

## Community Participation in Implementing the Sri Sedana Kerti Festival in Jatiluwih Village

A. A. Nyoman Sri Wahyuni<sup>1\*</sup>, Marmaiyatno<sup>2</sup>

Convention and Event Management Department, Bali International Polytechnic, Indonesia, 82121

[yuniagung1407@gmail.com](mailto:yuniagung1407@gmail.com), [marmaiyatno25@gmail.com](mailto:marmaiyatno25@gmail.com)

**Received:** 5<sup>th</sup> March 2024/ **Revised:** 5<sup>th</sup> April 2024/ **Accepted:** 5<sup>th</sup> April 2024

### ABSTRACT

Community participation is very necessary in implementing the Sri Sedana Kerti Festival in Jatiluwih Village. This community participation is related to being a committee in organizing events, competition participants, Micro, Small and Medium Enterprises, preparing culinary delights, and several stakeholders who prepare souvenirs and support the implementation of the Sri Sedana Kerti festival. One of those who participated in the implementation of the Sri Sedana Kerti festival was the Convention and Event Management Study Program from the Bali International Polytechnic. The aim of this research is to analyze the participation of the Bali International Polytechnic in implementing the Sri Sedana Kerti festival in Jatiluwih Village. The author uses a qualitative descriptive method by means of assistance. Data collection was carried out using observation techniques, in-depth interview techniques, and document study. As a result, community participation in the implementation of the Sri Sedana Kerti festival in Jatiluwih Village was very large, namely from the District Military Command and Community Figures in the harvest event, Elementary Schools (SD) 1, 2, 3 Jatiluwih, Several Bands, the general public as competition participants, Micro Enterprises Small and Medium Villages in Jatiluwih Village, Bali International Polytechnic Management Study Program, Family Welfare Empowerment Women who danced Rejang Kesari, gentlemen playing bleganjur, farmers who did metekap, Village Heads and their staff, Traditional Village Leaders and their staff, tourism village managers and Pokdarwis who included in the 2023 Jatiluwih Sri Sedana Kerti festival committee.

**Keywords:** Community Participation, Festival, Sri Sedana Kerti

### A. INTRODUCTION

The tourism village development program in Indonesia has been directed by President Joko Widodo since 2017. This program is still ongoing to build a people's economy and create national resilience through independent villages. This program is also expected to increase the number of domestic and foreign tourist visits in each destination, including the Jatiluwih Tabanan Tourism Village, Bali. Jatiluwih Tourism Village is an area of terraced rice fields at the foot of Mount Batukaru, Penebel District. Tabanan Regency, which is an icon of Subak, has been designated as a

World Cultural Heritage (WBD) since 2012, after the United Nations Agency for Education and Culture (UNESCO) designated the subak system in Bali as a World Cultural Heritage (WBD). Jatiluwih Tourism Village, in introducing and promoting the village's potential, also holds an annual festival.

The Sri Sedana Kerti Festival in Jatiluwih Village is an annual festival which will be held in 2023. The 2023 Jatiluwih Festival can be held with community participation in various events in the Jatiluwih festival. The 2023 Jatiluwih Festival will still be lively even though some of the Jatiluwih Festival activities were held pre-festival on 16 -18 June 2023. The Jatiluwih Festival on 22 - 23 July 2023 will feature rice plowing activities (metekap), an MSME exhibition which emphasizes local Jatiluwih products such as various products. processed brown rice, such as crackers or foods made from brown rice, and red rice tea.

The entertainment program includes Rejang Kesari by women from local villages and Baleganjur Kreasi.

Community participation is very necessary in implementing the Sri Sedana Kerti festival in Jatiluwih Village. This community participation is related to being a committee in organizing the festival, competition participants, Micro, Small and Medium Enterprises preparing culinary delights, and several stakeholders preparing souvenirs and supporting the implementation of the Sri Sedana Kerti festival. One of those who participated in the implementation of the Sri Sedana Kerti festival was the Convention and Event Management Study Program from the Bali International Polytechnic. The shift in festival dates also resulted in very minimal public participation in festival events and as competition participants. The aim of this research is to analyze community participation in the implementation of the Sri Sedana Kerti festival in Jatiluwih Village. Based on the background above, the author took the title "Community Participation in the Implementation of the Sri Sedana Kerti Festival in Jatiluwih Village".

## B. IMPLEMENTATION AND METHODS

Implementation and procedures for Community Service regarding Community Participation in the Implementation of the Sri Sedana Kerti Festival in Jatiluwih Village, carried out in the form of collaboration between the Convention and Event Management Study Program, Bali International Polytechnic, and the Management of the Jatiluwih Tourism Village Tabanan Bali, namely with competition assistance and mentoring in the implementation of the festival during the pre-festival and

Date	Activities
5 May 2023	Convey information about community service activities to the Jatiluwih Tabanan Bali Tourism Village Manager
25 May – 15 June 2023	Coordinate with the management of Jatiluwih Tabanan Bali Tourism Village, regarding the expected collaboration.
9 June 2023	Survey and coordinate directly regarding the implementation of events and competitions, 2 lecturers.
16 June 2023 Pra Event	Collaboration in holding competitions and events, 2 people, 1 motorbike in the morning. Registration of online and offline competition participants along with collection of competition objects.
17 June 2023 Pra Event	Collaboration in holding competitions and events, 8 people, 1 motorbike, 1 PIB car all left in the morning. Retrieval of competition objects and collection, as well as jury assessment.
18 June 2023 Pra Event	Collaboration in holding competitions and events, 8 people, 1 motorbike, 1 car PIB morning – finished. Judging and announcement of winners.
19 – 22 June 2023	Collaboration in social media for the Jatiluwih Tourism Village event
23 – 30 June 2023	Complete a community service report to the Institute for Research and Community Service.
22 July 2023	Jatiluwih Event, Awarding prizes for competition winners at the 2023 Jatiluwih Pre-Event.
23 July 2023	Event Jatiluwih

during the festival. Activities carried out by the community service team are as shown in table 1.

Table 1.

Participation of the PIB Convention and Event Management Study Program in the Implementation of the Sri Sedana Kerti Festival in Jatiluwih Village, Tabanan, Bali.

The table above explains the time and place of Community Service implementation activities. Community Service activities will be carried out from 5 May – 23 July 2023. 5 May – 15 June 2023, communication, and coordination activities with the management of Jatiluwih Tourism Village. 16 - 18 June 2023 Pre-festival held at Jatiluwih Space, Jatiluwih Village.

The 2023 Jatiluwih Festival remains lively even though several Jatiluwih Festival activities are actually held pre-festival on 16 - 18 June 2023. The Jatiluwih event on 22 - 23 July 2023 features plowing activities, rice fields (metekap), MSME exhibition highlighting local Jatiluwih products such as various processed red rice products, such as crackers or snacks made from brown rice, and red rice tea. Then for entertainment there is Rejang Kesari by the local village PKK and Baleganjur creations. The Jatiluwih Festival is an effective tourism promotion media to increase tourist visits.

Jatiluwih Festival on 22 – 23 July 2023 which is located at the Information Post, Subak Telabah Gede, Warung Dea and Wantilan Pura Petali. The above activities include communication, coordination, implementation and publication on social media, as well as submitting community service reports to the Institute for Research and Community Service. The Community Service Team consists of 2 lecturers and 5 students from the Convention and Event Management Program. The lecturers involved were Anak Agung Nyoman Sri Wahyuni, Marmaiyatno, as well as 5 students, namely I Gede Krisna Bhagawanta, Merald Naylulliza, Johan, Renata Wijaya, and Kamala Fitria Putri.

The method used is descriptive qualitative with assistance. According to Hasan (2002) the descriptive method is looking for theories, not testing theories. This method focuses on observation. The qualitative approach according to Santana (2007) states that processing the search for data descriptions from the context of events is as true as the reality, which means creating various events such as gluing together and involving a participatory perspective (writer) in the various events, as well as using deduction in describing the phenomena observed. The material delivered to competition participants who participated in the Sri Sedana Kerti festival, started with distributing pamphlets along with competition registration information, competition Rules and Regulations (RnR), taking photos or videos, and when giving prizes to winners. Before the competition, the Bali International Polytechnic Community Service team provided training in processing red rice into crackers, red rice tea and various forms of food that use red rice, so that during the festival, Jatiluwih Village MSMEs

sold various kinds of food made from red rice. The community service team was directly involved in preparing photo, TikTok and video competitions as well as holding the Sri Sedana Kerti festival in Jatiluwih Village. Data collection was carried out by interviews, observation, and literature study. The collected data is analyzed, verified (data display), and concluded in narratives, tables, photos, and charts. Community participation is very necessary in developing tourist villages, such as Wahyuni's (2020) research entitled Community Empowerment in the Development of Ecological Tourism Villages in Nyambu Village, Kediri, Tabanan, which carries out community empowerment through community participation in training several skills that support ecological tourism villages in Nyambu Village. Kediri, Tabanan.

### **C. RESULTS AND DISCUSSION**

The implementation of the Sri Sedana Kerti festival requires the participation of all empowered communities and all stakeholders who join in the Sri Sedana Kerti festival. Community empowerment also really requires community participation, as etymologically participation comes from English which means taking part and taking part (Echols & Hasan Shadily, 2000). Slamet (1992) in Anwas (2019) states that the prerequisites for participation in development are the existence of opportunity, the ability and skills, and the will of the community.

The Sri Sedana Kerti Festival is an annual festival held by the Jatiluwih Tourism Village. A festival is defined as an activity held to commemorate important things throughout human life, either individually or in groups bound by custom, culture, tradition and religion which is held for a specific purpose and involves the community (Any Noor, 2009). According to Troy Halsey (2010) a festival is said to be an event planned for a particular purpose. Meanwhile, according to O'Tool and Mikolaitis (2007) festivals are part of the marketing function and are held to achieve company goals. The literal meaning of Sri Sedana is divided into two words. Sri means rice, and Sedana means money or treasure. Kerti” means efforts to maintain purity or maintain balance which are closely related to each

other. So, the Sri Sedana Kerti festival is an activity or event that is deliberately created to build interaction with visitors to provide an interesting and impressive experience directly, as well as maintaining the sanctity or balance of rice and treasures that give life to humanity.

Community participation in the implementation of the Sri Sedana Kerti Festival in Jatiluwih Village, Tabanan, including:

#### 1. Kodim and Community Figures

Kodim and community leaders were present at the Grand Harvest event which was held at Center Point at the opening of the Jatiluwih Sri Sedana Kerti pre-festival on 16<sup>th</sup> June, 2023, which was followed by hospitality and lunch at the Jatiluwih Space Amphitheater in Jatiluwih Village, Tabanan Bali.

#### 2. Elementary School 1, 2, 3 Jatiluwih

Elementary school children and their teachers attended several competitions such as competitions for making Klangsah Hats, Kisa Bags, Canang Sari, Tamiyang, Poetry Reading and Hat Painting. There weren't many elementary school students who took part in the competition, even in the poetry reading competition only 3 people took part.

#### 3. Multiple Bands

The bands that participated in the Jatiluwih Sri Sedana Kerti festival were Voice of Harmony, Tri Brothers feat Aura, Aksara Senja, Balawan Ethnic Fusion, Rio Sidik Quintet, Roxanne Blues, Riwin Harmony, Reggae Band Malika, and Joni Agung & Double T Band. The Tabanan music community also participated in enlivening the Jatiluwih festival, such as Riki and Friends, Akustik, K82121, NN Jamers, Zona Hijau.

#### 4. The General Public as Competition Participants

The public participates in competitions, such as the Cross Running Country competition on the DTW Jatiluwih Rice Fields route, Archery from the Archery Community who wear various Indonesian cultural costumes.

## 5. Jatiluwih Village Micro, Small and Medium Enterprises

Jatiluwih Village Micro, Small and Medium Enterprises are also involved in the 2023 Jatiluwih Sri Sedana Kerti festival in preparing or selling various kinds of traditional food and drinks. Micro, Small and Medium Enterprises are also very helpful to committee visitors and competition participants. This can also improve the economy of people who join Micro, Small and Medium Enterprises.

## 6. Bali International Polytechnic Management Study Program

Bali International Polytechnic (PIB) is a vocational college majoring in Tourism which is located on Jalan Pantai Nyanyi, Beraban Village, Kediri District, Tabanan Regency. PIB currently has 4 study programs, such as: Diploma-III Culinary Art Program, Diploma-IV Hospitality Management, Diploma-IV Digital Business and Diploma-IV Convention and Event Management. This community service is carried out by the Diploma-IV Study Program for Convention and Event Management.

The role of the Community Service Team, according to the request of the Sri Sedana Kerti event committee, Jatiluwih Village, is to help carry out photo competitions, Tiktok competitions and video competitions. The Community Serviceteam prepared for the competition by carrying out several activities.

1. Create pamphlets, competition registration information, competition Rules and Regulations (RnR).



Figure 1.  
Photo, Tiktok and Video Competition Flyer

Figure 1 explains photo, Tiktok and Video competition pamphlet which contains the Sri Sedana Kerti logo, type of competition, competition period, prizes and contacts related to the competition, as well as institutions collaborating in the Sri Sedana Kerti event. Apart from the competition pamphlet, the Community Service team also created and provided competition registration information and competition Rules and Regulations to participants. The shift in the Pre-Event date meant that pamphlets could not be distributed, so the number of competition participants was not optimal, and the information given to participants was very short.

## 2. Briefing of Contest Participants.



Figure 2.

The Community Service Team provides a briefing for participants in the Photo, Tiktok and Video competition.

Figure 2 explains that on 16<sup>th</sup> June, 2023, the Community Service Team briefed regarding Rules and Regulations which were shared in the competition group. Problems faced by competition participants were due to the shift in the event date, the event they were waiting for did not exist or was cancelled.

## 3. Judging and Awarding Prizes To Competition Winners.

The assessment was carried out by three judges, two judges from outside the Jatiluwih Tourism Village and one person from the Sri Sedana Kerti Event committee. Prizes were given by Jatiluwih Tourism Village, in the form of cash, staying at Jatiluwih Space and eating at Restaurant Gong.





Figure 3.  
Recipients of photo, TikTok and video competition prizes in Jatiluwih Village

The image above is a photo of the prize given for the photo, TikTok and video competition. The announcement of the competition was announced on 18<sup>th</sup> June, 2023 via social media in jatiluwih village, but the date for the prizes for all winners of the competition held at the sri sedana kerti pre-event has not yet been determined and will finally be given at the event on 22<sup>th</sup> July, 2023.

Apart from handling the Photo, TikTok and Video competitions, the Community Service Team also participated in the Harvest Raya event by joining in picking rice using Assumption together with the Kodim, community leaders and the community who attended the Harvest Raya event. Giving 10 umbrellas as one of the prizes in the running competition around Jatiluwih. The Community Service Team helped decorate the hats, acted as Liaison Organizer (LO) in music events and helped with tent rental.

The factor that supports the implementation of the 2023 Jatiluwih Sri Sedana Kerti festival is very large community participation. The problem with holding the festival is that there is no one handling the photo competition, TikTok competition and video competition, which has been arranged by the Bali International Polytechnic Community Service Team. The inhibiting factor, namely the certainty of the festival date which continues to shift, causes little public participation in taking part in photo, TikTok and video competitions, so that the materials for promoting the Jatiluwih tourist village are not optimal. It is hoped that the results of the photo, TikTok and video competitions can promote the Jatiluwih tourist village on social media. The shift in festival dates also caused the

cancellation of several talents, competitions and the awarding of competition prizes to be shifted as well. The Jatiluwih Festival is an effective tourism promotion media to increase tourist visits.

#### **D. CONCLUSION**

Community participation in the implementation of the Sri Sedana Kerti festival in Jatiluwih Village was very large, namely from the District Military Command and Community Leaders in the harvest event, Elementary Schools of 1, 2, 3 Jatiluwih, several bands, the general public as competition participants, MSMEs in Jatiluwih Village, Bali International Polytechnic Management Study Program, PKK ladies dancing Rejang Kesari, gentlemen playing bleganjur, farmers doing metekap, Village Heads and staff, Traditional Village Leaders and staff, tourism village managers and Pokdarwis who are part of the Jatiluwih Sri Sedana Kerti festival committee 2023. The implementation of the next festival requires strong communication and coordination so that the certainty of the festival date can be set without any shifts due to the impact on the implementation of the festival and the goals achieved. Tourist visits must be accompanied by adequate parking facilities which the Jatiluwih Tourism Village does not yet have. Domestic markets using large buses cannot enter the Jatiluwih Tourism Village because of inadequate access and parking.

#### **E. BIBLIOGRAPHY**

- Anwas, Oos M. (2019). *Pemberdayaan Masyarakat di Era Global*. Bandung: Alfabeta.
- Any Noor. (2009). *Management Event*. Bandung: Alfabeta
- Echols, J. M., & Shadily, H. (2000). *Kamus Inggris-Indonesia*. Jakarta: PT. Gramedia Pustaka Utama.
- Halsey, T. (2010). *Freelancer's Guide to Corporate Event Design: From Technology Fundamentals to Scenic and Environmental Design*. Elsevier.
- Hasan, M. Iqbal. (2002) *Pokok-pokok Materi Metodologi Penelitian dan Aplikasinya*. Ghalia Indonesia, Bogor.
- O'tool, W., dan Mikolaitis, P. (2007). *Corporate Event Management; Sukses Menjalankan Evet Perusahaan Dengan Pendekatan Manajemen Proyek*. Jakarta: PPM.
- Santana, Setiawan (2007) *Menulis Ilmiah Metode Penelitian Kualitatif*. Jakarta: Yayasan Obor Indonesia.
- Wahyuni, A. A. N. S. (2020). Pemberdayaan Masyarakat Dalam Pengembangan Desa Wisata Ekologis Di Desa Nyambu Kediri, Tabanan. *Journey: Journal of Tourismpreneurship, Culinary, Hospitality, Convention and Event Management*, 3(1), 109–122.