



Jogjavaganza Event as One of the Communication Media to Promote Yogyakarta City Tourism

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Abstract

One of the efforts made by the Yogyakarta City Government to anticipate the arrival of the low season in tourism sector is to organize an annual tourism event, Jogjavaganza event. This research uses a qualitative method with a study case approach. The data collecting method uses interviews and documentation studies. The purpose of this research is to introduce the jogjavaganza event by adopting the popular tourism events in Indonesia. The results showed that; (1) the jogjavaganza event can improve the tourism brand of the city of Yogyakarta, (2) the Jogjavaganza event activity which is participated by the government, private sector, and the community shows an established network, (3) the jogjavaganza event for the Yogyakarta City Tourism Department is part of an important marketing communication in order to promote Yogyakarta City tourism.

Keywords: *Event; Jogjavaganza; Marketing Communication*

Introduction

Indonesia has potential regions to become tourist destinations and unique tourists attractions, one of them is the city of Yogyakarta. Not only its natural potential that is excelled by the City of Yogyakarta, there are many other tourism potentials including cultural tourism, historical tourism, shopping tourism, educational tourism and convention tourism while maintaining the values and traditions in people's lives. The Yogyakarta City Government introduces products and destinations by organizing events that are held in several areas or objects spread across the city of Yogyakarta, the Yogyakarta City Government through the Yogyakarta City Tourism Department provides a forum for all potentials in the city of Yogyakarta such as traditional ceremonies such as grebeg maulud, Sekaten, Siraman Pusaka and others to be managed by the Yogyakarta City Government. These events present various information on tourist attractions ranging from natural tourism, culinary tourism, historical and cultural tours of local wisdom which are highly admired by tourists who have visited through various media at the time the event took place.

The event activities are now a priority agenda of each local government. Some events have even become a world-class tourist destinations such as Ubud writers and festivals in Bali, Jember fashion carnival, Banyuwangi ethno carnival, Borobudur marathon and others. With the great involvement from a business, culture and education oriented activities, many local governments are currently contributing in

the form of sponsoring festival activities and the others. Furthermore, the local government hopes that this event can raise the reputation of the region which can then improve the economic level of the community.

The events have become a very popular part of marketing communications programs, as they are an excellent promotional opportunity. Marketing communication has a very important role, this marketing communication is to direct the target market, for whom the target is, why this product is used, where and when we can find the product. All of that can be integrated through a marketing communications mix that can increase equity and boost sales. The marketing communication mix has several main communication models, including advertising, personal selling, sales promotion, public relations, direct marketing, interactive marketing.

The city of Yogyakarta as the main destination in Indonesia after Bali continues to develop the tourism sector and promote its resources of tourism potentials with various activities as a media that makes a magnet to attract potential tourists. Promotion is one of the important marketing activities for government agencies as an effort to maintain the regional economy and improve the quality of facilities and infrastructures to increase marketing activities in terms of marketing tourism in an area. Therefore, promotion is a form of marketing communication in which marketing communication is a marketing activity that seeks to distribute information, influence/persuade and/or remind the market of the products offered by the company concerned (Fandy, 2001:219).

In this case, there are many ways that the Yogyakarta City Government through the Yogyakarta City Tourism Department does to carry out tourism promotion activities so that the unknown places become the must-visit destinations for tourists. One of the marketing activities is promotion which is very important for local governments in order to maintain the regional economy and improve the quality of facilities and infrastructures to increase marketing activities, especially to promote tourist objects in an area. Promotional activities are part of marketing communications. Promotion requires many forms of marketing communication that are customized to the audience, a good and planned marketing communication will determine the success of a promotional activity.

The promotional activities carried out by the Yogyakarta City Tourism Department to promote tourism objects are by holding events, where the event is also a very effective activity of the marketing communication strategy. One of the tourism events organized by the Yogyakarta City Tourism Office is the Jogjavaganza event. Jogjavaganza is one of the tourism promotion activities in the city of Yogyakarta, this event is held in February. The purpose of this event is to keep the local and foreign tourists busy in the city of Yogyakarta from February to April after the new year's weekend, and it is also the first activity of the Yogyakarta City Tourism Department to facilitate tourism entrepreneurs in Yogyakarta through table top activities, With the existence of this program or activity, it will certainly make a profit for the City of Yogyakarta because it automatically generates revenue for the region as well as increasing economic growth and tourist visits to Yogyakarta.

Jogjavaganza was first held in 2017. Sourced from the official website of the Yogyakarta City Tourism Office (<https://pariwisata.jogjakota.go.id>), Jogjavaganza 2017 in its first year of implementation was held smoothly and successful and successfully achieved the target. Some of the Jogjavaganza event activities, namely Fun Healthy and Fun Night Run 5k and continued with a table top event that brought in travel agents from all over Indonesia, this Jogjavaganza involved various tourism actors in the city of Yogyakarta which aimed to help market and promote tourism actors so that the event being used as an annual event for the Yogyakarta City Tourism Department aims for the Yogyakarta City tourism actors not to worry about the low season every year, starts at the beginning of the year until April. The Tourism Department hopes that in February, the local and foreign tourists will still be busy and the benefits for the tourism business actors in Yogyakarta can be increased.

In order to attract the local tourists and foreign tourists interests, of course it cannot be separated from the active role of tourism stakeholders who have to do various ways such as promotions so that tourist objects are better known by tourists while at the same time attracting tourists to visit existing tourist objects. The main stakeholder in this Jogjavaganza event is the Yogyakarta City Tourism Promotion Board, where the BPPKY participates in helping and providing input and collaborating with the Yogyakarta City Tourism Department to work together with the business actors in the city of Yogyakarta so that they can develop the city of Yogyakarta tourism through the Jogjavaganza event program.

Being used as the reference for other events to guide the direction of the implementation process, it is necessary to conduct research on the Jogjavaganza event to achieve the main vision and mission of Yogyakarta City tourism development so that later it is expected to increase the number of tourists both domestic and foreign. The result of this research is that the Jogjavaganza event becomes an effective marketing communication model to be able to increase tourism brands, build network identities and become a very effective part of tourism promotion.

Literature Review

Event

Events are the important and interesting activities because of their different forms and patterns that offer a variety of activities that can be enjoyed by many people. Events provide experience values that have a positive and significant impact on people's satisfaction and trust (Wu, 2016). In essence, the event is a program that was naturally born that combines marketing communications that can have a direct effect on consumers (Wu, 2016). In marketing communication there is a process and concept of products and services that are integrated with consumers through communication channels (Chitty, 2008). In addition, festivals and events contribute to the economic income of local communities, increasing feelings of spiritual joy, community relations and the economy (Pan, Pan, & Huan, 2013).

Event is a type of promotion that is often used by companies or connecting a brand at an event or a thematic party where it is developed with the aim of creating an experience for consumers and promoting a product or service. Marketers often do event marketing to associate their products with popular activities such as sporting events, concerts, bazaars, or festivals. Thus, marketers continue to organize their own events for promotional purposes (Belch, 2009:580).

The concept of the event generally refers to the understanding expressed by Rahma (2017). According to Rahma, events can take the form of exhibitions, performances and festivals. In a broader sense, the event is defined as a period of activity carried out by an organization by bringing people to a place so that they get important information or experience. In this context, the event can be understood as a marketing communication medium because there are activities to inform something and provide personal benefits and become an important experience for those who follow it.

From some of the definitions of the event above, it can be concluded that the event is an activity designed with a specific theme that aims to attract visitors in order to understand the message displayed by the company that held it. In this case, the message is of course a promotional message that is expected to bring consumers closer to the brands they produce.

The event referred to in this study is the Jogjavaganza event which is one of the tourism promotion activities organized by the Yogyakarta City Tourism Department which aims to attract tourists to come to Yogyakarta City during the low tourist season between February and April.

Jogjavaganza

Jogjavaganza is one of the tourism promotion activities in Yogyakarta, the purpose of holding this event is to keep local and foreign tourists busy in the city of Yogyakarta from February to April after the new year, and at the same time becomes the first activity of the Yogyakarta City Tourism Department to facilitate tourism business actors in the city of Yogyakarta.

Jogjavaganza was facilitated by the Yogyakarta City Tourism Department and the Yogyakarta City Tourism Promotion Board (BP2KY) by inviting potential domestic buyers of 120 travel agents in Indonesia who are members of the Association Indonesian Tours & Travel Agencies (ASITA) to come to Yogyakarta via table top and destination visit. The series of Jogjavaganza activities began with a welcome dinner, table top, closing dinner, juggling competition followed by a city tour to several tourist destinations in Yogyakarta, such as: Yogyakarta Palace, Malioboro, Breksi Cliff Tour, Yogya Monument, Vredenburg Fort and Upside Down World Yogya. .

In addition to destination visits, the main activity is to bring together tourism actors such as travel agents, hotels, restaurants and souvenir center players. There are about 130 travel agents invited to the Jogjavaganza to conduct table top and business to business (B2B) activities between tourism actors as sellers and travel agents to bring tourists. With the existence of this program or activity, it will certainly benefit the Yogyakarta City Government because it automatically generates revenue for the region as well as increasing economic growth and tourist visits to the city of Yogyakarta.

Marketing Communication

Carrying out communication with unique target consumers and have a variety of different needs, requires its own communication strategy. This approach focuses on investigating how humans interpret their social life, and how humans express their understanding through language, sounds, imagery, personal style, and social rituals (Deakon, 1999). In the field of communication, there is an interpretive paradigm that is widely applied to interpersonal communication, language, social interaction, group communication, organizational communication, cross-cultural communication, media and cultural studies, performance studies, applied communication, and health communication (Lindlof and Taylor, 2002).

Marketing communication is a multidisciplinary approach that combines theories and concepts of communication science and marketing science (Priansa, 2017). The American Association of Advertising Agency, gives the understanding of marketing communication as a communication planning process that recognizes the added value of comprehensive communication planning (Agus, 2012). Rahma (2017) defines marketing communication as a determination of promotional objectives by making a marketing plan.

Marketing communication is a way that companies use to inform, persuade, and remind consumers, either directly or indirectly, about the products and brands they sell. Marketing communication contributes to brand equity by building brand awareness (brand awareness) and creating a brand image (brand image) which includes six components, which are advertising, sales promotion, events, public relations and publicity, direct marketing, and personal selling (Kotler & Keller, 2018).

Marketing communication can also be expressed as a communication activity that aims to convey messages to consumers using various media, with the hope that communication can produce three stages of change, changes in knowledge, changes in attitudes, and changes in desired actions. Knowledge change is the earliest stage of a communication process which is included in the cognitive effect, which is the awareness stage of the existence of a thing.

Methodology

In this research, a qualitative approach is used because it relates to research that produces an invention that cannot be measured by statistical data or quantitative methods. The qualitative approach tries to explain reality by using descriptive in the form of sentences. This research method uses a case study analysis model developed by Burhan Bungin (2012). In this case study, there are two domains, Jogjavaganza events and marketing communications. The research process by conducting interviews and taking documentation to informants to get a complete picture of the Jogjavaganza event. The data confirmation is done through the event committee, the Yogyakarta City Tourism Department.

The data source obtained from the primary data of the interviews in the form of questions, interpretations, activities and events carried out by the organizing committee of the Jogjavaganza event and the secondary data obtained from the Yogyakarta City Tourism Department in the form of documents, internet journals, that are directly related to information about the event as the object of the research.

Results and Discussion

Implementation Event Jogjavaganza

The Yogyakarta City Government through the Tourism Department as a technical Regional Work Unit (SKPD) carries out various activities to develop and advance and refers to the goals and objectives of the local government and according to its duties and main functions, the Yogyakarta City Tourism Department supports the achievement of local government targets for an increased economic growth, with indicators of achievement of targets: The number of tourist visits increases and the length of stay of tourists increases (Length of Stay).

In the last 4 years, the Yogyakarta City Tourism Department has an excellent event held at the beginning of the year called the Jogjavaganza Event. An annual event designed with the aim of keeping local and foreign tourists busy in Yogyakarta City from February to April after the new year. Jogjavaganza activities are held by combining business, welcome dinner, sports, table top and city tours.

The Jogjavaganza event is one of the tourism promotion activities in the city of Yogyakarta by involving all tourism stakeholders in the city of Yogyakarta. This activity invites potential domestic buyers from 110 travel agents in Indonesia to come to the city of Yogyakarta. An explanation of the Jogjavaganza event agenda to provide information and at the same time persuade potential tourists, then made a promotional message in an informative and educative form that can be seen in the synopsis that is displayed on digital media. Several series of Jogjavaganza events, including:

- Welcome Dinner

This welcome dinner activity is the initial activity for the opening of the Jogjavaganza event. The purpose of holding a welcome dinner is to introduce the participants of the Jogjavaganza event.

- Jogjavaganza Fun Night Run

A running activity that is carried out at night which is attended by residents of the City of Yogyakarta, tourism actors and non-invited visitors to the Jogjavaganza event.

- Table Top

The Table Top activity is one of the Business to Business (B2B) activities by inviting potential domestic buyers as many as 110 travel agents in Indonesia to come to the city of Yogyakarta.

- City Tour / Fam Trip

Inviting the guests to go around enjoying tourist destinations in the city of Yogyakarta.

Marketing Communication

In order to succeed in marketing communications, the Yogyakarta City Tourism Department coordinates with the Yogyakarta City Tourism Promotion Board (BP2KY). In addition, the Yogyakarta City Tourism Department is also active in establishing relationships and cooperating with stakeholders who are tourism actors, both with travel agents (travel agents), hotels, organizations that oversee tourism such as PHRI, ASITA, HPI and the Dimas Diajeng Association of Yogyakarta City, as well as establishing relationships with communities around tourist attractions in the city of Yogyakarta.

“We’re from the Yogyakarta City Tourism Department coordinate with BP2KY and collaborate with organizations that oversee tourism such as PHRI, ASITA, HPI and the Dimas Diajeng Association of Yogyakarta City, as well as establish relationships with communities around tourist attractions in the Yogyakarta city.” (Interview with Ms. Yetty Martanti, S.Sos.M.M on March 18, 2020).”



Image 1. *Event preparation coordination meeting*

The purpose of Marketing Communications carried out by the Yogyakarta City Tourism Department is not only to create branding, but also to influence potential tourists who will visit the city of Yogyakarta so that they are continuously interested in tourism objects in the city of Yogyakarta.

In addition, the Yogyakarta City Tourism Department uses the existing vision and mission as the basis for carrying out marketing communication strategies. The concept of marketing communication has now developed. Marketing does not only aim to gain profit, but also to establish good relations with the parties who are stakeholders related to tourism. The Yogyakarta City Tourism Department has a focus on carrying out Marketing Communication Strategies such as advertising using outdoor media by using banners and billboards. On several occasions, the Yogyakarta City Tourism Department also uses spot

advertisements on local radio to promote events that will be held. The Yogyakarta City Tourism Department also focuses on every event activity to promote Yogyakarta City tourism.

In accordance with the purpose of marketing communication, which is to achieve three stages of change aimed at consumers, the Yogyakarta City Tourism Department is also conducting marketing and promotional communications in the hope of achieving these three stages of change. The three stages are the stage of changing knowledge (knowledge), changing attitudes (consumer behavior), and changing behavior. In delivering promotional messages at the Jogjavaganza event, the Yogyakarta City Tourism Department uses digital promotions by displaying more forms of informing, persuading and reminding.

"As for an example of promotion, we have one sentence slogan "Come to Jogja, or Jogja Never Ending Asia", that's one example we often do through fliers and we hope through the word, it can be used to attract people outside the city of Yogyakarta And also, we convey the message tagline "Jogja Istimewa". (Interview with Ms. Andriani as Promotional and Marketing Section Chief of Yogyakarta City Tourism Department on March 18, 2020)."

Event and Identity Establishment

Events for Government Agencies can also be interpreted as an awareness of the importance of introducing cultural identity into public spaces. The creativity that has been enjoyed by most of the people concerned, is finally enjoyed by the open community who actually have the same identity. The existence of events in private spaces then shifted to public spaces.

In social terms, this process can be identified with the formation of a network society (Jannah, 2012). (Castells M, 1997) defines a network society as a society with dominant functions and processes formed by networks, both the intranet, the internet, cooperative networks sharing companies, organizations, countries, to social networks. In network logic (Raudhatul Jannah, 2012). Jogjavaganza event activities can also be a means of forming networks. In the fun night run event, table top and welcome dinner. The dominant role is seen in the Yogyakarta City Tourism Department, which in fact they are in the same network. Likewise, in determining local cultural arts, adaptation of regional arts is also very dominant. In an interview with Afia Rosdiana.



Image.2. Table Top Activity and fun night run

"We're from the Yogyakarta City Tourism Department coordinate with BP2KY and collaborate with organizations that oversee tourism such as PHRI, ASITA, HPI and the Dimas Diajeng Association of Yogyakarta City, as well as establish relationships with communities around tourist attractions in the Yogyakarta city.

The participation of invited guests at the Jogjavaganza event also cannot be separated from the similarity of vision and mission which is looking for a form in introducing their identity to the public. In this case the Yogyakarta City Tourism Department can use it by utilizing it. In terms of the form of

promotion by increasing value added (added value). That's why every school builds its brand equity also through internal events.

Tourist Visit Circumstances

One aspect to measure the success of event activities is the presence of the masses/visitors. A large crowd is one indicator of the success of event activities, although we need to look at it from the point of view of market segmentation so that the goals and objectives can be achieved. In the context of the Jogjavaganza event, the visitors who come can be classified: 1) Stakeholders from government and non-government. 2) Travel agents. 3) Local and foreign tourists. 4) The community around the activity.

The Jogjavaganza event provides a positive value for tourist visits in the city of Yogyakarta so that this event is continued to become the annual event calendar of the Yogyakarta City Tourism Department from 2017 to 2020. The Jogjavaganza event has a multipurpose impact in the form of economic improvement, promotion of tourist destinations, development of potential tourist attraction and increase the visit of domestic and foreign tourists. The target of this event is to keep the number of tourists visiting the city of Yogyakarta stable even in the low season.

“Before the Jogjavaganza event was held, tourist visits had increased significantly due to the year-end holidays. The Jogjavaganza event is expected to be able to keep the number of tourist visits stable even during the low season, which is from February to April.” (Interview with Ms. Andriani as Promotional and Marketing Section Chief of Yogyakarta City Tourism Department on March 18, 2020)

The Yogyakarta City Tourism Department noted that data on the arrival of domestic and foreign tourists in the city of Yogyakarta showed an increase from year to year. In the last four years, the number of tourists has reached four million people, with details of 2016 at 3.5 million, 2017 at 3.8 million, 2018 at 4.1 million, and 2019 at 4.2 million.

Table 1: Yogyakarta City Tourist Visit Data for the last 4 years

Year	Foreign Tourists	Local Tourists	PAD
2016	396.518	3.150.834	162.390.765.921
2017	435.655	3.459.116	186.241.789.463
2018	496.293	3.606.947	177.219.549.020
2019	498.867	3.879.742	253.163.837.524

Source: The Yogyakarta City Tourism Department Document (2019)

Based on the data above, the number of visitors by foreign tourists (tourists) and domestic tourists (wisnus) who come to the city of Yogyakarta has increased. This can be seen from the increase in local revenue (PAD) each year. It was recorded that from 2016, local original income (PAD) experienced the highest increase in 2019 to reach 253,163,837,524, this increase in PAD has an impact on increasing the income of people around tourism objects.

Conclusion

The Jogjavaganza event as a form of marketing communication strategy carried out by the Yogyakarta City Tourism Department which aims to keep domestic tourists and foreign tourists busy in the city of Yogyakarta from February to April after the new year, and it is also the first activity of the Yogyakarta City Tourism Department to facilitate tourism business actors throughout Indonesia to be present in the city of Yogyakarta. The Jogjavaganza event is an effective marketing communication model to be able to increase the tourist destinations of Yogyakarta City in the eyes of the community, build network identity and become a very effective part of the promotion of the City of Yogyakarta.

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1. Mrs. Yetty Martanti, S.Sos.M.M as the Secretary of Yogyakarta City Tourism Department.
2. Mrs. Andriani as Promotional and Marketing Section Chief of Yogyakarta City Tourism Department.
3. Mrs. Afia Rosdiana

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