Local Food Culture Festival Management Model in Papua.

Fitriani, Martha Betaubun, Fajar Arfid Suhendra.
Universitas Musamus Merauke Papua Selatan Indonesia.
Fitriani310878@gmail.com

Abstract. This research is a continuation of research and service as well as articles presented in international seminars and Bapenas FGDs. Research, PkM, International Seminars and FGDs from BAPENAS that have been carried out provide an illustration that Papua has great potential in local food, especially those made from sago. This is supported by the availability of sago forests and people who are starting to understand the preservation of sago forests and people who are creative in processing sago food in various preparations. However, the community has not yet found the right form to promote local food well and have a big impact. Conditions like this provide an opportunity for the government and academics to play a role in formulating the right strategy and realizing it in a major activity that can be known by many people nationally and internationally. One of the activities that can support the condition of people who are in this position is the government implementing a Local Food Culture Festival which is held on a scheduled schedule every year. This research aims to create a management model for local food culture festivals which is carried out in 2 (two) stages, namely Phase I (2023) sharing knowledge of the research team with festival management experts at UNY as well as concocting a suitable or appropriate form for festival management in Merauke Regency, as well as Benchmarking at several Cultural Festivals organized by the Yogyakarta Special Region Government (DIY) in September 2023, and Phase II (2024) the research team will carry out education and FGDs for 3 days for the Tourism and Culture Offices of Merauke Regency and South Papua Province as well as the candidates festival participants from the local food business community. The results of this research found that organizing a festival requires high synergy from the organizing team itself and from the government and sponsors. The most important thing is that it is necessary to carry out a survey or initial analysis of the festival theme which can describe the vision of the activities, potential and targets to be achieved by the festival. The budget and activity plan must be determined well in advance so that it can be included in the annual expenditure of sponsors or local governments. The selection of the organizing team must also be a professional team or a combination of a professional team and the sponsor, so that the implementation can go according to plan. Apart from that, the community must also be involved or empowered to participate. What is different about festivals held in the Papua region is the very dominant role of local communities involved in helping to improve the economy of the local population and promoting existing Papuan culture, apart from that there is still a lack of third parties who are willing to sponsor festival activities in Papua, especially Papuan cultural and local food festival.

Keywords. Festivals, Culture, Local Food, Tourism, Papua.

1. Introduction
Sago trees that live in natural forests reach 1.25 million ha and 1.20 million ha of sago forest area is in Papua and West Papua, and 50,000 ha in Maluku. Sago trees which are the result of
Semi-cultivation (deliberately planted/semi-cultivated) reach 158,000 ha, with details of 34,000 ha in Papua and West Papua, in Maluku 10,000 ha, in Sulawesi 30,000 ha, in Kalimantan 20,000 ha, in Sumatra 30,000 ha, in the Islands Riau 20,000 ha, and in the Mentawai Islands 10,000 ha. Sago forests in Indonesia are found in West Papua and Papua, this has enormous potential for the country's food security, even though there was a decrease in area in 2019, there was an increase in forest area in 2020 (2021 is a provisional figure, 2022 is a figure estimates), the overall growth rate (2019-2020) for West Papua is 42.46% while for Papua 0.52%. Currently, several villages in Papua have succeeded in implementing village government policies independently to make their villages into sago tourism villages, and have an impact on the welfare of the population as well as supporting food security strategies and preserving/cultivating sago. The success of this village can make it a model village for other villages.

Merawa Regency in 2019, the Ministry of Agriculture's Food Security Agency (BKPs) carried out Local Food Industry Development (PIPL) activities by providing assistance with sago processing machines which focused on local food-based teoung production, specifically in Tambat Village which has 250 hectares of sago potential. In 2020 in Senghi Village, Animha District, 1,500 sago tree seedlings were also planted on 15 hectares of peat land. This condition shows that people in Merawa Regency are starting to understand the importance of preserving sago trees and forests. In fact, in 2021 Dwitrap Sago, processed by indigenous Papuans in Merawa Regency from Tambat Village, Tanah Miring District, attracted the attention of the Minister of Agriculture, Syahrul Yasin Limpo, during a visit to Merawa Regency. Chairman of the Dwitrap Farmers Group, Yacobus Yatmop, explained that in processing Dwitrap Sago is obtained from nature in several villages along the edge of the Maro River, namely Kamangi Village, Tambat, Sarmayam 1, Sarmayam 2, and Erom Senayu. Every week you can get 14 or 15 trees which are then transported and processed in Tambat Village. Each tree can get 220 kilos of dry sago if you cash it in at around 37 million a month. Dwitrap Sago is currently only being marketed to the people of Merawa, but it is not yet ready for Merawa. The stock for the market is wet sago, while dry sago flour goes directly to shops. The community's biggest obstacle is the promotion and marketing channels for sago. The community hopes for the government's role in expanding marketing channels and appropriate promotional strategies for sago products and their processed products so that they can have an impact on the community's economy and the preservation of sago food.

Problems related to this research topic can generally be identified as follows:
(1) Papuan culture is still strong in viewing sago or sago forests as mother;
(2) Food security in Papua is still critical;
(3) There is still minimal government support to support local food security and community empowerment to improve welfare by utilizing local food.
(4) The need for promotion and marketing in the form of a large event/festival to support the preservation of local food while improving the community's economy and increasing local tourism which has an impact on PAD.

Based on existing conditions, this research will focus on designing a Management Model for Local Food Culture Festivals, which is expected to be taken into consideration by Regency and Provincial Governments in the process of selecting an appropriate management model for local food culture festivals according to the conditions and potential of their region.
2. Research Method
The research method used in this research is the survey method. The survey approach means that
this research is conducted to obtain facts, data and seek factual information, as well as
trying to describe the symptoms of ongoing practice (Nazir, 1988). The research data
collection technique was carried out by involving academics (UNY Yogyakarta, UNMUS
Merauke), the Merauke Regency Regional Government (Culture and Tourism Service), the
South Papua Provincial Government (Culture and Tourism Service), the community of
potential festival participants, and the Merauke Regency DPRD. Phase I will carry out
Knowledge Sharing and Surveys in the form of Benchmarking, where discussions, in-depth
interviews and direct observations will be carried out with experts from UNY Yogyakarta.
Phase II will carry out education and FGDs with FISIP UNMUS academics, the Merauke
Regency Regional Government (Culture and Tourism Service), the South Papua Provincial
Government (Culture and Tourism Service), the community of prospective festival
participants, and the Merauke Regency DPRD.

3. Discussion
Event management is a part of management science that creates and develops activities with
the aim of gathering people in one place, carrying out a series of regular activities to obtain
information or witness an event. Some people call event management part of project
management. However, apart from that, by looking at activities that involve many people and
from the company's perspective, events are included in the study of marketing
communications, just like advertising and promotions. Event management needs to be studied
because its activities are influenced by communication, namely visual and message strategies,
communication between individuals, media selection and placement, publicity and promotion
and several other activities. According to Goldblatt (Event Management, 2013) that event
Management is a professional activity of gathering and bringing together a group of people
for the purposes of celebration, education, marketing and reunions, and is responsible for
conducting research, designing activities, planning and carrying out coordination and
supervision to realize presence of an activit.

If seen from the type of implementation, local food culture festivals are included in the type of
arts events (profit oriented performances/performances, event program performances/
performances, non-profit, institutional/private, competitions/festivals, exhibition/appreciation
stages), whereas according to the type of size they are Events included in Major Events are
events that in size are able to attract the media to cover them, attract a large number of visitors
within a certain period of time to attend the event and have a significant economic impact, and
if based on the special event category, it is included in the cultural event category.

Planning an event is an effort to think and design an event to achieve efficient and orderly
results. Charles Berger stated that "plans of communication behavior are cognitive
representations (representing interpretations of the environment) that provide guidance for
achieving goals." In planning an event as a guideline for organizing an event that applies to all
exhibition activities, namely (Lidia Evelina, 15-19:2009):

1. Determining a Theme The theme is very important for determining the next steps.
Themes that give rise to new phenomena will receive a lot of attention from potential
exhibition participants (events) and future visitors.

2. Conduct a Review Before implementation, the EO must carry out survey activities to
explore various matters related to event activities so that there are no errors in terms of
time, location, readiness of Human Resources (HR), target participants and expected target visitors.

According to Any Noor (2013: 110), the process of determining event ideas must remain guided by:
1. The nature of the event to be held;
2. Event objectives;
3. How the event can be held
4. What benefits will participants get from holding the event?

Stages in Organizing an Event: (Joe Golbatt, 36-55: 2002) :

1. Research. Research is carried out to determine the needs, wants and expectations of the target market. Through in-depth research, providers can see emerging trends, develop new service delivery systems and solve small problems before they become big. What is generally done is only by analyzing secondary data and reports of previous events or from experience. The committee can conduct research by distributing questionnaires or conducting focus group discussions. (Johan Saputro, 91:2014)

2. Design (design). This stage is the stage of formulating the theme and concept of the event. This process takes quite a long time because there is a selection of ideas and event concepts.

3. Planning. At this stage the committee begins to formulate strategies which are then ready to be implemented. In this phase, the committee also completes the resources needed to organize the event

4. Coordinating. In this stage, emphasis is placed on process flow, participant coordination and short-term problem solving. The committee began implementing the strategies that had been prepared, carrying out audience activities, communication to the public, clean rehearsals, and other pre-event activities. This stage can start approximately one and a half months before the deadline for holding the event

5. Evaluations. Evaluation of the organization of this event can be carried out using a comprehensive review method or per session. Benchmarks assess the success of holding an event using quantitative indicators, such as the number of participants or invitees attending and transactions, while the results are qualitative evaluations and are announced at the closing of the event.

4. Conclusion

Based on the results of the research conducted, researchers found that the main obstacle in implementing the festival in Papua was the inadequate planning process. where (1) there has not been an analysis of regional potential which will be the main promotion of the festival, (2) there is not enough involvement of interested elements, especially local communities, traditional leaders, religious leaders, community leaders, central government, provincial government, regional government, parties security, the Indonesian community, stakeholders and online/offline mass media so there is no synergy, (3) commitment from all elements, especially the government, in this case if the Papua region is still the main sponsor of festivals, (4) there is no fixed schedule or determining what festivals are appropriate to existing local potential. So based on this, the researchers found the appropriate festival model to use in the Papua region:
Figure 1. Model of Local Food Culture Festival

References


