

Revitalizing Tradition Through Cultural Festivals: An Effort To Enhance Local Tourism

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ABSTRAK

Revitalizing traditions through the organization of cultural festivals is a strategic step to strengthen local cultural identity while improving the tourism sector. This article explores the role of cultural festivals in promoting local traditions as sustainable tourist attractions, focusing on some examples of cultural festivals in Indonesia. Through a qualitative approach and case study method, this study examines the impact of cultural festivals on local tourism and how they contribute to the preservation of traditions, the formation of collective identity, and the improvement of the community's economy. The findings of the study show that cultural festivals can strengthen the sense of belonging to local traditions among the community, introduce cultural values to the younger generation, and attract domestic and foreign tourists. In addition, cultural festivals have proven to have a significant economic impact on the local population through business and employment opportunities. Based on the results of the research, support from the government, business actors, and the community is very important to ensure the sustainability of cultural festivals as one of the strategies for developing culture-based local tourism

INTRODUCTION

Local tourism has a very important role in supporting the economy of a region. In addition to being a source of income, this sector also creates jobs and introduces the cultural and natural potential of an area (Besra., 2022). In Indonesia, cultural diversity that includes various traditions, arts, and customs is a very valuable wealth, but it is often threatened by globalization that brings the influence of outside cultures (Siregar., 2024). Efforts to maintain and develop local culture are very important, one of which is through the organization of cultural festivals (Fitriana *et al.*, 2020). Cultural festivals are a form of celebration that not only aims to celebrate traditional heritage, but also become an effective tool to introduce the richness of local culture to the wider community. Through cultural festivals, traditions and values contained in regional culture can be maintained and passed on to the next generation. Cultural festivals also function as tourist attractions that can attract tourists from various regions and abroad (Setyanto., 2017). Thus, cultural festivals can be a means to revitalize traditions while developing the local tourism sector.

Traditional revitalization is an effort to revive, maintain, and develop cultural traditions that are sometimes endangered or forgotten in the midst of modernization and



globalization. Traditions, which reflect the identity and history of a community, are often marginalized over time, especially among younger generations who are more exposed to outside cultures (Rahmatain *et al.*, 2023). Therefore, the revitalization of traditions is very important to ensure that these cultural values remain alive, relevant, and acceptable to today's society (Putri *et al.*, 2024). In addition, this process is also a means to strengthen local cultural identity and create collective awareness about the importance of preserving existing cultural heritage.

One way to rejuvenate traditions is to involve the younger generation through education and teaching about local culture, both in formal contexts in schools and in community activities (Lestari *et al.*, 2024). This allows them to understand, appreciate, and preserve existing traditions. The organization of cultural festivals is one of the important strategies in revitalizing traditions. Cultural festivals function not only as a place to celebrate, but also as a forum to introduce regional cultural riches to the wider community. In this festival, activities such as art performances, craft exhibitions, and culinary festivals can attract the attention of tourists, as well as provide opportunities for local communities to participate in preserving culture (Sibagariang., 2024). The festival has proven effective in introducing and preserving local culture and boosting tourism, but there are still many aspects that need to be further researched. The influence of the F8 Festival on tourists' perception of Makassar's local culture, its contribution to the growth of the creative economy and local tourism, as well as its role in preserving traditions among the younger generation, still requires more in-depth exploration. In addition, the use of social media and digital marketing strategies in attracting tourists is also an area that has not been widely researched. The study, which examines how much influence this festival has in promoting local culture, increasing tourist attractions, and comparing it to other cultural festivals in Indonesia, is expected to provide a more comprehensive understanding of the role of cultural festivals in the development of the local creative economy and tourism.

The revitalization of traditions also relies heavily on the empowerment of local communities. Communities that have knowledge and skills about certain traditions must be involved in the preservation process through training, development of cultural products, and economic support (Wawuru & Aryaningtyas., 2024). The community is not only an actor in preserving their culture, but also feels the direct benefits of these activities (Kusumawardhana., 2023). On the other hand, innovation in the implementation of tradition is an important key so that tradition remains relevant without losing its essence. For example, traditional performing arts can be combined with modern elements to attract the interest of the younger generation without sacrificing the cultural values contained in it. Technology also has an important role in the process of revitalizing traditions. The use of social media and other digital platforms allows traditions to stay alive and known by a wider audience, even globally (Jati., 2023). Digital documentation and the dissemination of information through videos or educational apps can help preserve traditions that may be difficult to reach physically. Through these steps, the revitalization of traditions not only serves to preserve culture, but can also improve the local economy, especially through the development of culture-based tourism (Wulandari., 2024). Cultural festivals, as a form of revitalization, have great potential to attract tourists, which in turn supports the local economy and provides a long-term impact on the local community. The revitalization of traditions is a strategic step that is not only important for cultural preservation, but also for economic and social development at the local level.

Good management of cultural festivals can have a significant economic impact on the region. Activities such as art performances, craft exhibitions, parades, and culinary festivals are able to attract tourists, which in turn will support the development of related sectors such as accommodation, transportation, and culinary. Not only that, cultural festivals also create opportunities for local communities to participate in organizing events, giving them the opportunity to utilize their expertise in arts, crafts, and culinary (Rahmatin., 2023). Cultural festivals have the potential to create a positive chain effect in improving the local economy. However, even though cultural festivals have great potential, there are still many regions that face challenges in organizing them optimally. Obstacles such as limited resources, lack of promotion, and unprofessional management are often obstacles. Without a clear strategy, cultural festivals can lose their essence and become only temporary events with no long-term impact (Aptasari *et al.*, 2024). Therefore, the revitalization of traditions through cultural festivals must be carefully planned, involving various parties, and adjusted to local needs and potentials.

Successful cultural festivals require collaboration between the government, the community, and the private sector. In addition, the use of technology, such as social media, to promote festivals is also crucial in expanding audience reach and attracting tourists (Sasmita & Edina., 2024). Good management, both in terms of events and marketing, will ensure that cultural festivals not only function as a means of entertainment, but also as an instrument to promote local tourism in a sustainable manner, maintain cultural sustainability, and improve the regional economy (Sulistiyadi *et al.*, 2019). Revitalizing traditions through the organization of cultural festivals is an increasingly relevant trend in the era of globalization, especially in Indonesia, which is rich in cultural diversity. In this context, the F8 Festival in Makassar emerged as a striking example. This festival repackages local traditions with a modern and innovative approach that has succeeded in attracting the attention of local, national, and foreign communities. The F8 festival integrates eight cultural elements – fashion, food and fruits, flora and fauna, traditional culture, contemporary music, fine arts, literature and film – presented with a modern twist. This provides an attraction for young people while maintaining cultural values for the local community. This phenomenon shows that with creative packaging, tradition not only stays alive but also becomes more relevant and interesting among the new generation.

In the midst of globalization that often brings cultural shifts and the dominance of modern trends, festivals such as F8 provide a space for people to celebrate their own cultural identity, which is often threatened by the current of homogenization. The festival is a forum for expression for local culture that allows the people of Makassar, in particular, to revive their heritage while innovating through contemporary art collaborations. Not only as entertainment, the F8 Festival serves as a bridge that connects the community with their cultural heritage, as well as a means of promotion that strengthens local identity. With a concept that combines tradition and innovation, this festival attracts tourists from various walks of life, creates great economic potential and introduces South Sulawesi's cultural richness to the international scene. In this phenomenon, research on the F8 Festival can be focused on the direct and indirect impacts produced by this festival. The research can explore how this festival affects tourists' perception of local culture, as well as measure the extent to which this festival contributes to the growth of the creative economy and tourism sector in Makassar. Another important aspect that can be researched is the extent to which the festival has succeeded in fostering cultural awareness and local pride among the community,

especially among the younger generation. Through this research, it is hoped that new insights can be found on how cultural festivals such as F8 play a role in strengthening cultural identity, as well as an effective strategy to increase the number of tourist visits and grow the creative economy in various regions in Indonesia. These findings can be a guide for other regions that want to make similar efforts in revitalizing local traditions and developing culture-based tourism.

Local tourism has long been an important sector in the economies of many regions, contributing to regional income, job creation, and improving the quality of life of local communities. Indonesia, with its diversity of cultures, nature, and traditions, has great potential to develop the tourism sector at the local level (Ahmad., 2022). However, the challenges of globalization, competition with international tourist destinations, and the impact of socio-economic changes often make local tourism less developed optimally. Structured and sustainable efforts to improve local tourism. This effort not only focuses on the promotion of tourist destinations, but also on the development of attractions based on cultural uniqueness and existing local potential (Biringkanan & Tammu., 2022).

One of the approaches that is widely encouraged is to take advantage of the region's cultural and traditional richness as the main attraction, which not only brings tourists, but also provides direct benefits to the surrounding community. By involving local communities in the planning and management of the tourism sector, the development of local tourism can be carried out in an inclusive and sustainable manner. Increasing local tourism also requires a more holistic approach, involving various related sectors, such as infrastructure, transportation, accommodation, and other supporting facilities (Herinanto *et al.*, 2024). In addition, by utilizing digital technology and social media, information about local tourism potential can be more easily accessed by tourists, both domestic and foreign (Lontoh *et al.*, 2020). More effective and innovative promotions, supported by the right marketing strategy, will be able to attract more tourists to visit and spend time in local destinations.

The biggest challenge faced is how to maintain the sustainability of local tourism so that it does not only rely on existing natural or cultural potential, but also improves the quality of management, tourist experience, and community welfare (Darmayanti., 2020). Therefore, the development of local tourism needs to be carried out by involving all parties – both the government, the private sector, and the community – so that the benefits can be felt equally and sustainably. This article aims to examine various efforts that can be made to improve local tourism, both through the development of tourist destinations based on local wisdom and through appropriate marketing strategies, as well as how community involvement in this process is the main key in creating sustainable tourism.

METHODOLOGY

This study uses a qualitative approach with a case study method to explore the role of cultural festivals in the revitalization of traditions and their impact on local tourism. The focus of the research is several cultural festivals in Indonesia that are considered successful in increasing tourism and preserving local culture. Data was collected through in-depth interviews with festival managers, community leaders, and tourism actors, participatory observations during the festival, and documentation from reports, articles, and related publications. Data analysis is carried out through a descriptive-analytical approach, with a process of coding, categorization, and

interpretation to find key themes such as cultural preservation, tourist attractions, and economic impact. The validity of the data is strengthened by the source triangulation technique, which is comparing information from various sources to ensure consistency, as well as member checks to confirm the interpretation of the data by the researcher. The study also adheres to qualitative research ethics, including maintaining participant confidentiality and obtaining interview approval, for the sake of research credibility and participant trust.

RESULTS AND DISCUSSION

This research reveals that efforts to increase local tourism can be achieved through various strategic steps, such as community empowerment, management of cultural and nature-based destinations, and infrastructure improvement and promotion (Yaslan *et al.*, 2023). Each region shows unique potential that can be used as a tourist attraction, be it culture, nature, or history. Based on interviews with stakeholders and direct observations, it was found that areas that involve local communities in the planning and management of tourist destinations tend to be more successful in increasing tourist attraction and community welfare (Amin *et al.*, 2022). Community empowerment that involves them in the management process not only provides economic opportunities for local communities, but also improves the quality of services provided to tourists (Syahrudin *et al.*, 2023). Community empowerment in the management of the tourism sector is a key factor in success in the development of local tourism (Nahar *et al.*, 2024). People involved in the provision of tourism services, such as homestay management, handicrafts, and local culinary, can enjoy a significant increase in income (Suarta & Winotawan., 2024). In addition, they also play a role in planning and managing tourist destinations, which increases the sense of ownership and responsibility for the sustainability of the destination. In some tourist villages, for example, the management of homestays and handicraft products involving the community has had a positive impact, both in terms of economy and cultural preservation. With direct involvement in the tourism industry, communities can ensure that local values are maintained, while benefiting from the sector (Herdiana., 2019).

The management of cultural and nature-based destinations has proven to be effective in attracting tourists. Cultural festivals that are regularly held can be the main attraction for tourists who want to experience authentic culture. This is evident from several regions that have succeeded in attracting domestic and foreign tourists by promoting local traditions, such as performing arts, typical culinary, and handicrafts. Cultural festivals not only play a role in introducing the region's cultural richness, but also serve as a platform for people to show their cultural uniqueness to the outside world (Amir., 2023). In addition, tourist destinations that highlight natural wealth, such as ecotourism and nature tourism, are also able to attract tourists who are looking for a closer experience of nature. Wise nature management, which prioritizes the principles of ecotourism, can increase awareness of the importance of nature conservation, while providing economic benefits to surrounding communities (Pradini *et al.*, 2023).

The main problem faced in the development of local tourism is limited infrastructure, especially in more remote areas (Kurniawan., 2024). Limited access, such as poorly maintained roads and lack of transportation facilities, often reduces tourists' interest in visiting these destinations. Infrastructure improvements, both in terms of transportation, accommodation, and other public facilities, are very important to support the development of local tourism. Good infrastructure will not only make it easier for

tourists to access, but also increase their comfort and satisfaction while in the destination. The development of environmentally friendly infrastructure must also be considered so that the impact of development on nature can be minimized (Saragih *et al.*, 2023).

Effective promotion through social media and digital platforms also plays an important role in increasing the visibility of local tourist destinations (Paramita., 2024). Tourists are increasingly relying on social media to find information and share their experiences. This provides a great opportunity for local tourist destinations to be known more widely, both at the domestic and international levels (Rafi'i., 2024). Social media allows tourists to share their photos, videos, and stories, which in turn can be a very effective and authentic promotion for the destination. By utilizing social media and digital platforms, local tourism can be more quickly recognized and accessed by various groups.

However, the biggest challenge faced in the development of local tourism is how to maintain a balance between economic growth and nature and cultural preservation (Al-Bakry., 2023). Unwise management can cause environmental damage and reduce the cultural value that is the main attraction of tourism (Kritina *et al.*, 2020). Therefore, it is important to integrate sustainability principles in every step of tourism development. Sustainable management will ensure that local tourism can continue to develop without damaging the environment or reducing the quality of local culture (Susanti *et al.*, 2023). The government, the private sector, and the community must work together to create policies that support environmentally friendly tourism management and involve the community at every stage (Rimadevi *et al.*, 2022).

The Makassar International Eight Festival and Forum, or better known as the F8 Festival, is one of the clear examples of efforts to revitalize tradition through cultural festivals that have succeeded in promoting local tourism in Makassar City. This annual festival has become an event to introduce the cultural diversity of Makassar at the national and international levels, as well as a means of preserving traditions through a modern approach that is able to attract the interest of the wider community. The success of the F8 Festival in inviting domestic and foreign tourists proves that local culture can be a strong tourist attraction if it is packaged with creative and relevant concepts.

The name "F8" is taken from the eight main elements that color this event: fashion, food and fruit, flora and fauna, folk, fusion music, fine art, fiction writers and fonts, and film. The combination of these elements makes the F8 Festival able to revive local traditions and combine them with contemporary art, creating a cultural festival that is not only visually appealing but also arouses visitors' curiosity about Makassar's cultural richness. Each element becomes a medium for the people of Makassar to promote a rich cultural heritage, through a modern and inclusive way, so as to be able to inspire and provide education for tourists who attend.

The success of the F8 Festival, which is getting bigger every year, has made it a driving force for local tourism as well as strengthening Makassar's cultural identity. This festival shows that cultural preservation does not have to be centered on historical heritage alone, but can be realized through innovations that touch on creative and artistic aspects. As one of the efforts to revitalize tradition, the F8 Festival not only increases the number of tourist visits, but also revives the local spirit, making it an event that brings together cultural heritage and the creative potential of today.

Makassar City officially received the city branding "Explore Makassar" from the Ministry of Tourism and Creative Economy in 2017. Makassar, known as the Gateway of Eastern Indonesia, continues to show rapid economic growth. As part of efforts to introduce this city, the Makassar City Tourism Office organizes various promotional

events, one of which is the Makassar International Festival & Forum (F8), which is now included in the Top 10 Kharisma Event Nusantara (KEN) 2023. F8, which is claimed to be the largest seaside festival in the world, highlights local traditions and culture with a significant increase in visitor numbers each year, as well as having a huge economic impact on the city government, tourism businesses and the community. The F8 Festival aims to promote eight main sectors in Makassar, namely Film, Fashion, Fiction & Font Writers, Fine Arts, Food & Fruit, Fusion Music, and Flora & Fauna. In addition to the positive impact on the local economy, this festival also strengthens international relations, including with countries that cooperate with Makassar. The Head of the Makassar City Tourism Office said that this festival was an interesting topic of discussion during a visit to Australia with the Mayor of Makassar. F8 provides an opportunity for international parties to showcase their country's fine arts, thus further strengthening Makassar's position as a global cultural and tourism destination.

Based on the results of research that has been conducted on "Makassar International Festival & Forum (F8) as a Destination Promotion", the researcher concluded that F8 has implemented an effective promotion mix strategy to make Makassar City an increasingly well-known tourist destination. The Makassar City Tourism Office optimizes the promotion mix by collaborating various elements, including by carrying out Public Relations and Publicity activities. One of the steps taken is to collaborate with Metro TV to advertise and provide exclusive coverage of the F8 festival every year. This collaboration allows the F8 festival to receive wide attention, both from the local and international community, so that it is able to attract more visitors from various countries. The international F8 festival is also covered by international media, including media from Australia. Australian media reported on the implementation of this festival, highlighting the involvement of other countries in the event. In this case, the Australian Consulate General also reported that F8 provides an opportunity for Australian Consulates to participate in promoting their culture, thereby strengthening bilateral relations between Makassar and Australia. The involvement of various international parties in F8 further strengthens the festival's position as a global promotional event that focuses not only on tourism, but also on cultural exchanges between countries.

This study concludes that local tourism can increase significantly with a holistic and integrated approach. Community empowerment, cultural and nature-based management, as well as infrastructure improvement and proper promotion are the main factors in the success of local tourism development (Sanmutiane *et al.*, 2024). While there are challenges to be faced, such as limited infrastructure and potential negative impacts on the environment, sustainable tourism management can ensure that the sector provides equitable economic benefits and also plays a role in the preservation of culture and nature. The success of local tourism development requires close cooperation between the government, the private sector, and the community to create tourist destinations that are not only attractive, but also sustainable in the long term (Pramudiana *et al.*, 2024).

CONCLUSION

Revitalizing traditions through cultural festivals is an important strategy in strengthening local cultural identity and increasing tourism attractiveness, which has a significant positive impact on the regional economy. Cultural festivals play a role not only as a means of entertainment and tourist attractions, but also as an effective medium to preserve traditional values and introduce local culture to the younger generation, domestic tourists, and foreign tourists. Based on the results of the research,

cultural festivals have a central role in fostering people's sense of pride and attachment to their cultural heritage, as well as opening opportunities for the community to be actively involved in preserving traditions. Furthermore, cultural festivals provide a substantial economic impact by creating new business opportunities and jobs in the tourism and creative industry sectors. Local communities, especially small and medium business actors, feel the direct benefits of the increase in the number of tourists which has an impact on increasing regional income. However, in order for cultural festivals to continue to make a sustainable contribution to tourism and the local economy, support and collaboration from various parties are needed. The government, local communities, and tourism industry players are expected to play an active role in planning, funding, and promoting the festival, as well as keeping the festival relevant in the midst of the times. Good festival management is necessary so that cultural values are maintained and not affected by excessive commercialization. By prioritizing authenticity and local wisdom, cultural festivals are expected to become an important pillar in the development of culture-based tourism in Indonesia, as well as providing a positive social and economic impact on the local community. Through consistent support from various stakeholders, cultural festivals can be the main motor that introduces Indonesia as a tourist destination rich in tradition and culture in the international arena.

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