

THE IMPACT OF BANYUWANGI FESTIVAL TOWARDS TOURIST ENHANCEMENT TO BANYUWANGI CITY

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ABSTRACT

Indonesia's potential in developing the tourism industry is very promising, especially in Banyuwangi. The main purpose in this research is to analyze potential Banyuwangi through BFEST (Banyuwangi Festival) that can effectively attract tourists to visit Banyuwangi as the main purpose of their first destination on vacation also make them back again after. The result showed that BFEST could significantly give impact to the visitor's decision making in choosing these potential tourism object including Red Island, Bangsring Underwater, and Ijen Crater as their destination. The conclusion is BFEST can give a good effect on SME in developing its business, so the potential of making the economic means will be wide open if managed properly supported with adequate advice. This can be used as land for absorbing employment and development of the quality of goods in the country, so in addition to the needs of souvenirs by tourists can be developed as the original export goods Banyuwangi.

Keywords: *BFEST, Banyuwangi, Tourism, SME, Red Island, Bangsring Underwater, Ijen Crater.*

1. BACKGROUND

Indonesia is one of the largest archipelago countries in the world with five large islands owned and small islands scattered from Sabang to Merauke. Differences in geographical conditions and typology of society make Indonesia has many cultures, customs, traditions that summarized into a diverse ethnic group. Indonesia's diversity is not only attractive to local tourists, but also a strong attraction for foreign tourists. The development of tourism in Indonesia cannot be separated from the globalization and development of tourism in the world. The existence of social and economic changes in the world community also influence tourism activities that used to be done by only a few people with average financial ability.

The development of tourism in Indonesia can be seen from the increasing number of tourist destinations that arise. This can not be separated from the enactment of Law No.22 of 1999 on Regional Government which gives freedom and authority to the region to manage

and utilize the resources possessed to the maximum to generate income for the region and introduce the potential owned by the region. The existence of the Regional Autonomy system makes some regions in Indonesia are now beginning to optimize the potential of tourism and one of them is Banyuwangi.

Banyuwangi District has a diverse landscape, ranging from the highlands of the mountains, lowlands, and coastline stretching along 175.8 km. The diversity has made Banyuwangi rich in tourism potential. Banyuwangi regency government began to aggressively market the existing tourism potential by promoting tourism. Promotion is one of the stages in marketing where this stage has an important role in efforts to increase tourist visits. Effective promotional activities are essential to the development of tourism in an area. Government policy, service staff, tourist satisfaction are the three most important factors that influence the effectiveness of tourism promotion (Vinh). One of the promotions is to create a tagline "Sunrise of Java", "Diamond Triangle", and Organizing Banyuwangi Festival.

The enforcement of Banyuwangi Festival (BFEST) has become one of the effective strategies of the Government of Banyuwangi Regency to promote all of its potentials to the broad audiences. This process is able to push the "competitiveness" of the local economy and regional branding as one of the national preferable destinations. In other words, BFEST is able to create change and innovation for people, governments and businesses to collaborate on creating high-quality events.



The implementation of BFEST has a big role in encouraging the multiplier effect on the local economy. The reason is that local businesses supporting (trade, food, beverage, transportation, and SME) have increased revenue with the presence of the event. On the other hand, small and medium micro enterprises (MSMEs) began to grow along with the increasing demand for batik, handicrafts and typical traditional food of Banyuwangi.

Another thing that requires to be appreciated by the existence of BFEST is the increasing of social capital and the growth of creativity in local art. In other words, this is the stage that is expected in an event that is the development of the creative economy arises from the arts and strong local wisdom. The development of the creative economy can push the mindset of local people to appreciate a more harmonious art, nature, and interaction. Hence, this is the power that will drive the sustainability of an event so that it will be able to encourage stronger social and economic development in the long term.

Regarding those elaborations, the writer chooses this topic as a research because Banyuwangi has numerous excellent potentials, the area is not popular yet, specifically considered as an unspoiled asset. The visitor will only spend low cost in relishing those wonderful nature. Nevertheless, the total of the visitor within the last five years did not increase significantly. Therefore, Banyuwangi has not gotten recognition as the city of tourism. In fact, the location is in close proximity to Bali island - the government will be completely easier to promote the tourism object to the visitor. Bigger endeavors of evolving tourism sector, however, will lead to a greater domestic income and encourage to become one of the renowned tourist destinations in the near future. The presence of BFEST might provide such a huge help in doing so. The writer expects the visitor will eternally choose Banyuwangi as a memorable destination to be visited instead of another tourism objects choices whenever they have a leisure time.

2. LITERATURE REVIEW

Tourism Theory

Tourism is known a world with the term tourism, which when translated into Indonesian greeting to "Tourism". According to Mc. Intosh (1990), tourism is a combination of symptoms or relationships that arise from the interaction of tourists, business, government and host communities in the process of attracting and serving tourists and other supporters. Tourism can also be interpreted as a trip that is done many times or circling, from one place to another (Yoeti, 1983). The tourism trip is not a revolutionary movement, as the definition stated by Gunn (1988). Tourism is an entire travel tour that covers a large area but is not included in the shuttle movement. As a concept, tourism can be viewed from different facets. Tourism can be seen as an activity to travel from home with the intention of not doing business or relaxing. Tourism can also be seen as a business related to the provision of goods or services to tourists and involves any expenditure by or for tourists/visitors on their way (Kusmayadi and Endar.2000)

The definition of tourism in terms of economics is as expressed by Hunziker and Kraff in Spillane (1987), which provides restrictions on the notion of tourism, that is, the whole of the relationships and symptoms caused by travel and alienation of foreigners and the provision place of residence, provided that the residence does not remain permanent and does not derive any income from such temporary activity. The same restriction of tourism is given by Herman V. Schulalard in Yoeti (1983), which is a number of activities, especially in relation to the economy directly related to the inclusion of the presence of foreigners and the movement of foreigners in and out of a city, region, or country.

Management Concept

According to the meaning of language, the management means management and leadership, Management also means leadership towards a group to achieve goals.¹ While in the term, the management means science or art governs the utilization of human and other resources effectively and efficiently to achieve certain goals. ¹ Management also defines the process of planning, organizing, directing, and monitoring the efforts of members of the organization and the use of other organizational resources in order to achieve established organizational goals. Management also means the effort to achieve the desired goals by building an environment conducive to the work done by two or more people in an organized group.³ Thus management actions appear to be seen in all efforts of administrators (managers) in managing individuals who are involved in an organization, enabling them to contribute their energy and mind optimally for the sake of achieving common goals.

Marketing Concept

Marketing is a social and managerial process in which individuals and groups get what they need and want by creating, offering, and exchanging valuable products with others. "Marketing is a process of perceiving, understanding, stimulating and meeting market needs, specifically selected goals by channeling the resources of an organization to meet those needs. Thus marketing is the process of aligning the resources of an organization to the needs of the market. Marketing focuses on the dynamic interrelationships between the company's products and services, the wants, and the needs of consumers and the activities of competitors.

Festival and Branding: Place Branding Theory: a conceptual theory

Banyuwangi proved successful in developing tourism strategy and event organizing (festival) to improve image or branding area. Banyuwangi was formerly known as the city of

witchcraft and the negative attributes inherent in it, in a relatively short time can become one of the favorite tourist destinations both from within the country and internationally.

A brand is more than a name or symbol representing a product. The term brand refers to the entire image (images) created by names or symbols in the minds of consumers, including functional and symbolic elements of the product. The brand includes the physical characteristics, benefits, names, symbols, and reputation felt by consumers (de Chernatony & McDonald, 1996; Keller, 1998).

Brand a product as described above is certainly different from the understanding of place branding, or branding of a location, place or destination. Because this is related to how we place the positioning of the destination. Therefore, in developing a place branding should be identified by the parties associated with the destination and how their shared vision towards the development of the destination.

BFEST

Banyuwangi, the district dubbed the Sunrise of Java holds an incredible share of potential. The diversity of culture and abundant natural resources have made Banyuwangi one of the tourism destinations that are quite calculated. The amount of potential owned by Banyuwangi Regency certainly not left alone. The government and the community work together to manage and continue to innovate as an effort to develop and optimize the potential of Banyuwangi, through the promotion of tourism titled BFest (Banyuwangi Festival).

BFest development becomes an integral part of the effort to introduce nature tourism that carries the concept of ecotourism and local cultural wisdom. Banyuwangi Festival, or abbreviated BFest, became one of Banyuwangi regency strategy to extend the cycle of destination (destination life cycle). With the holding of BFest, tourists can be interested in visiting natural destinations or other cultural attractions in Banyuwangi. In other words, BFest becomes a gate to compare tourist destinations and cultural riches in Banyuwangi.

Small Medium Enterprise

MSMEs are defined in different ways depending on the country and other aspects. Therefore, a special review is necessary to these definitions in order to obtain an appropriate understanding about SMEs, namely adhering to quantitative measures in accordance with progress economy.

In Indonesia, there are different definitions of MSMEs based on the agency's interest in defining, the definition including:

- a. Department of Cooperatives and Small and Medium Enterprises (Law No. 9 of 1995), which is meant by Small Business (UK), including Micro Business (UMI) is a business entity that has the most net worth many Rp 200,000,000, - excluding land and building of business premises, and has annual sales of at most Rp 1,000,000,000, -. Meanwhile, Medium Enterprises (UM) is a citizen-owned business entity an Indonesian country with a net worth of Rp 200,000,000 s.d. Rp10.000.000.000, - excluding land and building.
- b. National Bureau of Statistics (BPS)
BPS provides the definition of SMEs based on labor quantity. Business small is a business entity that has a workforce of 5 s.d. 19 people, while medium-sized businesses are business entities that have labor 20 s.d. 99 people.
- c. Bank Indonesia (BI)
UMKM is a company or industry with characteristics such as:
 1. Capital is less than Rp. 20 million.
 2. For one round of his business requires only Rp 5 million.
 3. Have maximum assets of Rp 600 million outside land and buildings.
 4. Annual turnover Rp 1 billion.
- d. Presidential Decree No. 16/1994:
SMEs are companies with a maximum net worth of Rp. 400 million.
- e. Ministry of Industry and Trade defines can be said UMKM if it has the following criteria:
 1. The Company has a maximum asset of Rp 600 million off the ground and building
 2. The company has working capital below Rp 25 million
- f. Finance Department:
UMKM is a company that has a maximum turnover of Rp 600 million per years and or maximum assets of Rp 600 million outside land and buildings.
- g. According to Law Number 20 Year 2008 regarding Micro, Small Business and Medium (UMKM): Understanding SMEs
 1. Micro Enterprises are productive enterprises owned by individuals or bodies individual businesses that meet the Micro Business criteria as regulated in the Act.
 2. Small Business is a stand-alone productive economic enterprise, which is done by individuals or business entities that are not subsidiaries or non-owned subsidiaries owned, controlled, or be part of, directly or indirectly, of the business medium or large businesses that meet the criteria of Small Business as referred to in this Act.
 3. Medium Enterprise is a stand-alone productive economic enterprise, conducted by an individual or a non-business entity is a subsidiary or branch of a company owned, controlled, or become part of either directly or indirectly with a small business or a

large business with a net worth or amount annual sales proceeds as provided in this Law.

3. RESEARCH AND METHODS

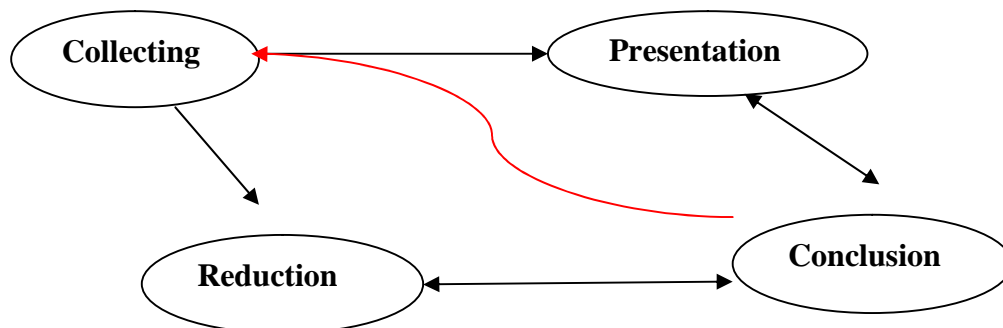
The research used the qualitative descriptive method as non probability data. The activity of qualitative data analysis conducted interactively and lasted continuously until complete, so the data is saturated. In this term author using 309 samples among 2000 correspondence during the research due to making research conducted will find accurate answers and get facts in the field that can be processed back into the latest information in providing advice and messages for the government in reviewing the local regulations in the aspect of tourism, economic actors in the area related to the sustainability of economic activities, and the tourists who want to come. Author get the samples trough valid group of backpackers and couch surfing community

Data Collection Technique

In general, this study uses primary data obtained by conducting interviews, observations, and FGD (Focus Group Discussion).

Data Analysis Technique

Data analysis technique used is qualitative descriptive analysis. This analysis technique includes three steps, namely data reduction (data reduction) that summarizes, chooses the main things, focus on the things that are important, sought the theme and pattern. Data display (data presentation) is data assembled into sentences are arranged in a systematic and logical. Conclusion drawing/verification (repeatability or verification) is the repetition and retrieval of data back with the aim to consolidate the conclusion gained



4. RESULT AND DISCUSSION

Banyuwangi Regency is one of the areas that succeeded in focusing its regional economic growth on the tourism sector. The potential of the diversity of natural and cultural resources owned by Banyuwangi regency provides big enough opportunities to be made as a potential tourist area, as well as a special attraction to attract tourists come to visit Banyuwangi regency, both domestic and foreign tourists. In developing a region into a tourist attraction of interest is not easy, in need synergicity between various parties such as government, SKPD, and local communities become key success itself during the process of development of the area.

In general, this study used analysis obtained from survey results to 309 respondents from three selected tourism sites, among others: Ijen Crater, Underwater Bangsring, and Red Island. General description of respondents in the analysis, including information: gender, age, and origin of respondents. Furthermore, in the survey information is collected on the potential capacity and capacity that includes: (a) the availability and feasibility of the dining area, (b) the bathroom, (c) the presence of accommodation or accommodation, (d) the place of sale of the souvenir (f) Parking, (g) Gazebo / Shelter, (h) Cleanliness and availability of Trash Can, (i) Presence of pedestrians, and (j) Health, (k) road accessibility, (e) accessibility of roads, (l) public transport, (m) information centers, (n) security, (o) signposts and (p) signs of information (signage). And information related to the existing capacity data on the three attractions.

Based on the discussion on the analysis of potential capacity on ecotourism object of Banyuwangi Regency which has been discussed above. Potential capacity that exists on the three attractions are the Merah Island, Bangsring Underwater, and Kawah Ijen generally already have good tourism support power.

The potential capacity of the tourist studied is the eating place, accessibility of the highway, pedestrian, security, water availability, accommodation (lodging), guide, availability of parking lot, place of worship, garbage, public transportation, gazebo, health facilities, and souvenirs. Meanwhile, the existing capacity of the tourist attraction sees the suitability of existing land on the object of tourism to visitors who come. Where in general the existing capacity is adequate for tourists who come for a vacation.

However, if viewed per object of potential capacity as well as existing capacity has a diverse assessment. On the red island tourist attraction if viewed capacity is still adequate for tourists who enjoy the beauty of the beach attractions. This is when viewed from the widest shoreline that is available is 3 km with visitors who fluctuate each month. Meanwhile, when viewed from the potential capacity available only parking lot and security that goes into

the good category of assessment of the majority of respondents who assess. While other aspects of potential capacity still enter into the normal category which in this case explains still in need of deep repair. In order to red island, attractions can compete with other tourist attractions in "grabbing" tourists to visit.

One of the tourism potential capacity that still needs improvement is about accessibility to the highway to the tourist attraction. Where the accessibility of the highway to the tourist attraction is still needed in need of road infrastructure improvement as well as alternative new roads to get to the tourist attraction. Given the attractions of the red island adjacent to the factory being built. So that the level of road damage and congestion will be vulnerable. It will certainly interfere and can reduce the level of customer satisfaction during a visit to the red island. So overall on the red island tourist attraction is still in need of improvements in the potential capacity of existing tourism in meeting the needs of tourists while on vacation.

In term of the tourist object Bangsring underwater, when viewed the capacity of the data of existing tourist visitors to the available land area already entered is not feasible in the category. This is because the number of visitors who come with tourist attractions snorkeling area of available land is not comparable. Therefore, it is necessary providing restrictions on tourist visitors during the holidays in order to provide maximum service to tourists who come in order to enjoy the natural beauty that is on Bangsring Beach.

However, if you look at the potential capacity of the tour under study there are some that still need to be improved such as accommodation, toilets, parking lots, health facilities, shopping places, prayer room, shelter, and public transport that enter into the normal category of assessment of the majority of respondents who assess. It should be noted in order to provide the maximum level of satisfaction to visitors who come. While there are aspects of other tourism support power the majority of respondents have assessed in the good category. One that must be improved is the provision of accessibility to public transport. Where it is important to do so access to the tourist attraction can be more easily reached by the general public other. So the easier the accessibility to the tourist attraction is the higher the interest of tourists who want to visit the tourist attraction concerned. So the greater the possibility of a tourist attraction can grow.

While at the attraction Kawah Ijen, the existing capacity with the number of visitors who come to visit is still adequate and in accordance with the available land capacity. So it is still feasible for tourists to vacation enjoy the beauty of nature. However, it is not accompanied by the tourism potential capacity in meeting the needs of tourists. Where the potential capacity of tourism into the category both only on aspects of pedestanny, parking, and accessibility of the highway according to the assessment of the majority of respondents who

assess. While on the aspect of the potential capacity of other tours into the normal category. This explains that still needed improvement and procurement of various aspects to meet the needs of tourists to provide comfort and satisfaction while on vacation.

5. CONCLUSION AND SUGGESTION

Based on the discussion that has been said that BFEST can effectively attract tourists to visit banyuwangi again in decision making if supported by the potential of existing tourism capacity on ecotourism objects such as Red Island, Bangsring Underwater, and Ijen Crater. Conclusions can be taken as follows:

1. The three attractions studied are Red Island, Bangsring underwater, and Ijen Crater generally already have good tourism support power
2. There is a huge positive signal that tourist will come back again in spending their holiday in Banyuwangi
3. In general, the supporting facilities of the three tourist attractions are still inadequate
4. On the red island tourist attraction if viewed capacity is still adequate for tourists who enjoy the beauty of the beach attractions
5. On the tourist object Bangsring underwater if viewed the capacity of the data of existing tourist visitors to the available land area already entered in the category is not feasible.
6. On the object of Crater Ijen existing capacity with the number of visitors who come to visit is still adequate and in accordance with the available land capacity
7. There are some that still need to be fixed such as accommodation, toilets, parking lots, health facilities, shopping venues, prayer rooms, shelters, and public transportation that fall into the normal category of assessments of the majority of respondents assessing.
8. Availability of existing toilets on tourist objects with the number of visitors who come not comparable
9. The existence of trash cans along the trekking path to the crater of ijen is also seen still very minimal and even tend not to exist.
10. The last one is how BFEST can develop on SME to support economic growth in Banyuwangi.

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