



Java Blues and Roots Music Festival: Borobudur Highland Event Branding Process Mix

Alya Salma Sylvia, Rifki Rahmanda Putra*

¹Tourism Destination Study Program, Tourism Department, Politeknik Pariwisata NHI Bandung

Correspondence E-mail: *rifki@poltekpar-nhi.ac.id

ABSTRACT

Borobudur Highland tourist destination is located in Purworejo Regency, Central Java Province which is managed by the Borobudur Authority Implementing Agency, as stipulated in Presidential Regulation Number 46 of 2017. The purpose of this research is to find out the process mix of the Java Blues and Roots Music Festival event. This research also examines the process mix at the Java Blues and Roots Music Festival event as a branding event for Borobudur Highland tourism destinations. The research method used is qualitative with data collection techniques of participatory observation, interviews, and documentation. The promotional strategy has been carried out by the management to introduce Borobudur Highland to the wider community through digital and non-digital in the form of advertisements, promotional videos, brochures, books, brochures, leaflets, and events. The organization of the Java Blues and Roots Music Festival event is a step by the manager to promote destinations through events to bring visits to Borobudur Highland. Through research on the process mix at the music festival event, several obstacles were still found regarding venue readiness and evaluation for managers if used as a tourist attraction. In addition, this research found that Borobudur Highland branding is still limited to getting 'brand awareness'.

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1. INTRODUCTION

The development of the MICE Industry (Meetings, Incentives, Conferences, and Exhibitions) has been launched by the government to be one of the leading supporters of the target of 26 million foreign tourists visiting Indonesia by 2024. One of the considerations of the MICE industry as a priority is the large economic impact that comes from the event business, and therefore the large foreign exchange opportunities obtained. According to a study from Oxford Economics 2018, the impact of MICE on the economy includes direct spending of USD 6.3 billion; Direct GDP of USD 3.9 billion; average spending per participant of USD 296; Number of Participants of 21.4 million; and creating jobs for 104,000 people (Susanti, 2019).

In 2020, Indonesia was hit by the Covid-19 pandemic, the government made a policy to enforce PSBB (Large-scale social restrictions), then in early 2021 the government again implemented the PPKM policy (Enforcement of Restrictions on Community Activities). All activities that involve many people must be postponed or even canceled, including the MICE sector. Based on data from the Indonesia Event Industry Council (IVENDO), throughout 2020 there were around 96.435% of events held in 17 provinces that had to be postponed and another 84.20% had to be canceled. This is due to policies made by the government (Wordsmithgroup, 2022).

The development of the MICE industry in Indonesia after the Covid-19 pandemic has now recovered, even various policies have been implemented so that the MICE industry continues to exist and revive, one of which is the implementation of a hybrid system, namely combining regular events with virtual events. In 2023, several international-scale events such as the Indonesia GP, ASEAN Summit, 2023 FIBA WC, 2023 World Beach Games, Indonesia Open, WBSK Indonesia, 2023 FIFA U-20 WC, and Jakarta E-Prix have now returned to normal.

The Indonesian Ministry of Tourism and Creative Economy (Kemenparekraf) sets MICE as the mainstay of the tourism sector, on the occasion of the G20 held in Indonesia being an important part of supporting economic growth as well as the development of potential and popular tourist destinations as MICE locations. The location of the G20 is not only focused on Bali, but spread throughout Indonesia including Jakarta, Yogyakarta, Surabaya, Bandung, Medan, Semarang, Manado, Batam, Mandalika, Lombok and Labuan Bajo. The selection of the location for organizing the G20 is available facilities with international standards of supporting quality and there are natural, culinary, historical, and even cultural tourism destinations that are enchanting in each region. The Special Region of Yogyakarta (DIY) is one of the cities in organizing the G20 Summit. The meeting, which was held in 2022, became an event to restore the world's confidence in the revival of tourism to become the world's leading tourism destination (Wicaksono, 2022).

Attractions located in the Yogyakarta and Central Java regions are included in the Borobudur Super Priority Tourism Destination (DPSP Borobudur) area. DPSP Borobudur is managed by the Borobudur Authority Implementing Agency (BPOB) which is a work unit of the Ministry of Tourism and Creative Economy (Kemenparekraf). BPOB has a coordinative area that includes Borobudur-Yogyakarta, Solo-Sangiran, Semarang-Karimunjawa, as well as 309 hectares of integrated tourism area based on cultural eco-resort (Kementerian Pariwisata dan Ekonomi Kreatif / Badan Pariwisata dan Ekonomi Kreatif Republik Indonesia, n.d.)

309 hectares of tourism area in the Borobudur DPSP coordinative area, is the authoritative zone of BPOB which has been mentioned in Presidential Regulation number 46 of 2017. The tourism area is managed by the Borobudur Authority Implementing Agency (BPOB) called the Borobudur Highland area located in Benowo Village, Bener District, Purworejo Regency, Central Java. The

development of the Borobudur Highland area through the activation of the authoritative zone by BPOB is a step to introduce and market the area as a tourism destination, such as holding tourism promotion events to attract tourist interest. BPOB organizes several event activities in promote tourism in Borobudur Highland, such as organizing the Blue Music Concert, Induroc, etc. The success of the event has been achieved from organizing the previous event, so BPOB again raised a music concert with a different concept than before, namely the blues music festival. The popularity of blues music in the world and its development in Indonesia is the root of all types of modern music today. This event is considered not only as a promotion of the Borobudur Highland tourism area, but inspires blues genre music events to be better known by the wider community. Thus, researchers want to review the process mix at the 2023 Java Blues and Roots Music Festival event as a branding event for Borobudur Highland creative economy tourism destinations in the BPOB authoritative zone.

2. LITERATURE REVIEW

A. *Tourism Marketing Through Event Branding*

The development of a tourism destination requires a major tool, namely Destination marketing. Marketing is a very important component used to identify the needs of tourists and develop marketing strategies to meet all these needs (Manhas et al., In Sari 2022). The wide variety of travelers' backgrounds is the reason why destination marketing is important to develop appropriate offerings that are targeted and meet travelers' needs (chin et all dalam Sari, 2022). Promotion of a tourist destination through event branding needs to form a visual interpretation of an idea through physical evidence such as logos, fonts, and colors that can play a communication tool well and be conveyed to consumers (Sarra Zaproudina, 2018).

B. *Event Management in Tourism*

Event management for the hospitality and tourism industry provides a theoretical and practical approach to teaching tourism and hospitality students the basics of planning, managing and evaluating all types of events. Events in tourism are referred to as service products, differing from tangible products by several characteristics compared to intangible, non-separable and non-durable products. The term refers to the fact that the product can occur at a specific place and time. The description of the specific place and time is not only about the location and place, but includes the atmosphere, style, and ambiance created by a place or room (Sarra Zaproudina, 2018).

According to Fedorov (2008 dalam Sarra Zaproudina, 2018) divides some classifications of event types into 3, among others:

1) Trade events: Trade events are conducted to present new products or services and their advantages, and experience with sponsors and partners, dealers and distributors to form new business. Trade events such as conferences, presentations, receptions, congresses, summits, exhibitions, and fair action partitions.

2) Special events: Events organized for entertainment such as festivals, concerts, parties, awards, press events, markets, trade shows, parades, weddings, professional sporting events, marathons, and rallies.

3) Corporate events: Corporate events are events organized by a company for employees and colleagues such as team-building, events, workshops, birthdays, trade shows, product launches, and company anniversaries. The purpose of corporate events is almost the same as trade events, but has a difference in terms of participation in the event, namely employees and company staff.

C. Marketing Mix in Tourism Destinations

Marketing mix is a system in marketing that contains variables that can be controlled by a company to influence buyer reactions. The marketing mix is a tool to produce the desired response in the target market, another explanation of the marketing mix is the combination strategy carried out by various companies in the marketing field (Purba, 2015).

The variables determined by a company are combined and coordinated in carrying out marketing activities, thus the company not only produces a combination of marketing activities, but can also coordinate various marketing mix variables to carry out marketing programs effectively. The elements of the marketing mix are as follows:

1) *Product*: Products are goods or services offered to get attention, demand, use, or consumption that can fulfill wants or needs (Sari, 2022). Products that are sold and distributed by sellers to customers go through several stages, including product candidates, improved products, expected products, basic products, and the main benefits of the product (Kotler and Keller dalam Arief Rakhman, 2014). The goal is for the product to reach the customer and their needs are met.

2) *Place*: place used to sell products owned by a company. Selection of a strategic location to be able to reach the widest possible range of customers, so that the products owned can be sold as much as possible. Place is an organizational activity so that products are easily available to consumers to achieve their goals, besides that the selection of a place or location requires careful consideration of several indicators; access and location, parking, and place (Rahmawati & Hidayat., 2022).

3) *Price*: Price is an exchange value incurred by customers to obtain goods or services that have use value and services The price of a product determines the level of profit that the company will get (Kurniawan, 2014).

4) *Promotion*: Promotion or promotion is an activity carried out by business actors to promote, introduce, publicize their products so that they can be accepted by the public.

5) *Physical evidence*: Physical evidence is a physical facility that indirectly influences consumer decisions to buy the goods or services offered. Includes physical buildings, logo equipment, colors. Not only real physical buildings such as store or company buildings with good exteriors, but can be non-physical or in the form of visual media. Visual media in the form of a website or blog to promote products. According to al-debi and Mustafa (in Rahmawati & Hidayat., 2022) there are three things that are determining indicators in showing the physical evidence of a service product, namely design or concept, layout, environment.

6) *People*: A person's knowledge and ability to do a job, in accordance with the objectives of the company he occupies is a very important capital to achieve success (Widyawati in Hanggraito et al., 2020). A person's role as a product provider can affect the quality of the product or service offered to potential customers. According to Lin and Green in (Rahmawati & Hidayat., 2022) explains that people in the marketing mix variable are employees, staff, committees, and people who participate in the manufacture of a product or service who are directly or indirectly involved in the service process according to their duties.

7) *Process*: Process is an activity that shows the services provided to consumers while offering goods or services. According to Kotler and Armstrong (in Rahmawati & Hidayat., 2022) explain that the things that potential consumers need to pay attention to when examining the products or services offered are based on the ease of service, speed of service, and accuracy of targets. Another opinion according to Lupiyoadi, 2013 (in Arisondha & Fiesty, 2020) the process is a collection of several activities in which there are procedures, mechanisms, schedules of activities or work carried out then the results of the service process are provided to customers.

D. *Process Mix*

A process is a sequence of actions or events that occur based on a mechanism in an activity. In the implementation of an activity, the process requires time, space, expertise, or other resources to produce a goal. (Andriani, 2018). There are stages carried out in the event process consisting of (Santoso, 2014):

1) *Pre-Event*: Pre-event is an activity carried out before the implementation of the event. Activities in the pre-event must pay attention to things such as location, time, participants, time, and place of the event, event organization and management, event timeline, event rundown, and event publication.

2) *During event*: During the event is the implementation process when the event is held. This process includes the readiness of the committee team to carry out the job description, the implementation of the event in line with the rundown from start to finish, the crowd during the event, event documentation, and coordination between committees.

3) *Post event*: The post-event is the final process in an event. After the completion of the event, the organizer needs an assessment of the team's performance during the event and also a report on the event that was held.

3. METHODS

The research method used in the research entitled "Java Blues and Roots Music Festival: The Borobudur Highland Event Branding Process Mix" is a qualitative approach with a descriptive research type. Qualitative research is research that emphasizes quality or the most important things in the form of phenomena, events, and social symptoms. In this study, primary data were collected using participant observation, interview, and observation techniques. Meanwhile, secondary data was collected through a literature review. Participants who became informants in this study included the manager of the CV Laksana Cemerlang event organizer, the person in charge of the event, the performer with the object for the implementation of research activities. This research was conducted in the De'Loano glamping area, Purworejo Regency. The data analysis technique used is descriptive qualitative analysis with the interactive model of Miles et al (2014): 1) Data collection, 2) Data condensation, 3) Presentation of data, 4) Conclusion drawing/verification.

4. RESULTS AND DISCUSSION

A. *Overview of Borobudur Highland*

Located in Sedayu Village, Loano District and Benowo Village, Bener District, Purworejo Regency, Central Java Province. The area is designated as the Borobudur Tourism Area based on Law Number 46 of 2017 concerning the Borobudur Tourism Area Management Authority Agency which contains the scope of the Borobudur Tourism Area in more detail regarding the authorization zone listed in Article 2 paragraph 1c and paragraph 2 as follows:

Paragraph 1c "An area of at least 300 (three hundred) hectares outside the area as referred to in letter b, which is a forest area located in Purworejo Regency managed by Perum Perhutani in compliance with the provisions of laws and regulations in the field of forestry as depicted on the map as contained in Appendix II which is an inseparable part of this Presidential Regulation."

Paragraph 2 "Covering an area of at least 300 (three hundred) hectares as referred to in paragraph (1) letter c, at most 50 (fifty) hectares shall be granted management rights to the

Borobudur Authority Implementing Agency in compliance with laws and regulations. The Borobudur Authority Implementing Agency (BPOB) is a work unit of the Ministry of Tourism and Creative Economy.

The name Borobudur Highland was determined to be a new tourism area because of its location in the Menoreh Hills which is located west of 12.5 KM from Borobudur Temple if a straight line is drawn. The Menoreh Hills area is managed by the Ministry of Tourism and Creative Economy.

B. Branding Borobudur Highland

The development of a promotional strategy for Borobudur Highland as a tourism area managed by the Borobudur Authority Implementing Agency (BPOB) is important to develop readiness and support for the digital ecosystem, including tourism destination marketing. Several studies mention that there are three promotional strategies called BAS including Branding, Advertising, and Selling. Branding serves as an identity to identify a product or service clearly and unambiguously. Borobudur Highland has development concepts including ecotourism, culture, and adventure. However, of the three concepts, there is no concentration of the main concept to be used as a brand with the uniqueness of Borobudur Highland. Determination of the concept of tourist attraction types can be adjusted based on the existing conditions of tourist attractions with the concepts listed in Government Regulation No.50 of 2011.

Promotional strategies have been carried out to promote the Borobudur Highland tourism area by holding activities such as the following:

1) Purworejo Fair: The activity was held on July 27-28, 2019 at the Ministry of PAN RB Building and the car free day area on Jalan Sudirman, Jakarta. The event aimed to increase Brand Awareness of the Borobudur Authority and Borobudur Highland Area.

2) *Press Tour* BPOB: Press tour was a visit by journalists from various media outlets around Yogyakarta to travel to Borobudur Highland for two days and one night on August 14-15, 2019. The event aims to establish cooperation in publicizing various BPOB activities and work programs.

3) Making Promotional materials for Tresno Purworejo: Making promotional materials in the form of digital content about the tourism and cultural potential of Purworejo Regency. The video focuses on tourist attractions with the concept of adventure and displays local wisdom in the form of the hospitality of the people of Purworejo along with cultural heritage, arts, and culinary specialties. The objectives of the promotional video-making activities include helping to create a brand image of Purworejo Regency tourist destinations as an adventure tourism attraction with its hospitality, displaying DTWs that can attract the market share of special interest adventure, sports, and cultural tourism, increasing the number of visits and length of stay of tourists, especially foreign tourists in the Joglosemar Tourism Area, and creating a more even distribution of tourists in Joglosemar tourist destinations.

The application of Borobudur Highland branding so far is still in the brand awareness stage either through social media or directly holding an activity or event to introduce to a wide audience. The application of destination branding using symbols, logos, designs, slogans, and taglines has not seen a commitment to using the Borobudur Highland logo other than the logo of the Borobudur Authority as the manager. The logo is very functional to introduce and represent a destination to be recognized and sell products to tourists. The logo must be able to represent Borobudur Highland such as images of hills, pine trees, or other illustrations.

C. *Java Blues and Roots Music Festival Event Process Mix*

An event is an agenda, activity or festival that shows, displays a work at a certain time to commemorate or as a certain celebration. In tourism, events are useful as a promotional tool to foster tourist interest in visiting an area. The implementation of the Java Blues and Roots Music Festival 2023 event by BPOB was held on September 23-24, 2023 in the Borobudur Highland tourism area. The Borobudur Authority Organizing Agency organized a music event not for the first time, previously a similar event was held under the name 'Konser Musik Biru' in March 2023. Destination branding, regional image and improving various economic sectors. The overall activity consists of several stages of the implementation of the Java Blues and Roots Music Festival event, among others:

1) *Pre-event*

In August 2023, a pre-event was held which aims to introduce and promote the Java Blues and Roots Music Festival event to the audience of blues music lovers to participate in enlivening the event. This pre-event also invited musicians and communities of music lovers across genres to join the jamming session. Pre-event has been held in 3 cities including Yogyakarta City, Purwokerto City, and Purworejo Regency because the three regions have a mass of music communities with a target of 100 spectators at each pre-event point, so that the implementation of the Java Blues and Roots Music Festival can bring 400 spectators based on the level of comfort and security of the location of the event.

The objectives of this pre-event include promoting the event directly to potential festival audiences, selling event tickets, providing insight to a wide audience regarding the holding of the Java Blues and Roots Music Festival event, as well as the synergy of festival organizers with media partners, sponsors, and festival organizer partners.

a) *Pre-event I*: It was held at Yogyakarta City on August 11, 2023. The series of events included remarks, sharing sessions, local band performances, and jamming sessions. The event was enlivened by performances from Blues on Friday, Black Swan, and Archiblues. On this occasion, it was used as a place to introduce the Java Blues and Roots Music Festival event as a means for the blues community in Jogja, Purworejo, Purwokerto, and various regions to gather. In addition, the Borobudur Authority as the event organizer raised the blues genre as a music genre at the Java Blues event to create new attractions through music events in the Borobudur tourism area as a tourism landmark on the island of Java, so that it can attract tourists to visit.

b) *Pre-event II*: On August 18, 2023, continued the second pre-event activities held at UIN Prof K.H Saifuddin Zuhri Purwokerto City. The event was enlivened by performances from Road House Community, Kopattahoe.official, Gendhit, and Blues Minor. Purwokerto was chosen to be the place to hold the pre-event event because Purwokerto is a city that has a blues community since 2015 organizing Purwokerto Blues Summit. In the talk show session, BPOB representatives gave an overview of the venue used in organizing the Java Blues and Roots Music Festival event at De'Loano glamping which is an attraction of the Borobudur Highland area.

c) *Pre-event III*: The pre-event of the Java Blues and Roots Music Festival on August 25, 2023 was held at Kemari Kedai Kopi, Purworejo. Local band performances from home band Projo Blues Squad, dualimaduapuluh and congculy. This third pre-event was visited by more than 100 people who participated in enlivening, including the vespa community, the blues community, the surrounding community, and the media.

The process of the Java Blues and Roots Music Festival Pre Event includes the following below:

a) *Elaboration of ideas into concepts:* The Java Blues and Roots Music Festival event has been planned since 2020, starting from brainstorming ideas through casual chats about the unrest of event activists and cross-genre communities in Purworejo Regency, there is no music festival event based on communities and musicians.

b) *Proposal Submission:* This stage is to make a proposal to describe ideas and concepts to be more clearly illustrated, both from the concept of the event, determining the location, the content of the event, and so on. Making an event proposal as a conceptualized offer of ideas and ideas with a detailed description of the event in writing. The proposal is made by the event organizer to be further submitted to BPOB as the event organizer.

c) *Team and division of labor:* The division of teams at the Java Blues and Roots Music Festival event to organize and carry out the event from planning to the end of the event. An important factor in the team is cohesiveness, because it will make the event as expected by the organizer. Everyone who participates in the team must know what is their responsibility and must carry out their responsibilities well and seriously. The team that participated in the implementation of the 'Java Blues and Roots Music Festival' event on September 23-24, 2023 were:

- *Stage Manager:* Show management is responsible for the implementation of the event rundown, responsible for the overall performance on stage during the event from start to finish, and organizing the duration of the show according to the event rundown.
- *Laisson officer acara:* The event laisson officer is in charge of coordinating talents with the stage manager regarding the readiness of the artist before performing, coordinating with the LO talent regarding the readiness of the talent in the backstage, and coordinating with the logistics team regarding the talent complement before or after performing.
- *Laisson officer talent:* In charge of informing and communicating the team with the talent manager, coordinating the pick-up or shuttle time of the talent from the pick-up location to the venue, coordinating the drop-off time of the talent from the venue to the destination location, guiding the readiness of the talent before and after performing, coordinating with the event LO regarding the arrival and readiness of the talent, and coordinating with the floor director regarding the channel list.
- *Floor director:* The floor director team is in charge of ensuring the fulfillment of artist and live streaming needs during the event, creating a channel list of talent needs, coordinating with LOs regarding artist channel list needs, and coordinating regarding artist performance needs.
- *Porter:* The Porter is in charge of helping prepare the artist's equipment, helping prepare backstage needs, and coordinating with the LO.
- *Ticket online & Ticket on the spot:* In charge of being the official event contact person, creating an online audience list, making BBQ lust needs bundling with tickets, coordinating with the accommodation team regarding glamping or dome tent booking needs, redemption for online tickets, accepting OTS ticket purchases for festival or dome categories, and giving wristbands to visitors.
- *Transport and accommodation talent:* In charge of booking lodging and talent needs, dividing rooms for talents, making talent pick-up schedules, and coordinating with shuttle & LO talents.

- **Logistik:** Responsible for the consumption needs of the team & talent and the canteen, coordinated with the canteen division regarding consumption ordering needs, distributed consumption to all talents & teams, Created a mechanism for taking BBQ packages bundling with tickets (night/1 wristband-1 BBQ package).
- **Traffic control talent:** Responsible for the circulation of artists and audiences, organizing the talent parking area.
- **Traffic control visitors:** Responsible for managing the parking area and coordinating with the BPOB team regarding gate checkers.
- **Checker gate 1:** The task is to check every spectator who enters, make sure they are wearing a wristband as an official mark, and direct each spectator to the main venue.
- **Checker gate 2:** In charge of ensuring that every spectator who enters is wearing a ticket wristband, in charge of checking spectators' luggage, and securing items that are not allowed.
- **Keep the guest book:** take care of and provide absence for guests of invitation.
- **Take care of the cafeteria:** tasked with accommodating the canteen treasurer with a one-door management, coordinating the procurement of products umkm village tourism, coordinate with the logistical team related to the consumption of talent and team.
- **Accommodation post and secretariat:** tasked with verifying proof of camp payment, providing mattresses and lights, coordinating with the dome delivery section, explaining dome rules, receiving SPTJMs from service, making mail requirements, and receiving information required by the audience.
- **Decoration:** tasked with creating artistic and decorative venues, as well as making stage roofs.
- **Tents, bean bags, and lighting arrangements:** arrange the location of the tents and the installation of tents, arrange bean bag and procurement, and arrange lighting and installation of lighting at the venue.
- **Sound system:** Acquisition of sound & band tools, recording live post video needs after the event, coordinating with the FD during the show.
- **LED and Live streaming:** Prepare promotional material (java blues, deloano, Indonesia raya, and other promotional materials), set up zoom links for sharing sessions (link using BPOB), set up streaming accounts (youtube BPOB & ig java blues).
- **Social media content:** Coordination with video documentation vendors, coordination with photo documentation team, coordinating postings during events with team medsos, creating IG story posts during events (IG BPOB & Javablues.festival),
- **Equipment:** Prepare tent & bean bag installation needs, Prepare canteen area, Preparing tables & chairs needs, Ready tables and chairs for talkshows, prepare BBQ equipment and supplies
- **Security:** Adjust traffic conditions, coordinate with the traffic control team on the availability of parking bags, and regulate access from the plono to the venue.
- **Hygiene:** To prepare garbage bags at several venue points and ensure hygiene in public facilities, bathrooms.
- **Publications:** Publications about the Java Blues and Roots Music Festival 2023 event to the general public, then it is necessary to make an effort to promote both online through social media and offline.
- The official social media platforms used are Instagram, Twitter, Facebook, Youtube, and Tiktok. Of some such platforms, Instagram was chosen as the main social media because

it has the largest number of users so it can speed up the introduction of events to the market.

- Image event: The purpose of the Java Blues and Roots Music Festival event is to brand the Borobudur Highland Tourism Area and the target market is foreign tourists, so the use of English with an interactive language to be applied in the entire content and caption. Consider the use of English as it could affect the target market.
- Content plan: The content plan planned by the publishing team starts in July from the beginning of account creation to the publication of content information about De'Loano Glamping venue as the venue of the event. July content includes information about facilities, accessibility, past events, route to venue, and promotional video of Borobudur Highland. In August, content plans include blues music information such as blues history, blues characters, classical blues references, blues figures in Indonesia, references to world and Indonesian blues concerts, coming soon, open sponsorship and media partner. On the second week of August the content plan contains information about the blues camp, teaser pre-event 1, announcement pre-event 1, announcing about the ticket, rundown pre-Event 1, recap pre-Event 1. The third week of content plan includes guest star announcement, line-up pre event 2, posting of the day of independence RI, day of execution of the pre-EVENT 2, recap of the Pre-Event 2.
- Permission: At the stage of authorization to hold the Java Blues and Roots Music Festival event held in De'Loano Glamping which is in the administrative district of Purworejo district, then the permission is required to the Resor Police of Purworejo District. In addition, the phase of authorisation is also carried out to the forestry because the venue used for Java Blues is in forestry area.

d) Coordination: Before the event, the event committee team holds meetings to coordinate technical maintenance. In coordination with internal committee teams, coordination is carried out with external parties related to security, traffic, and health.

e) *Set up venue*: Prepare before the day of execution arrives, the decoration team has been working on setting up venue. Setting venue is done such as decorating the stage, making the front gate decoration, installation of sarnaville tent, lighting, led, and sound system, installation mmt in the parking lot and in Plono, installation barrygate, installation dome tent with mattress, installation number dome tent, and beanbag

2) *During Event*

The Java Blues and Roots Music Festival will be held from 23 to 24 September 2023 in De'Loano Glamping, Purworejo District, Central Java. The event began with the preparations of the whole gathering in the amphitheater to conduct a briefing the Chief Executive had the opportunity to give a statement about the implementation of the event and hope the activity went smoothly and successfully, then continued joint prayer and the inauguration of activities by the chief Executive with the cutting of the stump as symbolic.

Excellent Execution CVs deploy 50 man power, consisting of 20 of the CVs. Excellence Executed, documentation team, vendor team related to sound systems, LEDs, lighting, and decoration. The Borobudur Authority also deployed a team of 31 people divided into several divisions such as show management, Laisson Officer Talent, Porter, Ticket Online, Ticket On The Spot, Transport, Accomodation talent, Logistic, Traffic control talent, traffic control visitors, check gate 1, checker gate 2, guest book care, cafeteria care, accommodation post and secretariat, decoration, tent arrangement, bean bag, and lighting, LED & live streaming, documentation, social

media content, accessories, protocols, p3k, hygiene, and security. Each division works according to its own duties and responsibilities.

In accordance with the rundown of the event, which began at 13.00 PM, participants exchanged e-tickets for the officers and were given a bracelet as a sign of permission to enter the venue. The participants then entered the venue and checked one by one for unlawful luggage, such as firearms and sharp guns, alcoholic beverages, and pets. Visitors who have passed the checker gate are then directed to the main venue.

The Laisson Officer talent division is responsible for accompanying talent and meeting the needs of talent during the event. The LO started carrying out the task of picking up talents at the station and at the airport and delivering them to the accommodation as a transit before showing up to the main venue. The LO coordinates and communicates with the accommodation talents when they are on their way so that they can be prepared early. The talent traffic control team at the venue is already preparing to communicate with the show management team regarding the schedule of each talent group.

The event officially began at 15:00 PM by the MC and the performance of the dancing Dolalak Devi Pertiwi which is a typical dance of Purworejo district to welcome visitors as well as guests who are invited to attend. Mr. Agustin Peranginangin presented the Java Blues and Roots Music Festival as an attempt to introduce blues music in Indonesia through the music festival as well as as a container for the communities to gather. Furthermore, it was announced that the event was organized to present to the public around the Borobudur Tourism Area to be able to enjoy the natural tourist attractions of the Menoreh Mountains.

The audience attending the Java Blues and Roots Music Festival 2023 is a total of 327 audiences from different regions such as Purwokerto, Purworejo, Yogyakarta, Jakarta, Lampung, Sukabumi, Kebumen, and other areas that are hosting the event. The audience watched the performances of the Purworejo Blues Squad, Congcully, Fuzzter until the evening, hosted the performance of the band for a break. At 8:00 a.m. the next sharing session was resumed by sources; Adrian Adioetomo live from USA, Gugun Blues Shelter, Danny Loong from Singapore, and Kongko Cadillac discussing the blues music ecosystem at the music festival. At 21.30 PM, blues musicians like Melting Minds, Taksu, Herry Firmansyah, Uncle Djink, Gendhit and friends, and Semendellic continued. The most anticipated appearance is from Blues is Allright which is a group of blues musicians named Gugun Blues Shelter, Danny Loong, Kongko Cadillac, Sarah Saputri, Barry Likumahuwa, Nissa Fort, Dadang Navicula, Harry Pochang, Angga Pratama, and Handy Salim. The Java Blues and Roots Music Festival 2023 event continues until Sunday, September 24, 2023. At 07.30 the entire local band is welcome to attend the jamming session until 09.00 continued with the appearance of Jogja Blues Forum, Guidayatullah syarif, Blues Hood, Dualima Twenty, and the Java Blues and Roots Music Festival event closed with appearances by Archi Blues featuring 2 unreleased songs and some of his other songs.

Out of a total of 327 visitors, 10 glamping tents are out of use with each capacity of 6 people per tent. A glamping tent with beds, blankets, sprayers and towels in each unit. Out of 10 used glamping tents, a total of 60 packages of beds and facilities are used. So the BPOB has to wash back the laundry from this used glamping tent facility. In addition, 12 dome tents were sold with a capacity of 4 people per dome tent.

3) *Post Event*

a) *Clearing area*: After the series of events ended, the men power immediately unloading the production items that had been used during the event such as dismantling and embedding all

LED equipment, Sound System, decoration, tents, and lighting. The sanitary officer is responsible for the hygiene of the venue after use of the event.

b) Evaluation: The entire team gathered after the event ended and clearing the area to carry out performance evaluations during the event. Evaluation can be a benchmark in assessing the success or failure of an event, in addition to the evaluation can help the event organizer in seeing the possibilities that will occur in the implementation of the next event.

c) Event report: After the end of the Java Blues and Roots Music Festival event, the organizing committee team prepares a report on the results of the event as a form of accountability in writing with the appropriate documentation. The event reports are notulens of activities and documentation of activities, media coverage, social media reports, along with documents that include the work guidance framework, contract letters, work order letters, job order letter, contract cost budget plan, employment agreement attachments, integrity agreements, and accountability letters.

The chief executive expressed appreciation for having successfully organized the Java Blues and Roots Music Festival event for two days, 23-24 September 2023. He appreciated the sound system team's performance. Obstacles encountered during the holding of the event include:

a) High production costs due to the distance of the venue from the city centre and requiring supporting modes of transportation such as using a jeep. Besides, unexpected costs for security and traffic control requiring fees for two working days.

b) Location of venue: The venue of Java Blues and Roots Music Festival in De'Loano Glamping is located in Menorah Hills, Purworejo district.

c) Execution date: The Java Blues and Roots Music Festival in September coincides with a similar event like the synchronize fest in September, from which it is necessary to consider the execution date. Besides it should be considered with the holiday season of the foreign tourist Spring Season.

d) Fanbase line-up artist: Line-up artists performing at the Java Blues and Roots Music Festival some come from communities such as Archiblues, Blackswan, Jogja Blues Forum, Gendhit, Blues.Minor, Dualimaduapuluh, Congcully, Purworejo Blues Squad. Besides, fans of artists who came to watch her idol perform at the Java Blues and Roots Music Festival like fans of Uncle Djink, Melting Minds, and Blues is Allright. So from that, for the next event it is worth considering to present a lineup of artists with a broader strong fanbase in the Java Blues and Roots Music Festival event.

e) The psychology of the market music festivals: The market psychology on the declining and saturated music festival trends, due to a wide variety of music festival event genres. Besides, people prefer to save money to buy tickets and attend concerts or music festivals they want. High market demand is only on concerts or music festivals with specific genres and is currently viral on social media like pop, k-pop, jazz, etc. As well as organizing nearby music festivals like Pestapora, Lolafest, expectica, kustomfest, and Roega Thrapsody.

f) Promotion effectiveness: Instagram becomes an effective and best platform to introduce Java Blues to the public. Besides, the dissemination of information by direct promotion method is quite effective to increase ticket sales.

g) Accessibility: Accessibility to the venue De'Loano glamping has a state of roads that are climbing and barred from the center of Purworejo district 26 KM, while from Yogyakarta City 39 KM. This causes the production cost to double.

5. CONCLUSION

Based on the findings of researchers, Borobudur Highland's branding event application is good for brand awareness and visits to the Java Blues and Roots Music Festival event in September 2023. In addition, the application of a mixed process that is part of a marketing mix consisting of pre, during, and past events has been quite well implemented according to the process. However, in the process of implementing the event there are still some constraints and evaluations for the user or executor. This is intended to make it happen again if the event is reorganized so that it can be guided and minimized and then happen again.

In this study, the author found some shortcomings in the destination branding as well as the event maintenance process. A suggestion that can be given by the author to the User or the executive, in this case is the BPOB in the branding of tourist destinations Borobuddin Highland to paint the logo in order to attract the public to awareness about the image of the destination through the logo. Besides, it has not yet had the main concept of being a brand with the peculiarities that Borobudur Highland has. The researchers recommended holding a Java Blues and Roots Music Festival event, if the event is to run smoothly, the entire division or any team to have a record and checklist so that if there are any shortcomings can be addressed immediately.

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