

# ANALYSIS OF THE ECONOMIC IMPACTS OF SPECIAL EVENT: THE CASE OF JEMBER FASHION CARNIVAL IN JEMBER CITY

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## *Abstract*

*This study investigated the economic impact a special event in the tourism industry. Jember Fashion Carnival 2015 became the object observed to conduct this study. Jember Fashion Carnival is an annual event from Jember City, but until this time not anyone makes observations to investigate the economic impact of outside tourist that come to Jember City during the time of the event. This study used a semi-structured, self-administered questioner was employed in collecting relevant social and economic data from respondents. A convenience sample of 100 attendees was used to determine the economic impact generated. The Respondents is the tourists who come from outside the city of Jember and attend the Jember Fashion Carnival 2015. The Economic impact assessment based on the amount of spending money from the attendees, with the details information some expenditure categories such as; accommodation, food, entertainment, souvenirs, communication and other types of expenditure. The result supported the claim that the event of Jember Fashion Carnival 2015 has positive economic impact on the host community.*

*Keywords: Economic Impact, Jember Fashion Carnival 2015, Tourist, Special Event.*

## **Introduction**

Special Event has been assessed as special interest tourism concept that has made a significant contribution to tourism, and has a great demand tingkat to drive tourism (Serkan, Mehmet; 2013). On the other hand, special event has become one way to capture the activity of the social, cultural and economic efforts to give back to the community benefits. Carnival as one example of the special event has become one of the ways in which carnival gives a new tourist attraction on culture, society and even the history of a tourist area. Carnival is considered as a unique attraction for tourists and an important contribution to the development and the identity of a tourist destination (Serkan, Mehmet; 2013). Jember Fashion Carnival is a special event that took place selama 14 tahun Year in Jember City. Jember itself is a small town in East Java, where it is known as a city of students in Indonesia. Since Jember Fashion Carnival worldwide, and has even been awarded as one of the best in the World Carnival is aligned to Carnival

in Rio de Janeiro Brazil. Image Jember turned into a city of Carnival in Indonesia has even become a role model some lively carnival event held in Indonesia.

Image Jember as a carnival town in Indonesia, became its own power for Jember to attract tourists, especially when the event Jember Fashion Carnival in langsung. Event Jember Fashion Carnival became one important element, for the town of Jember to attract tourists and as an additional promotional tool to introduce the culture, the product / by-by as well as all the activities related to tourism in Jember City. Simply put Jember Fashion Carnival that has been done for 14 years was able to create economic value for the city of Jember. But until now, the economic value of the accumulated or reflected from the implementation of Jember Fashion Carnival event has not been recorded.

For example, Junkanoo Carnival held in 2014 in the Bahamas is able to provide small and medium enterprises gain generated income of 7.6 million dollars. Mardi Gras, one of the famous festivals in the world and become one of the main agenda of the tourists to come to New Orleans (USA), capable of producing 164 million dollars in 2014. Brazil Nationwide Carnival Celebration in 2012, capable of generating economic value of 3.2 billion dollars and create temporary employment for 250 000 people.

Picture of a huge economic impact are the basis of this research was conducted, where the research is to try to give you an idea how big the economic impact resulting from an implementation Jember Fashion Carnival. The approach taken in this study did not look at the overall economic impact, but the researchers make a limitation of this study is only the economic impact resulting from the arrival of tourists coming from outside the city during a Jember Jember Fashion Carnival 2015 takes place. Results from this study are expected to provide an overview for the government Jember, so the economic impact is reflected afford generated from tourist visits outside Jember.

## **Literature Review**

Events are an important motivator of tourism, and figure prominently in the development and marketing plans of most destinations (Getz, 2007). In the event planned typology Getz (2005) categorize carnival into part of cultural celebrations. The event tourism has become one of the most important aspect among the types of special interest tourism of the tourism industry (Crompton and McKay, 1997 ; Serkan, 2013). Fredline (2000) in Bassey (2011) says that indicates of major events stimulate the local economy and “showcase” the region to the world, promoting potential future tourism and business activity. There are other important positive impacts often associated with the staging of events, many of which may directly benefit the local population (Bassey, 2011). These include the development of facilities and infrastructure, entertainment and social opportunities, and a sense of pride and identity brought about by playing host to a major event (Getz, 1997; Hall, 1992; Ritchie, 1984; Shone & Parry, 2005; Bassey 2011). Hall (1992:10) suggests that the ability of major events perceived to attract economic benefits often provide the official justification for hosting events.

## **Methodology**

Research conducted to try to analyze the economic impact resulting in the implementation of a special event, in this case the Carnival. The aim of the research is to answer the question, how much economic impact given by visitors outside muddy during Jember Fashion Carnival takes place? The Economic impact assessment based on the amount of spending money from the Attendees, with the details information such as some expenditure categories; accommodation, food, entertainment, souvenirs, communication and other types of expenditure. Jember Fashion Carnival 2015 is selected case study under investigation for the purpose of this research.

### **Target Population**

Sources of supporting information in the form of questionnaire, addressed to the visitors Jember Fashion Carnival 2015. The end of the type that is the main target as a resource, a visitor who came from outside the town of Jember, and have an agenda to follow the activities of Jember Fashion Carnival 2015.

### **Research Design**

The study design incorporates proporsive sampling method and cross sectional survey for collecting data. With proporsive sampling method will facilitate sampling for the purpose for which, it has been determined the characteristics of the sources are those that come from outside the town of Jember, and have an agenda and are witnessing activity or Jember Fashion Carnival 2015. And with the cross-sectional survey design, approach do is make a survey of the sources just in time Jember Fashion Carnival 2015 is done, where to catch the variables resulting economic impact. Results of this research are generated from the answers given resource.

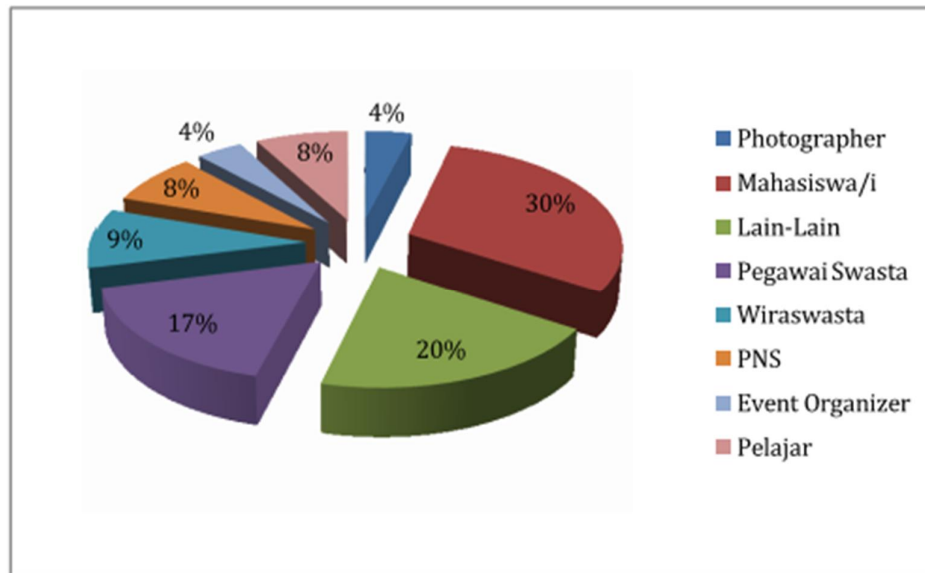
### **Sampling Method**

Characteristics of a carnival generally characterized by movement of the audience, who move from one point to another of the participants to follow the parade. Jember Fashion Carnival 2015 has two viewers, with audiences that use tickets can be watched in the main stage area; while for those who do not have tickets can still watch the parade participants as they come out of the main stage area (ticketing area). Although the system facilitate to the categorization of the audience it's still quite difficult for researchers to determine the estimated amount of sample and data access sample. With the use proporsive sampling method, researchers conducted a randomized speaker election by conducting a brief interview at the beginning of the resource profile is in accordance with the desired profile to suit the purpose of research. By using this method easier for researchers to obtain a gross estimated of the result without incurring the cost or time required to select a random sample.

## Results and Discussion

### Characteristic of the Visitor

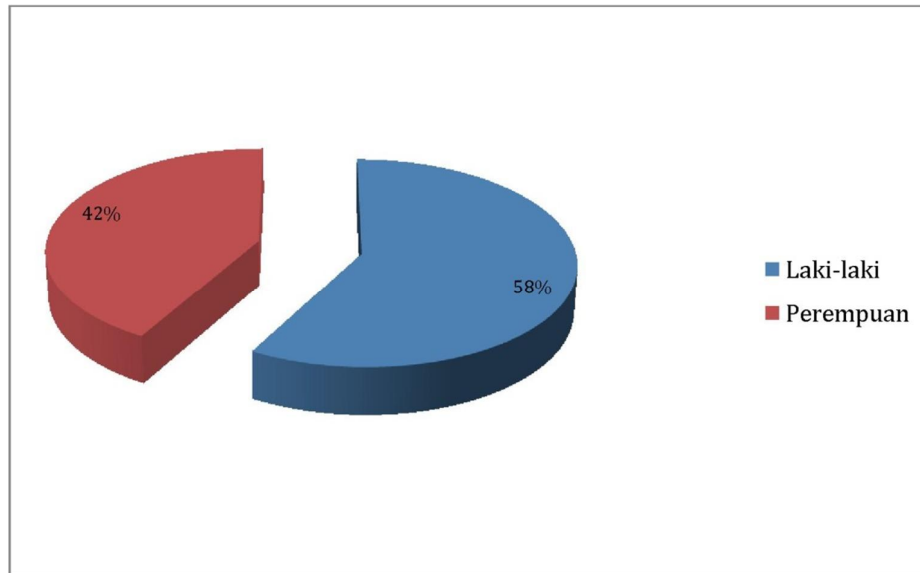
From one hundred (100) the number of questionnaires distributed, through the selection of the respondents to conduct an initial interview about the origin of respondents and obtained 86 questioners that can actually be used as supporting data. Origin of respondents, where the visitors outside the city of Jember is important because the key element in this study. Visitors outside the town of Jember to 100% of respondents are we looking for, to be able to answer how big the economic impact was able to create. Respondents that we get to have a diverse work background. In the data we have obtained from questionnaires distributed data collection, employment background of the respondents is: Photographer 4%; Student 30%; Private employees 17%; Self Employed 9%; Civil Servants (PNS) 8%; Event Organizer 4%; Student 8% and others 20%.



**Figure 1**  
**Characteristics of the Visitor**

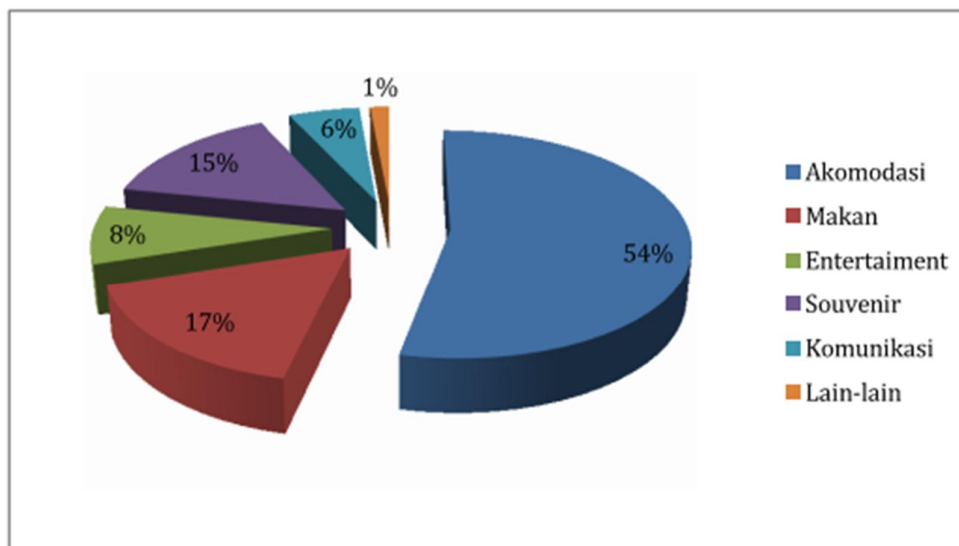
From the data above 58% of respondents are male respondents and 42% of the female respondents.

The proportion of employment background in the sample, the researcher classifies respondents into two categories of respondents with income and employment background of the respondents with a background in non-income jobs. From these data we concluded that 62% of respondents have a job with income backgrounds. This condition is sufficient to be used in describing the economic impact of tourist visits created outside the town of Jember.



**Figure 2**  
**Sex**

Expenditure allocation patterns do visitors from outside the city of Jember To see the pattern of allocation of expenses incurred visitors, researchers asked visitors to fill out the amount of the total cost of which is prepared to follow Jember Fashion Carnival and grouping based on the needs that have been determined as follows: Accommodation; Food; Entertainment; Souvenirs; Communications; etc. Results of these groupings generate expenditure allocation patterns of the average visitor made as follows: 54% Accommodation; 17% Food; 15% Souvenir; 8% Entertainment; Communication 6% and 1% other.

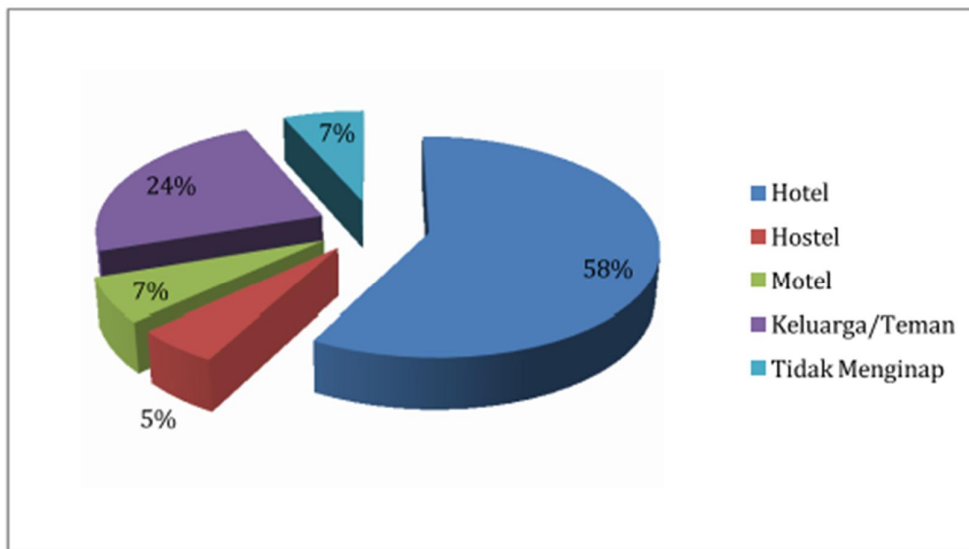


**Figure 3**  
**The Pattern of Allocation of Expenses**

Accommodation, meals and Souvenir become the largest expenditure for the tourists, which reached a total of 86% of the allocation of funds they are prepared. These three components would be the largest component of the economic impact for the city of Jember, when the Event Jember Fashion Carnival 2015.

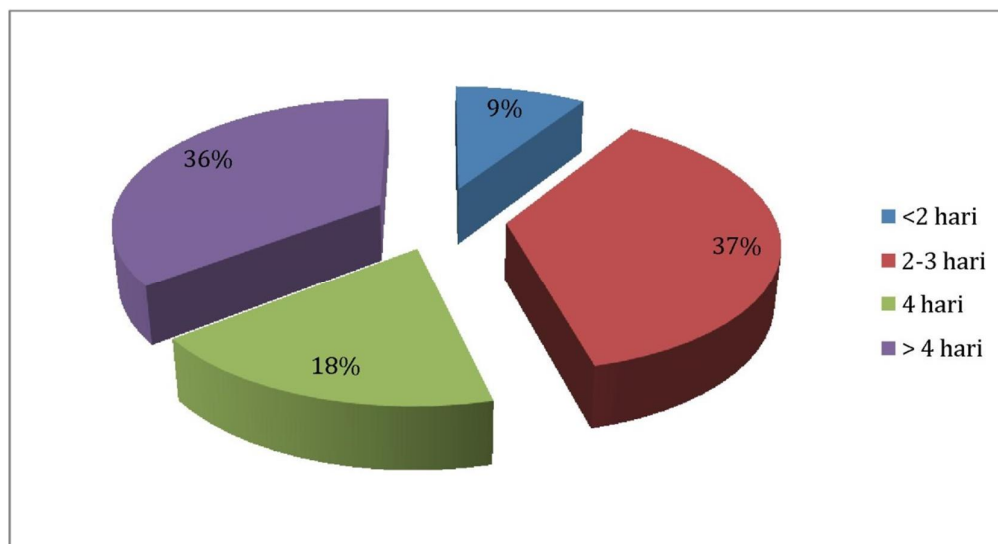
#### Accommodation used by tourists

Type of accommodation used by tourists can describe the amount of costs incurred for accommodation while watching Jember Fashion Carnival. Data show that 58% of visitors stayed in hotels, 24% of visitors choose to stay with family or friends and just 7% who chose not to stay or can be regarded as a tourist daytrip. From these data that 93% of tourists seemingly outside the town of Jember an overnight visitor, with 70% of them chose to stay at the Hotel, Hostel and Motel.



**Figure 4**  
**Type of Accommodation**

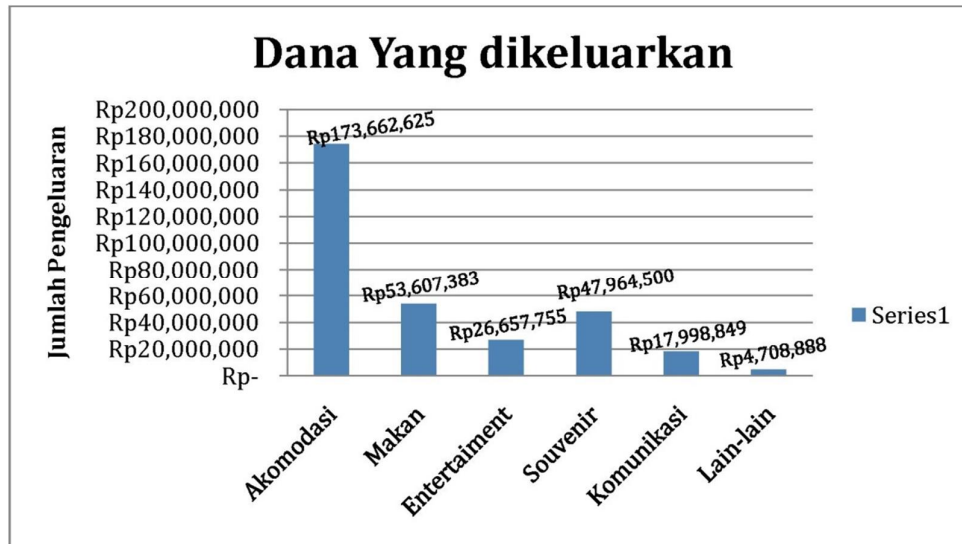
A high percentage of overnight visitors illustrate that, traveler characteristics outside the town of Jember have a tendency to stay longer and use local accommodation to their residence. Amounting to 37% of tourists outside the town of Jember has a residence time of 2-3 days, and then 52% of them have a residence time of 4 days, and even more than 4 days. Only 9% who lived less than 2 days in Jember.



**Figure 5**  
**Length of Stay**

The information generated from the data above have a pretty good indication; more than 50% of tourists outside the city have an interest to extend their stay in the city of Jember Fashion Carnival Jember although only done within 3 days. It also indicates that the JFC is able to provide adequate and interesting information about the city of Jember, so the interest of tourists to explore the city of Jember is awakened.

Traveler's expenditure during Jember Fashion Carnival Costs incurred by tourists clearly, of course, suggests that major economic impact resulting from an organization of special events at any given time can be measured. In total from the data obtained, the amount of spending they generate Rp. 324.600.000, - for an average period of stay between 1 day to more than 4 days.



**Figure 6**  
**Total Expenditure**

Of the overall total expenditure, the total expenditure allocated for the accommodation of Rp. 173.662.625, Rp. 53,607,383 for total expenditure on food and souvenirs at Rp. 47.964.5000. The third component of this expenditure, it can be said to be a mandatory component that is always present in every financial planning tourist trips.

### Conclusion

In the implementation of a special event, especially Carnival, of course, important to look at the economic impact generated. It can be used as one of the successes of a Carnival build a regional tour. The economic impact can be seen from the amount of expenditure which is derived from tourist visits to the area where Carnival is held.

In the study the economic impact resulting from the implementation of Jember Fashion Carnival 2015, found many interesting conclusions. Jember Fashion Carnival has become an icon for the city of Jember itself, where this Carnival able to bring tourists to the background work is very diverse. With a diverse work background is certainly create economic opportunities that also varies according to the capacity of each rating is based on the background of their work.

Jember Fashion Carnival is able to provide information and an overview of the town of Jember in particular, so as to attract tourists to stay more than the execution time of Carnival that only lasts for 3 days. This condition affects the cost of tourist spending during the JFC took place, where the average traveler has time most average stay for 4 days and at the same time enjoying the tourist attractions located in the city of Jember.



From the data generated, was able to explain that tourists outside the town of Jember able to provide considerable economic value. The total economic value given by 86 respondents of this study is Rp. 324,6 million, with the three largest expenditure component, namely for accommodation, food, and souvenirs. This proves that the economic impact resulting from an organization of Carnival in an area, capable of generating economic impact similar to other tourist attractions. In this study proves that Jember Fashion Carnaval also has a high economic value for the city of Jember in generating income for the local tourism sector.

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