MUSIC TOURISM POTENTIALS IN INDONESIA: MUSIC FESTIVALS AND THEIR ROLES IN CITY BRANDING

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ABSTRACT

The great potential of music tourism has not been optimized in Indonesia. Meanwhile, music tourism is increasingly becoming one of the forms of new economic growth. The growth of music festival from year to year has also made the Indonesian people, especially the younger generation, make music as one of their needs and lifestyles. The number, diversity, and popularity of music festivals in Indonesia have grown tremendously. That’s why Indonesia needs to encourage tourism potentials, one of which is the potential of music festivals that plays a role in creating city image and city branding. This study seeks to see the potential of music tourism and the role of music festivals for city branding. This research is using descriptive methodology seeks to contribute to the development of tourism in Indonesia, by exploring a special interest in tourism, namely music tourism, which is still a new formula in tourism in Indonesia. In addition, it seeks to see the best practices of music festivals in several countries that have succeeded in building the image of the city. Then the DOT-BAS-POS brand and marketing strategy can be used for the creation and development of music tourism in Indonesia. Through this research, it is hoped that the city government, community and society, the tourism sector and universities can work together in the future to encourage and drive music tourism in various tourist destinations in cities in Indonesia by combining natural beauty and music festivals.

Keywords: music tourism, music festival, city branding, Indonesian tourism

ABSTRAK


Kata kunci: music tourism, festival musik, city branding, pariwisata Indonesia
INTRODUCTION

In an effort to promote tourist destinations, there are two main aspects that are recognized as entry points for tourism, namely sports and music. This strategy was carried out, partly because the number of music and sports fan is very large in the world. The music sector has an attraction that can influence the development of other sectors, including the tourism sector. The event in the form of a music festival is recognized as one of the key factors to attract the attention of tourists around the world.

Music festivals have the power to invite massive numbers of people. In a number of countries in the world, music festivals are used as tourist destinations. For example the annual music festival Coachella in California, Glastonbury Festival in England, Sunburn Festival in India, which every year attracts more and more music tourists and provides a new experience for visitors. It is an interesting phenomenon that music festivals have experienced significant growth in recent years around the world. Including during this pandemic, a number of festivals at home and abroad have started to innovate by organizing virtual music festivals.

Cities that are currently unknown to the world of music, can position themselves with the help of successful music festivals. Cities such as Nashville, Austin, Texas, Memphis, and New Orleans are cities that demonstrate how music can help boost the tourism economy. The success of cities in the world, which position themselves with music festivals, can be a reference and benchmark for cities in Indonesia to strengthen their tourist destinations and city branding.

Indonesia has beautiful landscapes, hundreds of noble tribes and cultures, mouth-watering culinary delights, and various languages. The natural wealth and resources owned by each region/city in Indonesia can be a combined with the organization of a sustainable music festival. Music festivals can make a major contribution to overall destination marketing by creating a city image. Music festivals can play a role in helping promote, position and market cities as tourist destinations.

In Indonesia, several cities have organized music festivals that have the potential to attract the attention of many tourists from within and outside the country. Several music festivals in a number of cities and provinces that are still actively held in recent years, and which have been successfully inventoried by the author, include:

- Aceh World Jazz Festival (Aceh), Festival Musik Tradisional Indonesia (Danau Toba, North Sumatra), Sawahlunto International Music Festival (West Sumatra)
- Java Jazz Festival, Synchronize Fest, We The Fest (WTF), Djakarta Warehouse Project (DKI Jakarta)
- LaLaLa Fest, Matasora World Music Festival, Citanduy Festival, Rampak Genteng (West Java)
- Malang Jazz Festival, Jazz Gunung Bromo, Jazz Gunung Ijen, Banyuwangi Beach Jazz Festival (East Java)
- Jazz Atas Awan – Cultural Dieng Festival, BalkonJazz Festival (Central Java)
- Keroncong Plesiran, Festival Musik Tembi, Yogyakarta Gamelan Festival, Ngayog Jazz, Prambanan Jazz Festival (Yogyakarta)
- Nada Untuk Alam (South Kalimantan), Sun Of Music Festival (West Kalimantan)
- Central Celebes Music Atmosphere (Central Sulawesi), Toraja International
Festival, Eight Festival (F8) Makassar (South Sulawesi), Festival Manado Fiesta, Likupang Music Festival (North Sulawesi).
- Bali Blues Festival, Karangasem World Music Festival, Nusa Dua Fiesta (Bali)
- Festival Musik Rakyat (Maluku, Ambon),
- Festival Musik Senggigi (Lombok, NTB), Festival Taliwang (West Sumbawa, NTB), Festival Musik “Pesta Bunyi” (NTT)
- dan lain-lain

The link or connection between music festivals and event tourism is an interesting association because it has a high economic market potential now and in the future. Music festivals bring in valuable revenues for the city or host. However, the tourism industry has not yet fully partnered strategically with the music sector to create valuable products and experiences for audiences. The tourism industry needs to involve the music industry more deeply in decisions on how to design and communicate music tourism (Baran, Michelle. 2017).

Music tourism is a type of tourism that has grown rapidly in the last two decades. Indonesia has the potential to make music tourism as an alternative to new tourism. According to Lashua et al. (2014), music in modernity has become part of the daily recreation space, a source of artistic expression and audience pleasure, but also a cultural product that can be commodified.

The economic dimension of music festivals involves many economic chains. According to Gibson & Connel (2005), music festivals have direct economic potentials. Music festival visitors spend money on transportation, accommodation, tickets, souvenirs, food, drinks and hotels, music festival organizers also need service providers to support the continuity of the event. Likewise hotel and transportation facilities, nonetheless the informal workers such as merchandise sellers, traders and many more (Gibson, Chris & John Connell, 2007). The economic effects of music festivals are long-lasting and transcending geographical aspects.

During this pandemic, a number of annual music festivals are holding their activities virtually, and slowly some music festivals are being held in hybrid or starting to be held directly/offline at tourist sites, by implementing restrictions on the number of spectators & social distancing that meets health protocol standards applicable.

Music tourism in a form of music festival activities still has great opportunities and potential to be developed in the present and future, one of which is to support the creation of city branding. For this reason, this study seeks to examine the concept of music tourism as one of the new formulas in tourism development in Indonesia, which in recent years has begun to be intensively driven by the Ministry of Tourism and Creative Economy. The concept of music tourism has actually appeared first in a number of other countries and contributed to be developed. Indonesia has great potentials to explore and implement music tourism, especially through music festivals in various tourist destinations in the country.

LITERATURE REVIEW

Festival and Tourism
Festival dan events play an important role in the tourism industry because they can increase the number of tourists and offer unique and memorable experiences for visitors. According to Richard & Wilson (2004), tourism events can make a major contribution and efforts to commercialize a location and create an image of a place. Not only big cities, but also small towns are increasingly realizing the importance of
festivals to encourage the promotion of regional tourism.

Viktoria (2015) explained that festivals are activities that when combined with other attractions in almost every community, will encourage attraction and really affect the image of the tourist destination. Several studies describe what motivates people to attend festivals, such as: escape from everyday life, socialization & family togetherness (Crompton & McKay, 1997, Jepson et al, 2019). In addition, festivals allow people to pursue their interests (Lee et al. 2004, Cudny, W. 2011). Visitors’ motivation can also include a willingness to experience the culture, curiosity, originality of the event, as well as willingness to meet people with similar interests (Stanik, 2012).

According to Allen et al (2010), festivals are divided into many characteristics of the service (entertainment) industry. Therefore, regions/cities that rely on festivals as a development strategy require unique and different destination branding. Furthermore, to strengthen destination branding, a good and memorable event tourism or festival is needed. One of the main reasons for organizing events and festivals in a destination is to increase tourist awareness of the destination or the image of the destination.

Festivals have value for tourism and provide significant economic, cultural, social benefits (Huang, J.Z., 2010). Cultural functions and economic functions are very large in a tourism festival. Because culture is the soul of the festival and the economy is the life of the festival. These two aspects are interrelated with each other.

**Music Tourism**

Music is a key component in a broad and diverse development of leisure tourism. Music also provides an important and emotive narrative for tourists, as an expression of culture, heritage, place markers and moment markers (Lashua, et al. 2014). Music tourism involves individuals traveling to places other than their homes to hear live performances or to gain historical experience associated with the formation or performance of music (Campbell, 2011).

According to UNWTO & Sound Diplomacy (2018), “music tourism includes any activity undertaken by a tourist where the primary motivation to travel is music related”. Thus, music tourism includes all activities carried out by tourists, where the main purpose and motivation for traveling is related to music. Music tourism includes whether it is a trip (such as going to a music festival) or something that enhances one’s experience such as listening to jazz musicians at a local restaurant. Integrated music, both for creating experiences that focuses on cultural heritage, diversity and local wisdom.

Music tourism is one of the tourism products. Where tourism products are a combination of elements such as nature, culture and man-made resources, attractions, facilities, services and activities related to certain interests (Ismayanti, 2021) and represent the core of a destination’s marketing mix, and create an overall visitor experience (including the emotional aspect of potential customers).

**Best Practice: Music Festivals as City Image**

Music festivals have become a new form of tourism, especially for cities that do not have a tourism identity. For example, the city of Edmonton in Canada. Edmonton has 13 music festivals that are regularly held every year and a number of these festivals have managed to bring in more than 2.7 million tourists and generate about 65 million dollars annually (Murray, Tom., 2016). The city relies on festivals as a city attraction, and has earned it a nickname “Festival Canada city.”

Van Der Hoeven, A. & Behr (2021) also explained about the music city initiative that
utilizes musical heritage as a tourism strategy, which was carried out by the city of Liverpool in England. Liverpool was originally known as an industrial city and port in England. However, in the 1960s, there was a crisis because factories had begun to be controlled by machines, thereby reducing the number of human workers. This condition lasted until the mid-1980s. This prompted the Liverpool city government to seek other forms of economic activity for its citizens. Music tourism was chosen as the mainstay of the new economy. This selection is based on the fact that Liverpool is known as the hometown of the legendary band, The Beatles. In addition, the airport is named John Lennon Airport. Thus making this city known not only for its football clubs, but also as a city of music. Even Liverpool has been named by the Guinness World Records as the World Capital City of Pop (Capital of Pop Music World).

In Europe, one of the most popular and oldest music festivals is Glastonbury Festival, which is the largest outdoor music and art festival in the world (Robertson, 2015). Glastonbury Festival became a reference and benchmark for all the outdoor festivals that were happening after that. For world music lovers, the Glastonbury Festival is also an example of a festival that raises awareness values in protecting nature. The festival, which is known to have a collaborative spirit in preserving local wisdom, is located at Worthy Farm which is one of the farms in Pilton City, Somerset – UK.

Some of these music festivals can be a reference for other cities in the world and Indonesia in their successful management and development practices.

City Branding
City Branding is part of ‘place branding’, which refers to the application of the brand and its marketing in the context of a place (both the economic, political, social and cultural context of the place). Place branding includes nation branding, region branding and city branding (Lucarelli, A. & Olog Berg, 2011).

The perception of a city affects its attractiveness to tourist, foreign investors, prospective foreign students and local residents. The picture of the city as whole can be stimulated through various marketing activities (Strielkowski, 2013). That is why many marketing experts and city governments are trying to re-brand cities to create communities where people will have the desire to live and live with experiences that appeal to visitors.

According to Seisdedos & Vaggione (2005), city branding is a holistic and inclusive process. The process of creating city branding must be coordinated, both from the point of view of marketing techniques and from the point of view of urban development strategies, including socio-economic and spatial planning. Branding can be considered successful if it is able to provide urban core values that are considered valid, distinctive, attractive, enduring and communicateable (Gertner and Kotler, 2004).

Herget, Petrů, Abrahám (2014) describe two main issues in city branding, namely (1) city branding is a ‘vehicle’ to broadcast the city’s identity, (2) city brand must be seen as an instrument to increase competitiveness. Kavaratzis (2004) suggests that city branding can also be understood in a three-level communication framework, namely (a) the first level: refers to the physical and tangible aspects. Then b) the second level: the way the city markets itself and c) the third level: public communication about a city through word-of-mouth, media, etc.

METHODOLOGY
This study uses a descriptive methodology to explain the potential of music tourism, especially music festivals and its role for city branding. Descriptive research does not test hypotheses, but describes systematically, looking for factual and accurate relationships (Rakhmat and Ibrahim, 2016).
In addition, the data collection process in this study was carried out by the author with a series of reading activities, selecting and analyzing journal articles, reference books, previous research reports, and also news related to music tourism.

RESULTS AND DISCUSSION

A. Potential of Music Tourism in Indonesia

Indonesia has great potential for music festivals. Not only in big cities like Jakarta, but also in other areas such as cities in Kalimantan, Sulawesi, Sumatera, Bali and Nusa Tenggara. The following are two aspects that open up great potential for music tourism in Indonesia, namely: (A.1) combination of music festivals and natural beauty and (A.2) the growth of the middle class and the potential for special interest tourism.

A.1. Mix of Music Festival and Natural Beauty

Music festivals with the theme of natural beauty are increasingly being held by a number of cities in Indonesia in recent years. Most of them have a similar location, which is held in the wild which provides a unique and memorable experience for visitors. The following are some of the identical music festivals known for combining musical performances and natural beauty, including:

(1) Mount Bromo Jazz
The main purpose of holding the Mount Bromo Jazz is to bring jazz music to local residents and also to become a stage for local musicians who have great potential. The Mount Bromo Jazz Festival combines the natural beauty of the mountain slopes with a music festival offering. Located at the Bromo Jiwa Jawa Resort Amphitheater, Probolinggo, East Java, which was held for the first time since 2012. This festival is a combination of local culture and western culture, where several new musical works are created through a collaborative process between local musicians and foreign (global) musicians.

(2) Jazz Atas Awan Dieng
It is one of a series of events from the Dieng Culture Festival which is held in the open in the Dieng Plateau, Banjarnegara Regency, Central Java. This festival combines the concept of culture and nature tourism vehicles with the mission of empowering the Dieng people’s economy. Jazz Atas Awan is a festival whose ideas come from the surrounding community, which is carried out jointly by the community, with the support of the government.

(3) Prambanan Jazz International Music Festival
A jazz festival set against a beautiful view of Prambanan Temple, Yogyakarta. It was first held in 2015 by carrying the exotic splendor of the Prambanan Temple. This festival is one that seeks to hold limited live/ offline festivals during the pandemic. In addition, the Prambanan Jazz Festival is a festival that combines art and technology by presenting NFT as the entrance ticket for the show.

(4) Ijen Summer Jazz
A music festival that brings out the beauty of the mountains of Raung and Meranti, which surrounds the open stage of Ijen Summer Jazz in the city of Banyuwangi. This festival was first held in 2016.

(5) Lake Toba Traditional Music Festival
This festival is organized by the Directorate General of Culture of the Indonesian Ministry of Education and Culture together with Rumah Karya Indonesia in locations that are super priority destinations, namely Lake Toba, North Sumatra. This festival is one of the festivals held offline with strict health protocols during the 2021 pandemic, in the tourist area of Lake Toba.

(6) Folk Music Festival – Ambon City of Music
The Folk Music Festival in Ambon began to be held in 2021 as the 2nd anniversary of the awarding of Ambon as the World Music City. Indonesia has the “Ambon City of Music”, which was named by UNESCO in 2019. Ambon as the capital of Maluku is side by side with 65 other cities in the world such as Seville in Spain,
Hamamatsu in Japan and Liverpool in England, which are members of a network of music-based creative city organizations (Handayani, 2021). Ambo City of Music has encouraged new breakthroughs from Indonesian tourism, which is moving from conventional tourism to modern music tourism and has foreign market potential in 47 world music cities and 246 UNESCO creative cities (Aditya Putra, D., 2021).

The festivals described above are some of the many music festivals that carry the beauty of nature. Cities in Indonesia can use these festivals as a reference in creating and managing city branding, through the support of music festivals. Likewise, several best practices from music festivals in other countries in the world such as Coachella and Glastonbury, which can be a benchmark for the development of music festivals by city governments in Indonesia.

A.2. Middle Class Growth and Special Interest Tourism Potential
Music festivals in Indonesia also have a large audience potential. This is because the middle class is growing rapidly. The Ministry of Finance (2019) states that more than 50 million Indonesians belong to the upper middle class and 120 million people are the aspiring middle class, i.e. the group that is moving towards the middle class. For the middle class, lifestyle is important, and this is able to create a market. The middle class tends to like a lifestyle fulfilled with experience, and this lifestyle will shape a growing market.

Sofronov (2018) also mentions that experience is important for young tourists. Young tourists also tend to be tech savvy, attached to technology. Young tourists are the group who are willing to spend the most money compared to other age groups. The character of tourists who prioritize experience has encouraged niche tourism choices, namely tourist destinations that are not mass tourism and not always destinations that have to be popular, but destinations that have special interest tours. This includes tourism that has a specific theme, such as sport tourism, movie tourism, or music tourism.

B. Tourism Branding and DOT-BAS-POS Marketing Strategy in the Development of Music Tourism in Indonesia
The branding strategy must be pursued by first strengthening the important pillars of tourism, namely: social and human aspects, environmental aspects and added value or economic aspects. With efforts to give attention and participation to local communities, it will encourage the strengthening of local brands, which in turn will encourage consumption of local products and awareness of protecting the environment. In other words, the tourism development strategy must be inclusive by involving the local community as much as possible.

According to Satria, D. & Angga Erlando (2018) in his book “Economy Festival”, the purpose of branding tourist destinations is how branding efforts are able to attract tourists to come and spend their holidays in the region. On the other hand, if tourism becomes more attractive, it can encourage investors to come and invest, so as to encourage economic activity for the community.

Directed and targeted marketing communications from a tourist destination are able to encourage an increase in the number of tourist visits in a city/region or country. The number of tourists visiting a country will affect the level of state income in the tourism sector, and indirectly affect the economy of the community where tourism is developing. Previous research has shown that one way to attract tourists to visit is to organize events or festivals with cultural nuances, music and arts, sports and so on.

The obstacle that is often faced in marketing tourism in a certain area is the lack of information obtained by potential tourists. That’s why a marketing strategy is needed that can help become a guide in dealing with these obstacles. The DOT-BAS-POS strategy can be a
guide for cities in Indonesia that are trying to create and develop their city branding.

The Ministry of Tourism of The Republic of Indonesia (2015) in his research entitled Public Tourism Market Design stated that each province and city has different market characteristics, thus requiring a DOT-BAS-POS marketing strategy portfolio. The DOT strategy includes Destination-Origin and Time. BAS stands for Branding – Advertising and Selling, POS is Paid Media – Own Media and Social Media.

Likewise, in the development of music tourism through music festival activities in cities and regions in Indonesia, the DOT-BAS-POS strategy can be adopted to promote music tourism and invite all tourism industry players and the community to jointly promote it as well.

**CONCLUSION**

The growth of music festivals from year to year has made Indonesian people, especially young people, make music as one of their needs and lifestyles. The number, diversity and popularity of music festivals in Indonesia has grown tremendously. That’s why Indonesia needs to encourage tourism potentials, one of which is the potential of music festivals.

Based on the exposure in this study, it can be concluded that music tourism, especially in the form of music festivals, has great potentials in the present and in the future. One of them is in its role in creating the image of the city and city branding. Cities in Indonesia have a great opportunity to combine music festivals with the natural beauty of each city/region. This is an added value for music tourism in Indonesia. In addition, Indonesia has a rapidly growing middle class that tends to make tourism a lifestyle. So that it becomes an opportunity for cities in Indonesia to explore the potential of their region and develop their tourist destinations.

**SUGGESTION**

A number of cities and regions in Indonesia have become more sensitive and active in combining natural beauty with music festivals, as a marketing strategy for tourist destinations. This plays an important role in the efforts of the city/regional government in building city branding. So that cities can position themselves with the help of music festivals that are held on an ongoing basis.

So far, the great potential of music tourism has not been optimized in Indonesia. In fact, music
tourism is increasingly becoming one of the forms of new economic growth. Currently in Indonesia, many music festivals have emerged. Some of them have been known to foreign countries, but the government, especially the Ministry of Tourism, needs to further encourage music tourism which as the potential to be held by cities in Indonesia.

The government can support the promotion of these various music festivals by including them in the official Calendar of Events to also promote them abroad. Then collaborate with big players in the digital tourism world such as Traveloka, Ticket.com and others, and enlarge digital promotions through collaboration with digital platforms.

The government also needs to further echo the potential of music tourism for sustainable tourism growth. So that more and more cities are taking the initiative to organize music festivals, which are combined with natural beauty, and more and more music festivals are innovating by utilizing technology to remain relevant in this area.

On the academic and research side, universities can develop studies and research related to music tourism, as well as strategies for implementation in various cities in Indonesia, as well as to cooperate with the tourism sector and city governments. Considering that research on the topic of music tourism is still relatively rare in Indonesia. So it still needs to be explored further for the development of the Indonesian tourism world.

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