



Volume 6 Issue 1, June 2023, pages: 53-66

## THE MARKETING OF TOURISM VILLAGES THROUGH ANNUAL EVENT: CASE STUDY OF PENGLIPURAN VILLAGE FESTIVAL

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Received: 28/04/2023

Revised: 17/05/2023

Accepted: 19/05/2023

### Abstract

Tourism villages in their development must have a good marketing strategy. Many tourist villages are not developing and progressing because the management and marketing aspects are not carried out properly. The development of a tourist village through an annual event strategy is one of the strategies carried out by independent tourism villages such as the Penglipuruan Tourism Village. This study aims to examine the marketing strategy of Penglipuruan Tourism Village through an annual event. Two objects that will be studied in the event are event management and marketing strategy. A qualitative approach is the method used in this study. The in-depth interview technique is a technique used to search for data in depth with a purposive sampling technique. The results of this study indicate that there is good event management carried out by the committee which consists of aspects of research, design, planning, coordinating and evaluating. The eight elements of the marketing mix are also applied in the event marketing strategy, such as product, price, place, promotion, people, packaging, programming and partnership aspects. Penglipuruan Village Festival as an annual event is managed independently based on the community and is consistently carried out every year. This event has a good impact on the existence of tourism village branding, and provides economic, socio-cultural and environmental welfare benefits.

**Keywords:** Event Management, Marketing Strategy, Penglipuruan Village's Festival

### 1. INTRODUCTION

The existence of tourist villages in Bali cannot be separated as variations that color and enrich destinations. The village as the root of Balinese culture that was born from the diversity of its people has been able to attract tourists to visit, because it has a unique attraction to its social life (Aditya Dharma, 2019; Widiartini et al., 2019). This is evident in the many tourist villages that have emerged in every region. In 2023 there will be 238 tourist villages spread throughout Bali. The stretching potential of the village to become a tourist destination must of course be followed by a good governance system so as to produce quality and sustainable tourism development. However, of the 238 tourist villages, only 12.6% are classified as advanced and independent. There are several categories of tourist villages in Bali, including 101 pilot categories, 107 developing categories, 27 advanced categories and 3 independent categories (CNN Indonesia, 2023). It turns out that the development of tourist villages in Bali is still stagnant and has many

obstacles so that it has not developed properly (Purwaningsih & Mahagangga, 2018; Santika & Suryasih, 2018; Ratnaningsih & Mahagangga, 2015; Arida & Pujani, 2017). Obstacles faced by tourist villages such as the lack of implementation of good governance and marketing management that is not optimal. Even though there are still many obstacles to be faced, the existence of an advanced and independent tourism village can be used as a benchmark or inspiration in its governance management, development management and marketing management.

Penglipuran Tourism Village is one of the independent tourist villages in Bali. The award was obtained in 2021 which was directly handed over by the Minister of Tourism and Creative Economy in the Indonesian Tourism Village Award (ADWI) program. The image or branding of a tourist village is very important, because branding has the aim of providing an overview and showing the identity of a place (Michandani & Arida, 2019). Therefore, awards are very important to support a branding. Long before being crowned as an independent tourism village, Penglipuran Tourism Village also has an award as one of the three cleanest villages in the world. Penglipuran's reputation as a tourist village has a positive trend seen from the enthusiasm of tourist posts on social media and data on tourist visits every year. The branding reputation of Penglipuran Tourism Village is always well managed through creative content that is carried out by internal and external parties. Marketing village tourism through annual events is also one of the strategies being carried out. Penglipuran Village Festival (PVF) is an annual event held as an effort to promote and market tourism villages.

PVF has been held nine times. Starting from 2013 to 2022, and absent in 2020 due to the impact of the co-19 pandemics. Raising elements of local wisdom and cultural uniqueness is the content or program of events that is packaged and shown to the wider community. Judging from the types of events in the PVF performance, it can be categorized as a cultural festival. This is inseparable from the identity of Penglipuran Tourism Village which has a commitment in terms of cultural and environmental preservation. According to Mogollona et al. (2017) cultural festivals have a function as tourism promotion and help to develop the image of the destination. Even though Penglipuran Tourism Village currently has an average visit of 1,106 tourists per day (data for 2022), the annual festival performances are always consistently held. This cannot be separated from the enthusiasm of the local community who actively participate in the success of the festival. Increasing the image of the destination is expected to affect the increase in the number of tourist visits. According to Bagia & Yasa (2015) revealed that indicators of the welfare of the Penglipuran community are strongly influenced by the number of tourist visits.

PVF is a strategy designed for promotional media so that the existence of the Penglipuran Tourism Village branding echoes always felt by prospective tourists and tourists who have visited (affectively and cognitively). The importance of PVF as a marketing strategy, the authors are interested in studying more deeply about this. Considering that there are many tourist villages that have not developed or are stagnant, this research is considered necessary to analyze the marketing management of tourism villages through annual events.

## **2. LITERATURE REVIEW**

Marketing in the tourism industry is a variable that has a very important role. According to Kotler, et al. (2017) marketing has a high contribution to the success of a tourism industry, because in the marketing aspect customer satisfaction is the core or main focus that must be considered. Likewise, with the marketing of tourist villages through annual events or festivals, aspects of tourist satisfaction as consumers must be given proper attention. Even though marketing is the essence of success, product quality, in this case, event products, cannot be ignored. Good event products must have good governance or management too. Event management is basically an activity that aims to bring together

or gather a group of people with celebration and marketing motives (Goldblatt, 2002). Good event management can be seen from five aspects, namely: research aspect, design aspect, planning aspect, coordinating aspect and evaluating aspect. These five aspects must be integrated with each other so as to provide smoothness and success in managing an event. These five aspects are also used as variable indicators in measuring Penglipuran Village Festival event management, so that these aspects can be described in detail and in detail regarding the stages in managing the event. After the event product has good quality, then marketing is a factor that plays a role in realizing tourist satisfaction. In determining marketing variable indicators, Kotler (2011) has a marketing mix concept that can be classified into 8 elements (8P), namely: product, price, place, promotion, people, packaging, programming and partnership. The marketing mix with the 8P concept is very suitable for measuring the marketing of an event because the concept contains elements of packaging and programming so that through this concept it can discuss and describe the Penglipuran Village Festival marketing strategy in detail, complex and accurate.

### **3. METHODS**

This study was designed using a qualitative method that aims to analyze PVF as a marketing strategy. Two important variables that will be explored and studied in this study are aspects of event management and marketing strategy. The sampling technique used to gather information about the object under study is purposive sampling. Purposive Sampling is a sampling technique based on certain objectives and considerations (Sugiyono, 2018). The Penglipuran Tourism Village Manager and the PVF Committee are key informants or informants who will be interviewed. These informants are stakeholders who play a very important role in the implementation of PVF. In-depth interview is a technique used in interviewing informants with the aim of obtaining in-depth and detailed information. Furthermore, the data analysis technique used is descriptive qualitative technique. The data obtained will be analyzed by means of descriptive interpretative. This technique aims to express opinions or answers from research subjects and give meaning to these views.

The two variables in this study will be measured through the indicators. The variable indicators are then used as the main reference in the interview guideline. Event management variables will be measured through five indicators, namely research, design, planning, coordinating and evaluation (Goldblatt, 2002). Marketing strategy variables will be measured by the 8P marketing mix theory, namely product, price, place, promotion, people, packaging, programming and partnership (Kotler, 2011). These variable indicators also serve as a reference in presenting data, so that data can be presented in a systematic and clear manner.

### **4. FINDINGS AND DISCUSSION**

Penglipuran Village Festival (PVF) is an annual event initiated by the local community (traditional village) with a bottom-up flow. The first PVF show was held simply and with a very minimum budget. The stakeholders of Penglipuran Tourism Village are very sure that maintaining the existence of the image of tourism through holding events is something that must be done for a tourism village that wants to stretch and progress. This is proven when viewed from the trend of tourist visits from 2013 to 2022. Tourist visits have always increased even though they have decreased in several years due to the 300% increase in ticket prices, and the lack of outreach to travel agents so that many travel agents complain. In addition, due to the outbreak of the Covid-19 pandemic. The following is data on the number of tourist visits to Penglipuran Tourism

Village from 2013 to 2022. In Table 1 it can be seen the growth rate of tourist visits as one of the benchmarks for the successful development of Penglipuran Tourism Village.

**Table 1.** Growth Rate of Tourists to Penglipuran Tourism Village from 2013 to 2022

Year	Total Visit (People)	Growth Rate	Information
2013	41,813	-	-
2014	64,692	54.7%	Increased
2015	50,731	-21.6%	Decreased
2016	121,759	140.0%	Increased
2017	209,267	71.9%	Increased
2018	242,686	16.0%	Increased
2019	261,161	7.6%	Increased
2020	35,541	-86.4%	Decreased
2021	146,709	312.8%	Increased
2022	403,766	175.2%	Increased

Source: Penglipuran Tourism Village Management, 2023

According to the Penglipuran Tourism Village Manager, one of the reasons for the increasing growth rate of tourist visits each year is the Penglipuran Village Festival as an annual event. The event is one of the efforts to promote tourism potential and also to develop local community participation. Tourism development with the concept of community-based tourism (CBT) events in the form of festivals is a matter of pride which will then give a sense of dignity to the people. This is because the community can be creative, work together and create innovative programs to support tourism activities. In addition, the economic aspect is also one of the motivations for holding the event. The implementation of PVF has a positive impact on the community's economic cycle. Craftsmen, traders and other creative businesses find space to be creative and use it as an economic opportunity.

A good and successful event performance cannot be separated from its management factors. Goldblatt (2002) in his work entitled special events reveals that there are five aspects that are used as a reference in managing events including research aspects, ergonomic design aspects, mature planning aspects, good coordination aspects on internal and external relations and the implementation evaluation aspect. event as the final stage so that this evaluation becomes a reference for improvement in the implementation of the next event. These five aspects cannot stand alone, in the sense that all aspects are important and must be carried out holistically. In the PVF annual event, these five aspects will be discussed in detail.

## **4.1 PVF's Management**

### **4.1.1 Research**

Research is the initial stage in event management. Good research is research that is able to minimize risks and is able to determine the needs and desires of tourists (Goldblatt, 2002). In the PVF performance, research is one of the steps taken to realize the success of the event. According to the PVF Committee, in event management, research is carried out both qualitatively and quantitatively. Qualitative event research is seen from the perspective of the festival theme, event program or content and guest stars as performers. Quantitatively seen from the point of view of visitors who will be involved in the event. The theme in a festival is very important, therefore research on the theme is the first step to be taken. The themes that are carried out at Penglipuran events are often related to culture, the environment and responses to tourism trends. The next theme will be elaborated into an event program or content. The event program created is expected to

be able to provide added value for the promotion and existence of tourist villages. Examining and digging deeper into the noble values that exist in Penglipuran Village is one of the efforts to preserve culture and create value-based tourism promotion or story telling. Like the theme "*kalpataru*" that was carried out at PVF IX, this theme describes the tree of life which refers to bamboo forests as disaster mitigation and has other multi-functions such as culture, religion, history, health, ecology, economy, and tourism, besides that awards *kalpataru* as a savior of the environment was obtained in 1995. Through this theme programs were created such as traditional bamboo game classes, art performances dominated by bamboo materials, cooking competitions using processed bamboo shoots, decorations dominated by bamboo, seating arrangements and tables made of woven bamboo and so on. Content or programs like this aim to enhance the branding of Penglipuran Tourism Village as a tourist destination that is environmentally friendly and sustainable tourism. Through this program, the committee packed narratives which were then promoted in various media. Quantitative research was conducted to see potential visitors who would be involved in the program. Breaking down the event program at several venue points at the same time is the result of research obtained by the committee for a strategy to break up the flow of visits so that it is not just in one place so that the atmosphere remains comfortable and easy to control. Besides that, studying weekdays and weekends is a very important thing to pay attention to in determining the schedule of events. For example, programs that have a large capacity and require additional tickets are held on weekends and events with small scopes do not require additional tickets held on weekdays.

Benchmarking events in the implementation of PVF are also carried out as comparative studies and seeking inspiration. According to the PVF Committee, looking for inspiration in every event that has been held is one of the things that must be done, because by doing this, ideas will develop, insights will increase, but these ideas may not be adopted as a whole, there must be adjustments to the character of the event. PVF is an event that is thick with rural nuances, cultural and environmental preservation and local people who actively participate as subjects. PVF is one of the events included in the Karisma Event Nusantara (KEN) curation. KEN is a program established by the Ministry of Tourism and Creative Economy of the Republic of Indonesia which manages, curates and assists in organizing events. Penglipuran with PVF is included in the top 7 KENs in Bali, this is of course because of the uniqueness of the event and the presentation of the event as a whole. According to the manager of Penglipuran Tourism Village, seeing PVF events side by side with classy and big events in Bali is already an honor because PVF is managed by the local community and is only 9 years old and can coexist with the Bali Arts Festival, Bali Spirit Festival, Sanur Village Festival and other. In the future PVF must be able to innovate again and explore the unique culture that exists in Penglipuran so that it can exist in a sustainable manner and increase in achievement.

The existence of classy events that are included in the top 10 KEN in Indonesia is one of the positive things that can be used as benchmarking. Bali Spirit Festival (BSF) is an inspiring event performance for PVF. PVF is an event that is packaged in a contemporary manner but the program content still refers to the traditions that are owned. There was a cultural parade at the opening ceremony, the implementation of performing arts at the PVF was an activity inspired by the Bali Arts Festival which had already carried out this. The existence of an activity class program at the PVF IX performance is also a program adopted from the Bali Spirit Festival but the activity content is different.

#### 4.1.2 Design

A good event design is an event design that has innovative ideas and has strong benchmarking against the event to be held (Goldblatt, 2002). In implementing the PVF in making an event design, all elements of the community were involved in the organizational structure of the Penglipuran Village Festival Committee. Ideas are absorbed in various meetings so that many creative ideas and innovative things are created. In designing the event design, PVF always refers to local wisdom values and strong rural nuances so that the existing tourism village branding, such as the cleanest village and traditional village, is maintained. Besides that, the design or concept of the event must have a selling point for tourism promotion which in turn is able to influence the existence and electability of tourism village branding.

According to the PVF committee, because it is the top 7 KEN in Bali, design events must be well designed and have strong philosophical values. The design and concept must be able to describe Penglipuran Tourism Village holistically and have strong storytelling values, for example making a logo, making a mascot and making a video teaser event. In the PVF performance, the concept that was carried out was 4S namely; something to see, something to do, something to buy and something to learn. The four concepts are a concept adopted in the tourism industry which indicates how a destination should be. The 4S concept is poured into program events or class activities so that in these events tourists can look around like performing arts, can do something in class activities, can shop at the culinary stands and souvenirs provided and can learn in seminar programs or talk shows.

#### 4.1.3 Planning

The planning stage is a stage that must have high detail and requires quite a long time. The same thing was also conveyed by Goldblatt, (2002) that the planning period is the longest period of time in the management of an event because it is caused by shifts in time, changes in schedules or programs and disorganization. According to Goldblatt, (2002) good planning stages can be seen from three aspects, namely the timing aspect, the space aspect and the tempo or duration aspect. In PVF, the time aspect is always considered between weekends and weekdays. December is the month chosen in the PVF show, this is due to looking for holidays and close to Christmas and New Year's Day. However, during the PVF VIII and IX performances, they no longer looked for the middle of the month or Christmas and New Year's holidays. This is because every year the growth rate of tourist visits to Penglipuran Tourism Village has increased drastically, and especially on Christmas and New Year's Day. In addition, when the event was held at the end of the year, few private parties wanted to sponsor the event, because the company had closed its budget. Therefore, the 8th and 9th performances were submitted earlier, namely the beginning of the month around December 9th. In terms of space, Penglipuran actually has many venues that can be used as stages or event venues. However, during the implementation of the first to the eighth festival, the space was not utilized properly, because at that time the number of visits had not been as high as in recent years. In PVF IX this space is put to good use, there are also 6 venues from the north to the south of the village. It is hoped that the existence of these 6 venues will create conditions for circulation of visits that are comfortable and not creditworthy so that the *Sapta Pesona* tourism can be properly maintained. Then from the aspect of the tempo of the 8th and 9th festivals tend to be shorter than the previous festivals. PVF IX was held with a duration of 6 days consisting of morning programs, afternoon programs and evening programs.

Making a dense program of events but with a short duration of days was one of the decisions that were taken, in contrast to holding the previous festival which was held for about half a month with a small program of events. Through a short duration, the festival will be easier to organize, program implementation can be better, and the budgeting aspect of the funds spent can be minimized.

#### **4.1.4 Coordinating**

Coordination in an event management is very important. In PVF coordination is carried out in two directions, namely vertical coordination and horizontal coordination. Vertical coordination is realized to provide direction between the core committee and its sections, while horizontal coordination is a coordination system that is carried out crosswise between one section and the other sections. This system is designed to achieve effective and efficient coordination. Even though the system has been well designed, in its application there are also things that don't work as expected. This is because all committee members are members of the public who are generally not very well versed in a modern organizational system. The coordination approach taken in implementing the program is still in a traditional atmosphere and the "*gotong royong*" system is still strong. A system like this must be considered because it already has strong cultural roots in society, so that it can be used as a force to support the successful implementation of the program.

#### **4.1.5 Evaluations**

Evaluation is the stage for reviewing the event as a whole. During the PVF implementation, there were programs that went well and there were programs that did not run optimally. This is of course influenced by previous stages such as research, design, planning and coordinating. From an organizational point of view, the entire committee remained solid in wanting to cooperate even though materially they were not given a salary because the PVF committee is a volunteer for the native residents of Penglipuran Village. Many programs with interesting content have gone viral on social media, such as colossal *Pendet Dance* performances, music concerts, festival mascots and the "*megibung*" event (a communal meal held by villagers in the village's open space). PVF generally runs well so that the results are able to have a positive impact on the image of Penglipuran Tourism Village. Referring to Table 1, the highest number of tourist visits to Penglipuran Tourism Village will be in 2022, namely 403,766 people with a growth rate of 175.2%. This indicates that Penglipuran Tourism Village has immediately started to thrive after the pandemic. According to the Penglipuran Tourism Village manager, the role of PVF in creating the existence of tourism branding is very significant, this is because tourists often ask about the implementation of PVF.

The implementation of the event according to plan certainly has an impact on the economic circulation during the festival. There are 3 billion economic turnovers during the festival which has an impact on the economic welfare of the surrounding community. The social and cultural benefits of the festival are that there are many cultural arts that are staged, this indirectly contributes to the preservation of cultural arts. Likewise, with environmental aspects, through the implementation of festivals with environmental themes such as "*Kalpataru*" providing elements of environmental campaigns for local communities and visiting tourists so that through this campaign also indirectly Penglipuran Tourism Village will have a good image. Although many programs have been implemented well, there are also programs that have not been optimal, such as

modern music concerts where ticket sales have not met the target, laughter yoga programs with very few participants, activity classes such as cooking classes that have not gone well. This becomes the evaluation of the committee and stakeholders so that in the future such programs can be maximized again.

## **4.2 PVF's Marketing Strategy**

The purpose of implementing PVF is as a promotional medium for Penglipuran Tourism Village so that tourism branding can exist in a sustainable manner. Promotion is one aspect of the 8P marketing mix (Kotler, 2011). However, it is not good if an event is only studied in terms of promotion and ignores other aspects such as product aspects, price, place, people, packaging, programming and partnerships.

### **4.2.1 Product**

Event products at PVF are regulated through design or event concepts that use the terms 4S (Something to see, something to do, something to buy and something to learn). The 4S concept is then elaborated into a product in the form of event programs and product exhibitions. Such as performing arts on something to see, class activity packages on something to do, culinary and handicraft booth exhibitions as the concept of something to buy, seminars or talk shows as the implementation of the concept of something to learn. According to the Manager of Penglipuran Tourism Village, having an event product like this is able to attract tourist visits, with the various products provided it can increase the length of visit of tourists which will indirectly have an impact on tourists spend of money. In addition, event products at PVF also provide added value to tourist visits. Because on normal days if there are no events, tourists can only make visits in the form of seeing-seeing. The event products in the form of program programs provided during the festival include the Pelipur Lara Music event, Penglipuran Night Ethnic Music, Dance Performance, Class Activities (Rebung Cooking Class, Loloh Cem–Cem Class, , Bamboo Handicraft Class, Healing Class, Bamboo Traditional Games ), Penglipuran Fashion Show, Dance Contest, Guiding Contest, Photography, Vlog Competition, Acoustic Music Competition, Traditional cooking competition, Telajakan and Yard Garden Competition, Making Breakfast Contest, Laughing Yoga, Megibung (eating with residents on the village main road), Talk Show, MSME Exhibition, and Local Culinary Stands. The existence of various event products aims to provide additional activities for tourists, there are also elements of cultural preservation, and support local craftsmen, especially bamboo products, and promote local culinary delights to visiting tourists.

### **4.2.2 Price**

Price is one of the important aspects in a product marketing. Price can also determine a person to decide to buy or not. In PVF, the price aspect is very important. The committee really considers the location aspects, the program aspects and the guest stars invited to the program before deciding what price tourists have to pay when they want to visit and buy event products. During the PVF implementation, there are programs that require additional tickets and some are free, but previously tourists had bought regular entry tickets to Penglipuran Tourism Village. Tourists who visit with regular tickets will be charged a fee of Rp. 25,000 for adult domestic tourists, Rp. 15,000 for child domestic tourists, Rp. 50,000 for adult foreign tourists and Rp. 30,000 for child foreign tourists. However, when tourists want to do additional paid activities, they will be charged again in the form of a ticket. As for the activity class, another fee will be charged, for a music



concert event called *Musik Pelipur Lara*, you will also be charged another ticket of Rp. 125,000 but by buying tickets to the concert. Then for programs that are free of additional tickets such as dance performances which are held every day for 6 days. There are programs that incur additional fees and are free of charge because this is related to program expenses such as labor, costs and others.

#### 4.2.3 Place

Penglipuran Tourism Village, which is located in Kubu Village, Bangli District, Bangli Regency, Bali Province, is where the PVF implementation took place. According to the Penglipuran Tourism Village Manager, PVF and Penglipuran cannot be separated, both provide mutual benefits. The existence of PVF will provide added value and promotional media for tourist villages. Likewise, with PVF because it is held in Penglipuran Tourism Village which already has branding, the packaged programs will be easily recognized and obtained by tourists. The existence of PVF as an event of pride for the people of Bangli has also had an impact on the branding of tourist destinations in Bangli Regency, besides that the economic cycle around and outside the tourist village has also been affected. The total area of Penglipuran Tourism Village is 112 Ha, the area is put to good use by the PVF committee. There are spaces that are considered attractive to be used as event venues, including 6 venues provided during the PVF. This aims to spread tourist visits so they don't just stay at one point. Venues that are utilized in PVF are: *Gelung Agung Stage* (located in the north of the village, close to Penataran Temple); *Puseh Stage* (outside Puseh Temple), Penglipuran Public Square (a music concert is taking place); *Wantilan Stage* (inside the *wantilan hall* or *bale banjar*); Hero Stage Monument (located in the south of the village); and Open mic Stage (inside the culinary stand area and souvenir exhibition).

#### 4.2.4 Promotion

According to Wagen (2006), there are two ways to promote an event, namely creating a different event and packaging the event so that it has a communicative aspect. In the aspect of event promotion, it means that the character of the product must be good first, have uniqueness and be able to attract visitors. PVF uses unique aspects in packaging events to facilitate promotion. According to the PVF Committee, promoting the annual event always uses the characters of Penglipuran Tourism Village products that are well known and have high branding, such as the spatial layout of the village with its traditional architecture. The existence of capital branding as a traditional village with neat layouts and global village cleanliness, this is used as capital in packaging a program. Featured programs packaged with high authentic values include the Past Balinese Cultural Parada, mass Pendet Dance along village roads, *Megibung* on village streets (a tradition of eating together), Penglipuran Night Ethnic Music and Penglipuran Fashion Show. All of these flagship programs are carried out on the main roads or village open spaces with the hope that these events will be easily recognized that they are being carried out in Penglipuran Tourism Village. Even though an event has many programs, PVF always focuses on superior programs which are later expected to be able to provide high promotional value for the existence of Penglipuran Tourism Village. This has proven that the flagship program is able to provide high existence and rating values for the existence of tourist villages. For example, the mass Pendet dance parade received great attention from the wider community, not only local but also the people of the archipelago. The viral program of the event on various social media uploaded by local people and tourists gave feedback

after the PVF was finished, such as many tourists who ordered a welcoming dance with the *Pendet* Dance when visiting Penglipuran Tourism Village. This certainly provides many benefits, cultural benefits, tourism promotion benefits, and economic benefits. The symmetrical spatial landscape with traditional architectural buildings coupled with an element of beautiful dance culture created a unique icon in the PVF show, especially in the IX show. The following is a picture of the colossal *Pendet* Dance along the Penglipuran Tourism Village Road which is able to attract the attention of tourists and the wider community.



**Figure 1.** Colossal *Pendet* Dance Parade at Penglipuran Tourism Village.  
Source: PVF IX Committee, 2022

Creative content during the event created by internal and external parties also has an influence in communicating the tourism village visually on social media with tourists who have visited or not so as to create a good affective and cognitive image for Penglipuran Tourism Village. Apart from the Colossal *Pendet* Dance, other leading programs also get good attention from visitors, although the attention is not as big as the *Pendet* Dance parade. In social media promotion techniques, the PVF Committee utilizes community resources that are active on social media. Create and package official content that has promotional value and the public is simultaneously asked to participate in sharing this content on personal social media so that the concept of community-based tourism can also be used as community-based promotion.

#### **4.2.5 People**

In accordance with the concept applied in the development of Penglipuran Tourism Village, namely community-based tourism, a similar concept is also applied in managing the implementation of PVF. The local community as the owner of the tourist village actively participates in the annual event. The management body in the form of a PVF Committee is a stakeholder who has full authority in designing, managing and implementing event programs. However, the implementing committee must always maintain coordination with their superiors, namely the tourism village manager as the person in charge and the customary leader as an advisor. The village community in

general has the rights and obligations to participate in providing ideas and energy in implementing events. This aims to foster a sense of cooperation among residents so that a higher sense of belonging. Even though the event is managed by the local community, many local people are involved in the world of tourism, so that these people can provide a good understanding of tourism events. Because the annual event has been held nine times, many members of the community are aware and care about the implementation of PVF. On the other hand, the resources used in designing and managing the event are also supported by the partnership selected by the committee to help make the event run smoothly.

#### **4.2.6 Packaging**

A product cannot be separated from the packaging aspect. Likewise, with events, packaging is one of the elements that can provide attractiveness so that it is easier to promote. According to the discussion above, the packaging concept applied in PVF is a traditional and contemporary concept. Through narration originating from the theme of the festival, the packaging concept was formed. For example, in the PVF IX show which used the theme "*Kalpataru: Resurrect the Spirit of Environmental Conservation*" the packaging concept was dominated by environmental elements and bamboo. Then the event program is also packaged to be environmentally friendly so that it matches the theme that is being carried. Aspects of packaging related to environmentally friendly are also an option which is then expected to be able to provide good promotional value to tourist villages, especially when issues regarding the environment are currently very interesting to discuss in the tourism industry.

#### **4.2.7 Programing**

Innovative and creative program offerings at PVF are one of the efforts to provide additional activities for visitors. In accordance with the 4S concept described above, this is how the program is presented. When tourists visit on normal days, tourists will rarely find additional activities that can be done, but when tourists visit during events, tourists can carry out additional activities for free or for a fee. Tourists can also book a program with a full event package which means tourists during the festival will be at Penglipuran Tourism Village which includes homestay accommodation. Of course, this has been taken into account so that the implementation of PVF is always awaited and has an impact on the branding of tourism villages. Programs carried out at festivals indirectly provide bonuses to tourists such as performing arts during festivals and these performances are not subject to additional fees. With a program like this it is hoped that tourists will make return visits and become loyal tourists so that in the next period they are likely to invite and recommend to others.

#### **4.2.8 Partnership**

The partnership concept used in PVF is "Penta Helix". Penta Helix consists of elements from the government, private sector, academia, the press and the public. The ongoing PVF is certainly inseparable from the participation of the *penta helix*. First, the government's participation, especially the Ministry of Tourism and Creative Economy of the Republic of Indonesia, is very large in terms of funding, promotion and assistance in managing the event which is very large. Of course, this is granted because PVF is part of the KEN. Furthermore, the participation of private companies is also very large, especially in the sponsorship aspect of funds. In addition to sponsorship in the form of

funds, there are also partnerships for the production of festival materials such as mascots. The purpose of making the mascot is so that the product can be promoted directly on social media which has a lot of followers, so that the committee and the private sector benefit each other. Academics also have a big role in the success of PVF activities which are supported through ideas or insights about events and tourism to the committee. There are two types of partnerships that are formed with the press, namely as a media partner and some are paid. These two types are very important, media partners such as social media are very much involved in event promotion because the target market segment has an active culture on social media such as Instagram. Meanwhile, paid ones are also important because they have a specific market segment to target but don't want to become a media partner. Finally, namely partnership with the community, partnership with the community in the implementation of PVF it is clear that the local community actively participates as a subject. The realization of a good partnership in PVF provides great support in its implementation so that the committee has partners who can be invited to work together to make the event a success.

## 5. CONCLUSION

Based on the discussion above, it can be concluded that marketing tourism villages through annual events in the form of festivals is one of the strategies used by Penglipuran Tourism Village to support the existence and branding of tourism villages. PVF is an event which consists of programs that have added value to tourist visits and have high promotional value. 2013 was the start of the PVF and the community has consistently held it every year so that by 2022 it has been held nine times. The implementation of PVF has a significant impact on the existence and branding of tourism villages because the event management which consists of research, design, planning, coordinating and evaluation aspects is carried out well. Likewise, the marketing strategy through the 8P marketing mix is carried out optimally. The implementation of the event greatly supports the implementation of the tourism village, it was found that many event feedback later became part of the tourism village package. This is of course because festival activities have a function as product promotion. On the other hand, festivals that are carried out consistently are also able to have a drastic impact on the growth of tourist visits. The principle of a tourist village must have an identity and character, have a unique selling point, and have an agenda in the form of a big event is also one of the reasons this annual event is consistently held. Besides that, the annual event also functions as a program that communicates new products to tourists who have visited or not. Achieving this promotional objective, the festival also provides broad benefits, such as community economic turnover, preservation of cultural arts and increased local community dignity for their villages, as well as the environment which is always maintained because through the festival it provides elements of environmental campaigns and tourism awareness. Furthermore, research related to measuring aspects of tourist satisfaction and loyalty in visiting the Penglipuran Village Festival is important to do, so as to provide a holistic picture of the success of a festival in tourism village marketing.

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