

DETERMINANTS OF SUCCESS CANDI BUMI AYU FESTIVAL OF PALI REGENCY

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ABSTRACT

The Candi Bumi Ayu Festival in PALI Regency is a cultural event aimed at preserving and promoting the local historical and cultural values. The success of this festival is highly dependent on several factors, including the quality of event management, effective marketing, support from local government, and community participation. This study aims to analyze the impact of these factors on the success of the Candi Bumi Ayu Festival in PALI Regency. A quantitative approach was used, with a survey design and a sample of 300 respondents who were festival attendees. Data were collected through questionnaires and analyzed using Structural Equation Modeling (SEM) with AMOS software. The results indicate that the quality of event management, effective marketing, government support, and community participation all have a positive and significant impact on the success of the festival. High-quality event management and effective marketing strategies enhance the visitors' experience and expand the festival's promotional reach. Support from local government is also a key factor, particularly in terms of funding and policy-making. Community participation, as a driving force behind the event, enriches the activities and creates a more vibrant atmosphere. This study provides recommendations for festival organizers to improve event management, strengthen marketing strategies, broaden government support, and encourage community participation for sustainable success.

KEYWORDS

Festival Success, Event Management Quality, Effective Marketing, Local Government Support, Community Participation, Candi Bumi Ayu Festival.

INTRODUCTION

Cultural and tourism festivals are increasingly becoming one of the main attractions in many regions, especially in Indonesia, which is rich in cultural and historical diversity ([Kurniawan, 2022](#)). One interesting example is the Candi Bumi Ayu Festival held in Penukal Abab Lematang Ilir (PALI) District, South Sumatra Province. This festival not only aims to preserve cultural heritage, but also becomes a tourism promotion tool that can boost the local economy and introduce the rich history of PALI Regency to the wider community.

The Bumi Ayu Candi Festival has great potential to increase the visibility of the region, attract tourists, and introduce people to the culture and history contained in the historical sites in PALI Regency. However, like other festivals, the success of an event depends not only on good planning, but also on various factors that influence it, both internally (management, resources, and facilities) and externally (government support, public interest, and marketing factors). Meanwhile, according to [Vesci and Botti \(2019\)](#) that the measure of the success of a festival is assessed from food and drinks, event committee services, and information about the festival. [Richards and King's research \(2022\)](#) examines the success of a cultural festival as seen from the visitors' experience of the festival event, the image of the place where the festival event is held, and the outcomes of the festival.

The success of a cultural festival can also be proven from the data of visitors who come from out of town to see the organization of this festival event. This data can be seen in the table below:

Table 1.1 Number of Visitors Candi Bumi Ayu Festival

No	Year	Number of Visitors
1	2023	640
2	2024	860

Source: Culture and Tourism Office of PALI Regency

Table 1.1 shows that the number of visitors to the Bumi Ayu Candi Festival from the first year it was held in 2023 to 2024 has increased. This is certainly supported by various dimensions, such as the level of community participation, the economic impact caused, the regional image formed, and the satisfaction of participants and visitors. Each of these factors is influenced by various elements, including careful planning, stakeholder involvement, and synergy between related parties. In the context of the Candi Bumi Ayu Festival, which has unique characteristics as a cultural festival based on local history and tourism, it is important to identify the determinants or factors that contribute to the achievement of such success.

Some previous studies show that factors such as the quality of event management, effective marketing, local government support, and community participation are important elements that influence the success of a festival ([Zuo, F., and Guo, 2021](#)). These elements are also supported by research from [Smith, A. and King, \(2020\)](#) that the success of cultural festivals by identifying several key factors, including the quality of event management, the role of marketing, support from local government, and local community involvement. It also emphasizes that without government support and community participation, cultural festivals will not achieve their goals to the fullest.

H1: The quality of event management affects the success of the Candi Bumi Ayu Festival in PALI Regency.

H2: Effective marketing affects the success of the Candi Bumi Ayu Festival in PALI Regency.

[Voon, B. H., and Lee \(2021\)](#) also highlight how active participation from local communities is crucial to the success of cultural festivals. In addition, quality management and proper marketing will ensure the event can reach a wider audience. The success of cultural festivals is also influenced by the extent to which local governments provide support in terms of policies and resources. [Dyer, P. and McNaught \(2022\)](#) also explained that discussed various factors that contribute to the success of festivals, including good management, government support, and community participation. The findings emphasize that successful festivals require cooperation between the government, local communities, and organizers to optimize the outcome of the event.

H3: Local government support affects the success of the Candi Bumi Ayu Festival in PALI Regency.

H4: Community participation affects the success of the Candi Bumi Ayu Festival in PALI Regency.

However, for festivals that are more local and specific, such as the Bumi Ayu Candi Festival, a more detailed and local context-based approach is crucial to find out what really influences its success. This is because there are many research gaps, such as not many studies that specifically discuss the success of cultural festivals in smaller and less internationally recognized regions, such as PALI Regency. Research that examines the factors that influence the success of festivals in this area is still rare, so it is an area that needs to be explored more deeply. In addition, not many have specifically assessed the success of cultural festivals that are based on the local potential and history of a particular region, such as those in PALI District. This research is important to see whether local wisdom- based management can increase the attractiveness and success of such cultural festivals.

PALI district, which has its own characteristics and challenges, the role of the community and local government support may be different compared to more developed areas. This research will fill the gap by examining how local government and local communities are involved in festival event management and its impact on the success of the event at the local level. Event management in resource-constrained regions, such as PALI district, has not been studied much. This research will fill the gap by analyzing how the quality of event management relates to the success of the festival despite limited resources and infrastructure.

By looking at the various research gaps obtained, so the researcher raised the title “Determinants of the Success of the PALI Regency Bumi Ayu Candi Festival”, by examining various factors that can affect the success rate of the event including the quality of event management, effective marketing, local government support, and community participation. This research is expected to provide useful

recommendations for festival organizers, local government, and other related parties in an effort to improve the quality and positive impact of festivals in the future.

MATERIALS AND METHODS

This research uses an explanatory quantitative approach with the aim of identifying and analyzing the factors that influence the success of PALI Regency's Candi Bumi Ayu Festival. The quantitative approach was chosen because this research focuses on measuring the variables that influence the success of the festival through numerical data collection. Meanwhile, the quantitative research design used in this research is descriptive and survey. In this study, researchers focused on data sources obtained from primary data and secondary data. In primary data, of course, researchers take from accurate and factual data that occurs in the field, structured interviews, and documentation portraits during pre-research observations.

The sample used in this study was 300 visitors who were selected using non- probability sampling technique with convenience sampling method. This technique was chosen because it allows researchers to select respondents based on their ease of access and availability during the festival. The sample selected will represent a variety of visitors who attend the Bumi Ayu Candi Festival, both in terms of age, gender, and regional origin.

This research is also supported by informants who master their fields and are certainly involved in the management of the PALI Regency Bumi Ayu Candi Festival, including the Head of the PALI Regency Tourism Office, the chief executive, festival activists, and one of the visitors who came to the 2024 Bumi Ayu Candi Festival.

While analyzing the data in this study using SEM AMOS analysis (Structural Equation Model with Analysis of Moment Structure). This analysis is an analytical technique that allows testing a series of relationships simultaneously. This relationship is built between one or more independent variables and one or more dependent variables. Each variable can be a factor or construct built from several indicator.

Table 3.1 Operasional Variable

Variable	Code	Indicators	Research Question
Quality of Event Management (QEM) (Getz, 2020)	QEM1	Event Planning and Organization	To what extent is the planning and organization of the festival perceived by visitors?
	QEM2	Resource Management	How is resource management done by the event organizer?
	QEM3	Visitor Experience	How satisfied were visitors with the experience they had during the festival?
Effective Marketing (EM) (Tan, P., & Lee, 2019)	EM1	Promotion and Advertising Strategy	To what extent are promotions and advertisements effective in attracting visitors?
	EM2	Brand Awareness Festival	How well known is the festival among the community and target audience?
	EM3	Promotion Reach	To what extent does the festival's promotion reach a wider audience?

Local Government Support (LGS) (Lee, C., & Jang, 2021)	LGS1	Government Funding and Budget	To what extent does the local government provide funding to support the implementation of the festival?
	LGS2	Supportive Policies and Regulations	Do local government policies and regulations support the implementation of the festival?
	LGS3	Infrastructure and Facilities Provided	Is the infrastructure and facilities provided by the local government sufficient to support the festival?
Community Participation (CP) (Chen, M. H., & Li, 2021)	CP1	Community Involvement in Festival Planning	To what extent are local communities involved in festival planning and preparation?
	CP2	Involvement in Festival Activities	To what extent do local communities actively participate in activities during the festival?
	CP3	Community Support for Sustainability	Does the community support the sustainability and future development of the festival?
Festival Success (FS) (Jiang, L., Zhang, W., & Xie, 2020)	FS1	Visitor Satisfaction	How satisfied were visitors with the overall experience they had during the festival?
	FS2	Economic Impact on the Region	Does the festival have a positive economic impact on the surrounding area?
	FS3	Cultural Preservation and Increased Public Awareness	To what extent does the festival contribute to the preservation of local culture and public awareness of cultural heritage?

RESULTS AND DISCUSSION (Arial 10)

Hypothesis testing is done with the Structural Equation Model (SEM). While data processing for hypothesis testing is carried out using the AMOS (Analysis of Moment Structure) version 24 program, the results are presented in the following table below:

Table 4.1 Research Hypothesis

Hypothesis	p- value	Standard (α)	Conclusion
H1. QEM – FS	0,00	≤ 0,05	H ₀ rejected
H2. EM – FS	0,00	≤ 0,05	H ₀ rejected
H3. LGS – FS	0,04	≤ 0,05	H ₀ rejected

H4. CP – FS	0,00	$\leq 0,05$	H ₀ rejected
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Source: Researcher's calculation, 2024.

Based on the results of testing the four hypotheses listed in Table 4.2, it shows that all four hypotheses have a significant effect. This is evidenced by the p-value ≤ 0.05 (Cohen, 2020). The results of hypothesis testing above support the formulation of the proposed problem as explained in the points below:

H1: The Quality of Event Management has an influence on the Success of PALI Regency's Bumi Ayu Candi Festival

Based on Table 4.3 above on hypothesis one, it shows that the results of the effect of Event Management Quality on Festival Success obtain a p-value below the standard (α) of 0.05 or 5%, so it can be concluded that H₀ is rejected. The meaning of this hypothesis indicates that the Quality of Event Management has a significant effect on Festival Success.

The results showed that the quality of event management significantly influenced the success of the Bumi Ayu Candi Festival in PALI Regency. This shows that aspects of event management, such as planning, implementation, and evaluation, have a major contribution in determining the extent to which the festival can achieve its goals, especially in increasing visitor satisfaction, introducing local culture, and boosting regional tourism (Getz, 2020).

One of the key aspects of quality event management is careful planning, which involves choosing the right time, arranging a suitable location, budgeting efficiently, and organizing an event schedule that is not confusing. If event management is done well, visitors can enjoy the event smoothly and comfortably, which in turn increases visitor satisfaction. Visitor satisfaction is an important indicator in measuring the success of a festival, as satisfied visitors are more likely to return to the same festival in the future or even recommend it to others.

H2: Effective Marketing has an influence on the Success of PALI Regency's Bumi Ayu Candi Festival

Based on Table 4.3 above on hypothesis one, it shows that the results of the effect of Effective Marketing on Festival Success obtain a p-value below the standard (α) of 0.05 or 5%, so it can be concluded that H₀ is rejected. The meaning of this hypothesis indicates that Effective Marketing has a significant effect on Festival Success.

The results showed that effective marketing has a significant influence on the success of PALI Regency's Bumi Ayu Candi Festival. Effective marketing involves not only event promotion but also includes the right communication strategies to reach a wider audience, increase public awareness of the event, and ultimately attract more visitors (Lee, C. K., Lee, Y. K., & Lee, 2019). In the context of the Bumi Ayu Candi Festival, effective marketing includes the use of various communication channels, such as social media, advertising, and cooperation with related parties, to promote the event thoroughly. In addition, good marketing also includes determining the right target market, crafting compelling messages, and disseminating relevant information at the right time.

Well-done marketing will help introduce the festival to a wider audience, including domestic and international tourists. In this case, effective promotion through digital platforms, such as social media (Facebook, Instagram, YouTube, etc.), can expand the reach and increase audience engagement. In addition, cooperation with mass media and influencers can strengthen the visibility of the festival and create a positive buzz in the community. By increasing brand awareness and audience participation, effective marketing strategies directly impact the success of festivals in terms of visitor numbers, local economic revenue, as well as wider cultural recognition (Yoo, M., & Lee, 2020). Therefore, effective marketing is one of the key factors in ensuring the success of the Bumi Ayu Candi Festival, because with proper promotion, the festival can attract more attention, both from the local community and visitors from outside the area.

H3: Local Government Support has an influence on the Success of PALI Regency's Bumi Ayu Candi Festival

Based on Table 4.3 above on hypothesis one, it shows that the results of the effect of Local Government Support on Festival Success obtained a p-value below the standard (α) of

0.05 or 5%, so it can be concluded that H0 is rejected. The meaning of this hypothesis indicates that Local Government Support has a significant effect on Festival Success.

The results showed that local government support had a significant influence on the success of the Candi Bumi Ayu Festival in PALI Regency. The local government plays a very important role in organizing a festival, both in terms of funding, policy setting, and facilitation of resources needed for the smooth running of the event (Lee, C. K., Lee, Y. K., & Lee, 2019). This support is not only limited to budget provision, but also includes administrative aspects, licensing arrangements, and official promotion of the event ([Soutar, G. N., & Turner, 2020](#)). Cultural festivals such as the Bumi Ayu Candi Festival rely heavily on the active role of local governments in facilitating various logistical and operational needs to ensure the event runs successfully.

First, local government support in providing funds is a key element in the smooth implementation of the festival. Without an adequate budget, festival organizers will find it difficult to meet operational needs, such as procurement of facilities and infrastructure, workers' wages, and promotional costs. Local governments that provide sufficient budget will give organizers the flexibility to plan bigger and more attractive events, which in turn can attract more visitors and expand the impact of the festival. This creates festival success in terms of visitor quantity and impact on the local economy.

H4: Community Participation has an influence on the Success of PALI Regency's Bumi Ayu Candi Festival

Based on Table 4.3 above on hypothesis one, it shows that the results of the effect of Community Participation on Festival Success obtained a p-value below the standard (α) of 0.05 or 5%, so it can be concluded that H0 is rejected. The meaning of this hypothesis indicates that Community Participation has a significant effect on Festival Success.

The results of this study show that community participation has a significant influence on the success of the PALI Regency Bumi Ayu Candi Festival. Community participation, both in the form of direct involvement in the preparation and during the implementation of the festival, plays an important role in creating a more lively and beneficial event for all parties (Lee, C. K., Lee, Y. K., & Lee, 2019). Local communities, as the main element in the implementation of the festival, contribute greatly to the success of the festival through their involvement in various aspects, such as volunteering, performing, or even as active spectators. In the context of the Bumi Ayu Candi Festival, community participation can be seen in their involvement in performing local traditions and culture, as well as playing a role in supporting the promotion of the event both directly and through social media.

First, community participation in the preparation and implementation of the festival can improve the quality of the event itself. When communities are actively involved in the planning process, they can provide relevant input based on their experience and knowledge of the local culture. This will ensure that the festival truly reflects the cultural values that the local community wants to highlight and accept ([Perkins, H. C., & Thorns, 2020](#)). For example, local communities can assist in providing traditional decorations, setting up venues, and helping to welcome visitors with regional hospitality. Thus, their active participation will create a more intimate atmosphere and invite visitors to come and participate.

In addition, community support as active participants in the festival also plays an important role in attracting visitors. When the community shows its enthusiasm and participation, whether through art performances, cultural exhibitions, or involvement in other social activities, this will attract the attention of more visitors, both from within the region and outside the region ([Kim, H., & Kim, 2021](#)). Community participation in showcasing the region's rich culture can create a more authentic and engaging experience for festival-goers. Communities involved in the performance of local culture, arts, and crafts can help introduce local potential that has not been widely recognized, which in turn strengthens the cultural identity of the region and increases the attractiveness of the festival.

CONCLUSIONS AND SUGGESTION

Based on the results of the research that has been conducted, it can be concluded that there is a significant influence of the four main factors studied on the success of PALI Regency's Bumi Ayu Candi Festival. The following are conclusions related to each of the proposed problem formulations: **1) The quality of event management proved to have a significant positive influence on the success of the festival.** Good management, which includes careful planning, effective coordination, and proper execution of the event, contributes directly to the smoothness and success of the event. A well-managed festival tends to attract more visitors and create a positive experience for the audience. **2)**

The Effect of Effective Marketing on Festival Success Effective marketing has also been shown to significantly influence festival success. The right marketing strategy, such as optimal use of social media, targeted promotion, and collaboration with various parties, can increase public awareness of the festival and increase the number of visitors. Effective marketing makes the festival better known, both among the local community and visitors from outside the region. **3) Influence of Local Government Support on Festival Success** Support from the local government plays an important role in the success of the festival. Support in the form of budget allocations, assistance in the form of policies, licenses, and facilities greatly helps the smooth running of the festival. Without the support of the local government, organizing a big event like this cultural festival will be difficult to achieve. Therefore, strong cooperation between the organizers and the local government is needed to support the success of the event. **4) The Influence of Community Participation on Festival Success** Community participation has been shown to have a significant influence on the success of festivals. Community involvement in various aspects of the festival, such as being performers, volunteers, or active visitors, can improve the quality and atmosphere of the festival. Active participation from the community also strengthens the sense of belonging to the festival, which in turn encourages the sustainability and success of the festival in the future. Overall, the results of this study show that the success of PALI Regency's Candi Bumi Ayu Festival is strongly influenced by four main factors, namely the quality of event management, effective marketing, local government support, and community participation. These four factors support each other and play an important role in ensuring the smooth running and success of the festival.

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