

Promotion strategy of Dieng Culture Festival (DCF) as sustainable tourism based on local community

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Abstract. The Dieng Culture Festival (DCF) is an innovation of sustainable tourism development, which refers to the character development of local community-based tourism products. The DCF combines the concept of cultural and natural tourism. It shows visitors that Dieng has a variety of natural and cultural tourism objects with a sustainable tourism concept. This study aims to analyze the promotional strategies carried out by the DCF as sustainable tourism based on local communities. This research employed a descriptive qualitative approach by conducting in-depth interviews on 2020 with 10 interviewees included tourism awareness group (Pokdarwis) Dieng Pandawa administrators and the local community involved in the DCF. The results revealed that (1) the promotion strategy was implemented using online media (Facebook and Instagram), (2) publicity through television channels has collaborated with the DCF organizer and (CNN) Pesona Indonesia to publish activities during the DCF to the broader community, (3) the DCF organizer also created an official website containing a series of events, ticket sales, and information on Dieng Plateau tourism objects.

1 Introduction

Culture is a priceless historical heritage, both tangible and intangible cultural heritage. In the context of tourism, culture is a crucial asset that must be maintained and preserved. In some tourist areas in Indonesia, such as Bali and Yogyakarta, culture becomes an icon and asset maintained as a tourist attraction.

In fact, in many places, the tourism sector has become a source of income for the community and can contribute to regional income. Tourism is an essential part of encouraging the progress of a region. Regarding tourism, Dieng is an area blessed with a natural panorama with a million charms and rich cultural heritage. Culture for tourism deals with attraction and cultural heritage as a value order to maintain wisdom in customs that the

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surrounding community firmly holds [1]. Thus, tourism can also be useful as a learning space (education) and a place of spiritual enrichment (religion) for the surrounding community and visitors.

As the center of past civilizations, the ancestors of the Dieng people left a cultural heritage along with the order of values built as *paugeran* (rules) for the life order for Hindus at that time. Several ancient relics of temple buildings estimated to have been built in the seventh century during the Sanjaya Dynasty have proven the existence of a civilization built at an altitude of 2,200 meters above sea level.

As one of the efforts to develop Dieng tourism, a tourism awareness group (Pokdarwis) named Pandawa held the Dieng Culture Festival (DCF). The DCF aims to introduce Dieng's tourism potential, be a place for learning for many people, and bring together community-based creative industry players from all over Indonesia, including various rural small business economic actors invited to promote Small and Medium Enterprises (SME) products. This study aims to analyze the promotional strategies carried out by the DCF as sustainable tourism based on local communities.

The DCF is an innovation from sustainable tourism development that refers to the character development of local community-based tourism products. It combines culture and nature tourism concepts by featuring traditional arts, wayang kulit, cultural carnival, and cultural arts. The community becomes part of tourism actors (community involvement) in developing tourism. In such a position, the DCF plays an essential role in marketing sustainable tourism.

Sustainable tourism is a renewal concept in tourism that focuses on the balance of environmental, economic, and social aspects. The balance of these three aspects aims to ensure sustainable tourism so that it can be enjoyed continuously by present and future generations [2]. The linkage between environmental, economic, and social aspects, in this case, is united in the principles of sustainable tourism, which consists of 1) maintain the environment's qualities; 2) provide benefits to local communities and tourists; 3) maintain the linkage of tourism and the environment; 4) maintain the harmony of local communities and the environment; 5) create dynamic conditions and adjust it to the carrying capacity; 6) All stakeholders must have joint missions and good cooperation [3].

Direct involvement of local communities in managing tourism in their area is an important part of sustainable tourism. Through sustainable tourism, local communities can preserve the environment in their area so that tourism activities can run for a long time. Sustainable tourism presents a unique and personal experience for each visitor because the attractions offered to uphold authenticity and involve local communities in it. The benefits of sustainable tourism will also directly impact the community and be felt by all levels of society, considering the management is carried out together [4].

The linkage between sustainable tourism and local communities presents the concept of community-based tourism. According to Tek B. Dangi and Tazim Jamal, community-based tourism is closely related to community development, capacity building, local control and local enterprise development, sustainable livelihoods and poverty alleviation [5]. Community-based tourism consists of several locally owned businesses with the goal of benefiting the community and, in some cases, contributing to conservation (when taking place in or near protected areas). Community-based tourism differs from many other types of tourism, it aims to maximize benefits for local communities rather than for absent investors [6]. Community-based tourism, privately provide a set of hospitality services (and features) to visitors by individuals, families, or a local communities [7].

In order for sustainable tourism to be successful and provide welfare for the community as well as environmental and cultural sustainability, appropriate sustainable tourism marketing techniques are needed. One of them is through integrated marketing communications carried out by the local community in the implementation of DCF.

Integrated marketing communications is the more popular approach applied by marketing and communications professionals to coordinate various consumer experiences with marketing communications for a given brand. Duncan and Moriarty mentioned that all messages should be delivered and received consistently to create a complete perception among customers and other related parties. It requires the unification or integration of various marketing communication messages and functions of various promotional facilitators, such as advertising agencies, public relations consultants, sales promotion personnel, product design companies, and so on. The goal is to communicate with one voice, one appearance, and one image in every marketing communication activity and consistently identify and position the company and its brand [8].

According to Jefferson and Stanton [9], marketing communication includes all systems related to the purpose of planning and determining prices to promote goods and services that can satisfy the needs of actual and potential buyers. In marketing communication, the message to be conveyed is in the form of a product or service. After that, the media becomes a channel in packaging messages. The channel used can be electronic or print media. The communication mix used by marketers to convey messages comprises (1) advertising, (2) sales promotion, (3) publicity, (4) personal selling, and (5) direct marketing [10].

2 Research Method

This study applied a descriptive qualitative method. Descriptive research examines the status of a group of people, an object, a set of conditions, a system of thought, or a class of events in the present [11]. Descriptive research includes fact-finding with the proper interpretation [12]. With descriptive qualitative approach, this research conducted in-depth interviews with tourism awareness group (Pokdarwis) administrators and the local community involved in the DCF. The research data was collected in January 2020 by interviewing 10 respondents included Pokdarwis Dieng Pandawa administrators and local community at Banjarnegara District. Data from Pokdarwis Dieng Pandawa is the primer data in this research because they are one of the main parties in organizing DCF. Pokdarwis Dieng Pandawa designed the concept of the event to add value to sustainable tourism. All collected data were then analyzed in three analysis model by Miles and Huberman. The three analysis model were data reduction, data presentation, and concluding [13]. This descriptive qualitative research only describes situations and events and does not explain the relationship, test hypotheses, or predict.

3 Results and Discussion

The Dieng Culture Festival (DCF) is an annual event presenting the ritual ceremony of the dreadlocks as the main event and enlivened by the exhibition of various Dieng superior products, such as purwaceng, Dutch eggplant, potatoes, and Dieng cultural arts performances, such as warok mask dance and lion dance. In 2018, the DCF was one of the mainstay programs of the 2018 Visit Central Java Calendar. It was called dreadlocks not because of heredity, but it could only grow naturally in children from the Dieng Plateau, Banjarnegara, Central Java. Medically, the cause of dreadlocks was still unknown, but what was certain was that usually, frizzy hair would appear accompanied by high fever and delirium at bedtime. These symptoms could not be treated until they returned to normal on their own, and the children's hair would become tangled together.

A walkthrough procession was carried out a day before the ritual was held, led by the elders of the traditional stakeholders and several figures to several places: Dwarawati

Temple, Arjuna Temple complex, Gatokaca Temple, Bima Temple, Maerokoco Springs, Balaikambang Lake, Sikidang Crater, Mandalasari Hermitage complex (caves in Telaga Warna), Pepek River, and the Dieng Cemetery complex. In these places, a ritual prayer to the Almighty was performed to smooth the procession of the dreadlock's ritual.

The event has summarized several events from the ancestral tradition associated with natural tourism in the vicinity to attract local and foreign tourists to visit Dieng Plateau tourism.

“The event aims to introduce tourism based on sustainable tourism to the public, namely introducing cultural tourism to the Dieng Plateau, which is unique than other tours, and a new tourist attraction, namely the tourism concept.”[14]

The DCF performance activities were organized by the Dieng Pandawa Community, a community of tourism awareness groups in Dieng Kulon Village, Batur District, Banjarnegara Regency. This group consists of the Dieng area community covering villages in Banjarnegara, Wonosobo, and Batang Central Java. Pokdarwis conceived the Dieng Culture Festival, and the local authority, The Department of Tourism and Culture of Banjarnegara, supported it by facilitating either budget or coaching [15]. In contrast to other festival events, this DCF involves all villagers in the Dieng Plateau area through their involvement in committees and using their houses as homestays for more than 60,000 tourists visiting and staying. In order to support the festival and tourist needs, The DCF also provide them with tour guides, handicrafts, agrotourism, art and culture in the Dieng area [16].

The DCF is a cultural event used as sustainable tourism marketing by the Pokdarwis Dieng Pandawa. It is an idea created by several Dieng Pandawa communication discussion forums as an introduction to tourism and cultural potential in the Dieng Plateau with the concept of sustainable tourism, namely tourism activities that create benefits for the economy, social, culture, and natural environment that can be felt by the local community and pay attention to tourist satisfaction.

Based on the interview, the DCF organizer considered the importance of useful marketing communication as attracting tourists to visit Dieng Plateau tourism. It has been proven that the DCF event is included as the most extensive cultural event activity in Banjarnegara District, impacting sustainable tourism and increasing visitors from year to year. In the interview with the Pokdarwis management, it was stated that:

“The Dieng Culture Festival organizer always supervises marketing activities as the most crucial thing, thus impacting all the activities carried out. Therefore, through effective marketing, visitors who come to Dieng Plateau tourism increase every year.”

Marketing communication activities carried out by the DCF organizer are to influence and remind the audience to receive messages, namely introducing the tourism potential and culture of the Dieng Plateau with the concept of sustainable tourism.

The marketing communication mix is a specific guide to advertising, sales promotion, public relations, personal selling, and a direct marketing tool that companies use to communicate customer value persuasively and build customer relationships.

According to Sulaksana [17], events are aimed at non-personal communication channels, including media, atmosphere, and events. Events are designed to communicate specific messages to the target audience. Although the events are below-the-line promotional activities, the organizer has now made an exciting makeover to build awareness and brand image in the minds of the public.

Event is a communication marketing strategy that can introduce a brand or product to the broader community. It makes events an effective and appropriate alternative to convey messages to a broad audience and provide information about organizing certain events. Events have more value in establishing a relationship with the audience directly, thus forming a public opinion. It can be carried out by forming events designed explicitly as a

means for the community to communicate specific messages to the target audience and designing special events selected within a certain period, place, and object to influence public opinion [18].

It had several cultural exhibition activities in the Dieng Plateau, played by the surrounding community. The DCF involved the surrounding community in becoming part of the perpetrators of sustainable tourism marketing. Pokdarwis Dieng Pandawa designed the concept of the event to add value to sustainable tourism.

The organizer did not have a particular segmentation for viewers who visited the 2018 DCF, both in psychology, demographics, and geography, to determine the target audience. Pokdarwis Dieng Pandawa promoted the 2018 DCF as follows.

a. Booklets

The DCF organizer made booklets for tourists. The booklets were printed before the event was held. The booklets were book-shaped sheets containing information on several tourist attractions in the Dieng Plateau. These booklets were distributed to tourists visiting the Kailasa Museum in the Dieng tourist attraction area to provide a stunning impression by seeing ads on the bottom line.



Fig. 1. Dieng culture festival booklet.

b. Television

The public could find audio and visual information about the potential of tourism and cultural objects in the Dieng Plateau. “Several television channels covered the entire activities during the event and published them for public viewing” (Interview with Aprilianto on January 24, 2020).



Fig. 2. The 2018 DCF activity coverage.

c. Billboards

The billboards contained the logo of the 2018 DCF. The billboards were placed in several strategic places and installed long before the event was held to inform the public.



Fig. 3. Dieng culture festival billboards.

d. Website

The DCF organizer utilized a website to ease the public in seeking information related to Dieng tourism, which was easy and could be accessed at any time via www.dieng.id, the official website of the DCF organizer.

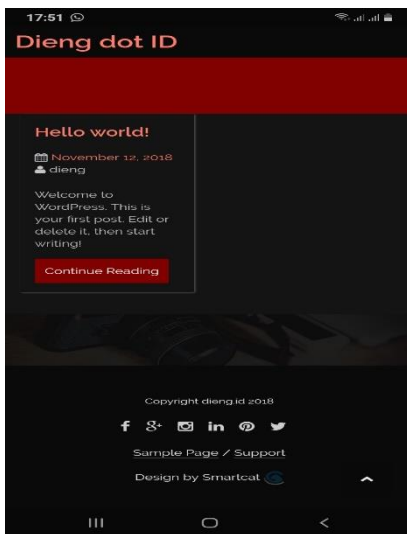


Fig. 4. Website of the dieng culture festival.

“The website contains information on tourist attractions, visitor data, calendar of activities and ticket sales that can be accessed by the public anytime and anywhere” [19]

e. Vlog Dialogue

The organizer and tourists conducted a question-answer presentation about the Dieng Plateau tourist attractions by gathering several stakeholders such as the tourism bureau.



Fig. 5. Pokdarwis dieng pandawa vlog dialogue with the department of tourism and culture.

“The DCF organizer held a vlog dialogue in the form of an interactive presentation with questions and answers about tourist attractions in the Dieng Plateau and promoted them to several tourism bureaus.” [19]

f. Social media

The DCF organizer employed Facebook and Instagram by displaying the activities at the DCF through uploads on these media to share information on activities and conduct questions and answers via live streaming on both media.

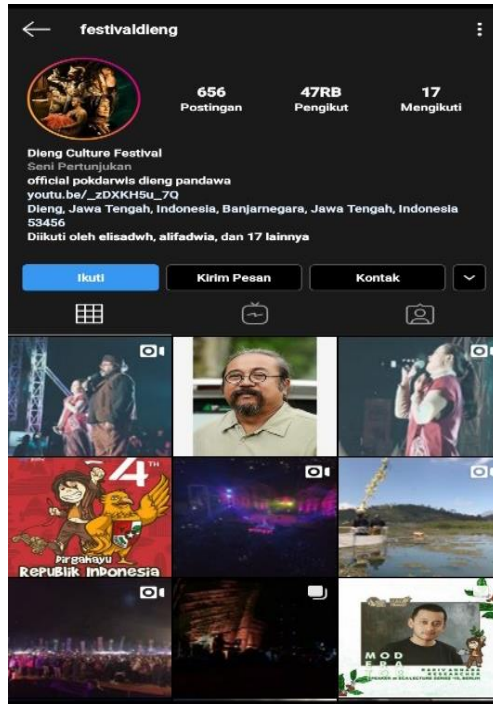


Fig. 6. Instagram of the dieng culture festival.



Fig. 7. Facebook of the dieng culture festival.

“The organizer utilizes Facebook and Instagram as marketing activities with the aim that the public can provide feedback through posts. In the upload, the organizer posted the activities carried out, and the public responded in comments or messages.” [19]

According to researchers, the DCF aims to promote tourism objects in the Dieng Plateau, introduce the culture, and make the surrounding community actors in these tourism activities. The determination of goals has been excellent, seen from tourist visitors and events continuing to increase and, of course, increasing the community’s economy.

The DCF was held to serve as a promotional event for the tourism potential and culture of the Dieng Plateau with a different concept from other tourism, namely in culture and tourism potential packaged uniquely. The researchers saw that the situation analysis carried out by the DCF organizer was appropriate because the event was packaged with an exciting concept by showing the potential for natural and cultural tourism in the Dieng Plateau.

Bovee et al. (2007) asserted that effective communication has the characteristics of (1) providing practical information, (2) providing facts from what is conveyed, (3) clarifying and summarizing information, (4) saying something specific, and (5) persuading others and offering recommendations. One strategy in achieving effective communication is to use the attention, interest, desire, action (AIDA) model.

The embedded DCF logo has been attractive in the eyes of tourists as it depicted a tourist attraction in the Dieng Plateau and the surrounding traditional culture, such as dreadlocks used as an icon for all activities at the DCF.

The advantage of an event is its ability to generate and direct audiences to a particular product. Therefore, one must create an event that can attract the target’s interest to attend the event. Events are relatively crucial in supporting promotional activities to communicate products to the public. A strong strategy is required as a way for events to be effective for the community as a form of promotional activity.

The implementation of the DCF aims to promote tourism and cultural potential in the Dieng Plateau based on sustainable tourism, carried out effectively because it was created with a unique and educational concept. It has created a positive image of the potential of tourism and cultural objects provided by visitors because they can provide education.

4 Conclusion

Dieng is a tourist village that has its own characteristics so that it has been named a potential tourism village and applies the concept of sustainable tourism. Sustainable tourism development is related to efforts to ensure that the natural, social, and cultural resources used for tourism development that is being carried out can be felt by future generations. The principles of sustainable tourism include the participation of the local community, the participation of actors or stakeholders, local ownership, and the sustainability of natural resources.

The principle of sustainable tourism arises from cultural event activities carried out by several organizations in the vicinity, namely Pokdarwis Dieng Pandawa. The organization created the Dieng Culture Festival event as an introduction to the tourism potential in the Dieng plateau. This event is assisted by the Banjarnegara district government in its implementation. From this cultural event, positive impacts arise, especially for the surrounding community. The community becomes a tourism business actor which makes the economy of the local community develop. The target audience of the 2018 Dieng Culture Festival event is students, the wider community, both from the lower middle class to the upper middle class. This is because the event is a cultural event that can be shown to all audiences.

Various promotional methods to promote the 2018 Dieng Culture Festival event are pursued through the creation of booklets, billboards, and websites; publication through

electronic media, namely television channels that have collaborated with the organizers; Personal selling via vlog dialogue; Facebook and Instagram. The implementation those promotional methods of the DCF aims to promote tourism and cultural potential in the Dieng Plateau based on sustainable tourism, carried out effectively because it was created with a unique and educational concept. It has created a positive image of the potential of tourism and cultural objects provided by visitors because they can provide education. The Pokdarwis and the tourism office must build engagement with several stakeholders to improve the quality of tourism and culture in the Dieng plateau with the concept of sustainable tourism to increase the economy of the surrounding community.

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