an impact on the economic life of the destination. The resulting economic impacts, directly or indirectly, can be both positive and negative. The activities of Buleleng Festival have several implications that will be described as follows:

1) Social Implications

Buleleng Festival activities have an impact on people's social life. Of the several local cultures that are represented, in terms of culinary, art performances and traditional cloth together to implicate the social life of the community. The highly multiethnic community of Buleleng District requires a very high level of tolerance in the life of the community. The migrants contributed enormously to the increase in the population in Buleleng District. Competition is very high work. Not all of the immigrants have a high education and even tend to most of them rely on their skill and fate in the District of Buleleng. Merchants from other ethnic groups call it Javanese ethnic who succeed in culinary business with shop of his tent with various kind of fresh vegetables and entrants from Sumatera with its Padang cuisine even go international. Although the existence of ethnicity mentioned in Buleleng District history where the tolerance of Buleleng residents have been seen since ancient times, but newcomers continue to appear. With the holding of this Buleleng Festival, socially will increase the level of tolerance of local people to outsiders who come. Any outsider who wandered into Buleleng regency became more familiar with the culture of Buleleng Regency. In the implementation of Buleleng Festival, it is very unfortunate that the local culture of non-Balinese ethnic groups is not shown. One thing that needs to be underlined is that Buleleng Regency is a multi-cultural community. The non-Balinese are not newcomers. They are part of the history of

Buleleng District. Thus, their culture is also appropriate to represent Buleleng Regency as a multicultural city.

2) Cultural Implications

Buleleng Festival activities that have been made an annual routine by the Department of Culture of Buleleng District has provided tremendous implications for the culture of Buleleng Regency. In Buleleng Festival activities, dance art that is staged, traditional culinary presented and traditional weaving are exhibited is a representation of local culture owned by the people of Buleleng Regency. The traditional nuances are resurrected. This is called cultural revitalization. In other words, Buleleng residents need to be made aware of the culture and this means that they should actively contemplate and plan the direction that culture will take. Cultural heritage needs to be respected. It should also be done is how cultural heritage can be preserved but at the same time beneficial for the life of society because in this day and age, recognized or not the community needs money to meet all its needs.

3) Economic Implications

It can be said that the activities of Buleleng Festival has more implications for the economic field. The economy of Buleleng Regency is currently being pushed by the globalization system and the economic reform system where competition is getting tighter and poverty increases along with the increase of population growth. Therefore, the local wisdom that we have to be maximized and combined with technology and modern knowledge at this time so that add value selling. This is what is meant by the creative economy in which the creative economy is a process of increasing the added value resulting from the exploitation of intellectual property in the form of creativity, expertise and individual talent into commercialized products. Through Buleleng Festival 2013-2017, traders can increase their income. Similarly, the exhibition of agricultural products conducted which ultimately aims to improve the economic level of the community, especially the pengerajian and traders of traditional woven cloth. The Buleleng Festival is a free promotion event for participants who participated. Society is not charged in following this event. This is the right moment to show your potential. Buleleng Festival activities can encourage the growth of other sectors in terms of economic improvement. This is in accordance with the direction of the Ministry of Tourism where a festival event is also capable of driving the growth of other sectors of development. In Buleleng Festival event which is a grand event in Buleleng District involving various parties, of course, very impact on other sectors, call it from parking income, street vendors outside the stand area, event organizer involvement, rental of stage property, rental of costume and stylist makeup for dancers, and so forth. Buleleng Festival is a catalyst that is something that can accelerate an event in this case accelerate the growth of other sectors in completing the event or event Buleleng Festival itself.

CLOSURE

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Based on the results of research that has been done, can be concluded as follows:

- a. Planning Buleleng Festival event begins with the formation of organizing by the appointment of Chief Executor and the formation of Organizing Committee of Buleleng Festival organized by the Cultural Office of Buleleng Regency assisted by Steering Committee.



b. Organizing Committee that is formed, then who is responsible in terms of planning event

Buleleng Festival. Adapun stages in planning event Buleleng Festival as follows:

1) Research

Research done generally only by analyzing secondary data and reports of the previous Buleleng Festival event. The committee did not conduct research by distributing questionnaires or focus group discussions.

2) Design

This stage is the stage of formulation of theme and concept of event. This process takes quite a long time because of the selection of ideas and the concept of the event.

3) Planning

This stage the committee starts to formulate strategies that are then ready to be implemented. The committee completes the human resources needed for the implementation of Buleleng Festival. Emphasis is placed on the flow of processes, coordination of participants and short-term problem solving. The committee began to implement the strategies that have been prepared, conducting audiences, communication to the public, rehearsal, and pre-event activities. In the implementation of Buleleng Festival in 2013 - 2017, this activity starts from one and a half months before the deadline of implementation.

4) Evaluations

Evaluation by the method of review thoroughly. However, per session evaluation is also performed on on-site management. A benchmark for assessing the successful implementation of Buleleng Festival by using quantitative indicators, such as the number of spectators, the number of art market participants, and transactions in which the results of the quantitative evaluation and announced at the close of the event.

c. The implications of the Buleleng Festival event have several implications, among others:

- 1) In the social field, Buleleng Festival can increase tolerance between migrant communities and local communities.
- 2) In the field of culture, some local cultures of Buleleng Regency that are almost extinct can be saved and brought back in the midst of society.
- 3) From an economic point of view, this activity can increase the income of citizens who participate directly in sales activities. Buleleng Festival as well as a free promotion event for them.

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