

The Existence of Jember Fashion Carnaval (Jfc) in Jember Regency- Indonesia 2003-2021



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ABSTRACT: This article explains the existence of the Jember Fashion Carnaval (hereinafter written as JFC) starting from the history of its formation, development, to the socio-cultural and economic impacts of the community in Jember Regency from 2003 – 2021. This research uses the historical method with the steps of searching and finding data (heuristics), criticizing data, interpreting, and historical writing (historiography). Firstly, JFC appeared from 2003 to 2005 as a fashion show. JFC developed from 2006 to 2016 with the addition of the number of participants, the number of carnival categories, choreography, attractions, and cooperation with the communities in Jember. JFC achieved glory marked by the crowning of Jember as a carnival city, JFC's involvement in the 2018 Asean Games. The socio-cultural impact of organizing JFC created new groups that introduced and disseminated new ideas in the fields of modeling, make-up, hair-styling, body painting. The economic impact of implementing JFC raises the economy in Jember Regency.

KEYWORDS: Jember Fashion Carnaval, Existence, social culture, modeling, body painting.

INTRODUCTION

Etymologically, the term *carnival* comes from the Latin language, *carne levare* meant throwing meat (Daniel Xleves) during the Pre-Easter period in the tradition of the Catholic Church in the Roman Empire. In its development, in the Middle Ages in Europe (XI century AD), the term *carne levare* was used to refer to post-harvest Italian youths dressed as women going from house to house while eating food and drinks. In the 18th century AD in the city of Florence (Italy), the term *carne levare* was reserved for people who paraded using decorated cars accompanied by music. Meanwhile, in other Italian cities, Rome and Venice, the term *carne levare* was intended for people parading on the streets wearing *bauta* (black hooded robes covering the shoulders, wearing masks and white hats) accompanied by music. In the 19th century, precisely in 1840 in the capital of Brazil, Rio de Janeiro, the term *carne levare* was intended for people parading in the streets accompanied by music with faces painted with flour while carrying crops thrown to people who saw it along the way (Daniel, Tales, BrasilEscola.uol.com, accessed September 23rd 2022).

The history of carnival in Indonesia was begun during the Dutch colonial period in the Indies associated with the celebration of the birthday of the Dutch Queen, Wihelmina, commemorated every August 31st. The event was supported by the whole community by participating in festivals, carnivals, surprise markets, holding puppet shows, and tug of war competitions. The tradition and celebration of Queen Wihelmina's birthday in the Dutch East Indies became the forerunner of celebrations in Indonesia. On August 31st 1923, Queen Wilhelmina's silver jubilee (25 years) was celebrated in Netherlands and throughout its colonies, including the Indies (now called Indonesia). In this regard, the Besuki Residence (Bondowoso, Situbondo, Jember) also celebrated the anniversary by involving elements of government, entrepreneurs, artists, students, teachers and other communities by holding various arts and cultural events for the public (Setiawan, October 29th 2022). Ethnic and cultural diversity became the dominant colour in the celebration, and the Dutch East Indies government (in Indonesia) wanted to inform Queen Wihelmina that her rule gave a joy to the people in the colony.

The idea of Jember Fashion Carnaval (JFC) was started when Suyanto and Dynand Fariz (brothers) purchased a building in Gunung Batu Permai residential area in 1998 for business purposes in modelling by opening a fashion house named Dynand Fariz International High Fashion Center (Dynand Fariz, 2012: 123). This business was due to Dynand Fariz working since he was a student and lecturer at the Fashion Design Study Programme, Department of Fine Arts, IKIP Surabaya and continued his fashion school studies in Paris, France. The implementation of JFC started with a fashion week event which was organised by Dynand Fariz International High Fashion Center that obliged all employees to wear fashion that was trending in the world in the 2000s. After several fashion weeks, the employees proposed to perform in the town square. Dynand Fariz accommodated the proposal by performing for the first time in Jember square with 50 people consisting of Dynand Fariz International High Fashion Center employees, Salon Karisma employees and Dyfa Salon employees on Sunday, 12 August 2001 (Raudlatul Jannah, 2012: 123). Since then, every week Dynand Fariz International High Fashion Centre with 50 people performed wearing clothes that were trending in

the 2000s in Jember town square. His performance received sympathy from Jember people who were doing sports activities such as gymnastics, walking and other activities.

On January 1st 2003, the first JFC event coincided with the 74th Anniversary of Jember District. The previous of the first JFC event (January 1st 2003), Dynand Fariz International High Fashion Center conducted various promotions to find participants from schools, villages or various communities in Jember area. The JFC committee targeted to invite the students of State Vocational High School 3, especially the students of Fashion Department (Rutin, 2010: 17). JFC activities were implemented in 2003 and they were reported in 2004 by several mass media such as Radar Jember. Although this phenomenon was only an annual carnival, but the news about JFC and Jember was broadly spoken, because the journey of JFC was more nuanced to Indonesia (Lois Dennisa, 2016: 431).

Visually, JFC is a genre of performing arts that displays the beauty of the results of makeup and fashion design creativity. It is presented theatrically supported by various elements and branches of art including dance, theatre, music, and fine arts. As a performing arts product, JFC has various supporting elements of the show including: themes and stories, characters, dance movements, and music in the form of marching bands (Dynan Fariz, 2012: 34). All of these elements are incorporated into a unified performance form that is very distinctive and has specific style characteristics as JFC's identity. In general, fashion shows are only done by walking on the catwalk in a closed room, but JFC's fashion show is carried out by walking on the street in outdoor of carnival witnessed by the wider community along the road that is passed by the JFC participants. In addition, the fashion show gives more aesthetic sensation as a performance art product in the form of carnival. In its journey, JFC, which has a vision and mission, tries to realise the purpose and benefits of the show for the community. The vision of JFC becomes a world-class social tourism organisation to form a young generation of Indonesia that are creative, competitive, able to encourage regional development, and improve welfare in a sustainable manner (Dynan Fariz, 2012: 34). The mission makes Jember turning to be a fashion and carnival setter, advancing, and developing education, creative social culture, supporting the growth of creative economy based on local excellence, improving professional organisational management, realising social responsibility, independent and creative. The selection of themes in every JFC moment contains a form of moral message which is conveyed to the society (Dynand Fariz, 2012: 34).

JFC performances are rich in symbols displayed in the form of clothing, accessories, colours, movements, and facial make-up. Although there are still pros and cons from the local community, JFC show gets the attention of the wider community, as evidenced by the number of spectators present at the event. In addition, the number of participants is increasing every year, reaching 600 participants consisting of students, college students, and the public (Jati Afriyanti, 2010: 11).

JFC becomes a competition event for participants in competing for 75 trophies and other awards that are provided to get various skills training and mentoring freely for 6 months. As an example, the 7th JFC showed with the theme World Evolution inspired from earth changes due to uncontrolled human behaviour, divided into defile displays with several JFC Marching Bands, Papua Archipelago, Barricade, Off Earth, Gate-11, Roots, Metamorphic, Undersea, and Robotic. It was witnessed by more than 200,000 people from all backgrounds. JFC displayed the exotic charm of nature, culture, tribes, and traditions of the Papuan people threatened by damage and extinction due to uncontrolled human behaviour (Jati Afriyanti, 2010: 11).

JFC invited all parties to preserve and re-raise the image of Papua as one part of Indonesian culture packed with innovative concepts in human geoheritage that must be preserved and developed internationally with modern, attractive, and dynamic presentations. Off earth, for example, in the 21st century there are many metropolitan cities in the world. Humans live in the middle of a concrete jungle of skyscrapers. There is no more green leaves, fresh nature, chirping birds and swishing wind. Humans are trapped in a concrete cage. It can be imagined that if this happens on earth, then we seem to live in an earth that is protesting with the hope of returning my nature, returning my earth so that we live again.

Explicitly, the JFC event is worth education, entertainment, exhibition, and economic benefit. If we look closely, the clothes are worn by JFC participants who use clothes from household waste materials in the environment ranging from plastic, bottles, roots, twigs, and leaves (Jati Arifiyanti, 2010: 11). This concept is a simple mind, but it is creative and far from the thoughts of consumerism and capitalism. The influence of JFC in Jember helps the standard of living of the community and the city of Jember both from the tourism sector, with the number of tourists visiting Jember and from the creative economy, with the many creative businesses of Jember people to meet the needs of life (Chandra, 2017: 3).

The organisation of JFC is the driving force of the economy in Jember. The economy is running because many tourists come to see the JFC event while buying souvenirs or tasting various foods and drinks from hawkers or street vendors around Jember town square, so the economy is running. In addition, JFC event creates a multiplier effect for every business field. This encourages the economy of Jember people to improve their standard of living.

Based on the background of the problem the problems of study formulated in the research as follows: (1) what is the background of the emergence JFC in Jember Regency; (2) how is the development of JFC in Jember Regency from 2003 - 2021; (3) how is the socio-economic impact of JFC events for the people of Jember. This research aims as follows: (1) to explain analytically the background of the emergence JFC in Jember Regency; (2) to describe analytically the development of JFC in 2003-2021; (3) to explain the impact of JFC on the socio-economic conditions of Jember society. The results of this research are not only

useful in adding to the history of historical writing, especially the history of JFC in Jember Regency, but also it can be recommended to the government and related agencies to be used as a development policy for organizing JFC in the future.

RESEARCH METHODS

This research uses the historical research method. According to Gottchalk (1983), the historical research method is a series of research steps activities in to reconstruct past events to obtain historical truth that was close to objective. The steps of historical research activities included heuristics, historical source criticism, historical synthesis, and historiography. Heuristic is step of obtaining primary and secondary historical sources. Primary historical sources are direct testimony to historical events in the form of archives (contemporaneous written sources), documents, artefacts, interviews with historical actors. Secondary historical sources are all indirect information from historical events, for example in the form of books, articles, newspapers (opinions). The search for primary sources in the form of archives, documents, artefacts at the Dynand Fariz International High Fashion Center office, as well as interviews with JFC historical actors such as interviews with Dynand Fariz (Advisor to Dynand Fariz International High Fashion Center), David Iwan (Head of Dynand Fariz International High Fashion Center, David (Treasurer and Deputy of Conference and Exhibition Dynand Fariz International High Fashion Center, interviews with several JFC actors. The search for secondary historical sources is obtained from the Book Collection of the Faculty of Humanities, University of Jember, and in various other places.

After collecting data, then they are criticised internally and externally in order to obtain the authenticity and credibility of historical sources (Pranoto, 2010: 4). Furthermore, researchers interpret historical sources through an analytical process by assembling historical sources by examining them through questions based on 5 W + 1 H (what, when, where, who, why and how), which are then written using scientific language, so that descriptive-analytic historical writing (historiography) is obtained (M.H. Sundoro, 2002: 9).

RESULTS AND DISCUSSION

Historical Background of the Emergence of JFC in Jember Regency

Amin Fariz or also known as Dynand Fariz was designer who was born in Jember on 23 May 1963 in Garahan Village, Silo District, Jember Regency. He was born to Haji Tirto Soetowo (father) and Ahyani (mother) who worked as civil servants. He was the 8th child of eleven siblings. He did not show any special signs that later this child had a big idea (JFC) to make his hometown would be the world's attention. As a child (up to the age of 6 years), he lived in the village of his birth, then he moved to the city of Jember with his parents. In the course of his educational history, he completed his education from the elementary level to the senior high school level in Jember (Sekolah Dasar Negeri 2 Tembakan for elementary school, Sekolah Menengah Negeri 1, SMAN 1 for high school). Moreover, he completed his undergraduate and postgraduate studies at IKIP Surabaya, taking the Fashion Design study programme. In 2000, Dynand Fariz tried to join a scholarship programme sponsored by Education School Mode (ESMOD) Jakarta. His intelligence and unyielding spirit became a new strength for him as an achiever, so that ESMOD gave him a scholarship to study in Paris, France for three months. After completing her education in Paris, he built a wide network in pursuing his career in the world of fashion and had a big idea to raise Jember as his hometown in the international eyes through the organisation of the JFC event.

His educational background and passion for fashion led Dynand Fariz to introduce fashion to his family in every family gathering. The initial idea of JFC was in 2001 when he invited 30 of his employees to a fashion week event that required each employee to wear clothes designed by him during the week during working hours (Raudlatul, 2010: 56). A year later (2002), the fashion week was extended to the surrounding community by passing through the streets around the fashion house (Gunung Batu Housing Complex) even though they were still wearing simple costumes. In the following year (2003), he expanded the fashion week to the public by inviting 50 employees consisting of fashion house employees, Karisma salon employees (owned by Suyanto) and Dyfa salon employees (owned by Dynand Fariz) to walk from the fashion house to Jember town square. The organisation of the fashion week attracted the attention of people along the way, especially those who were in Jember town square. By seeing the enthusiasm of the people towards the fashion week, Dynand Fariz and Suyanto had the idea to package the fashion week event professionally and modernly in the form of JFC (Dynand Fariz, 2012: 10, Marcell. L., 2012: 34).

Dynand Fariz preferred to use the name "*Jember Fashion Carnaval*" to "*Jember Fashion Carnival*", in his opinion, when he viewed from the English language, he should use the term "*Jember Fashion Carnival*", but he used the concept from France, namely "*Jember Fashion Carnaval*" related to the use of defile names for each group (Dynand Fariz, 2012: 10). Visually, JFC was a performance art in the form of a modern carnival (parade or procession). In the context of traditional art, parades or processions were usually paraded with heirlooms or certain sacred figures. However, JFC was a modern performing art genre that displayed the beauty results of the creativity of fashion makeup design presented theatrically supported by various elements and branches of art including dance, theatre art, music, and fine arts (Candra, 2017: 260).

Dynand Fariz carried the idea of JFC with the vision of making Jember the first fashion tourism city in Indonesia and even in the world. This was in line with the regional autonomy policy that allowed each region to explore its potential to improve the welfare of the region. For this reason, JFC had the following missions: (1) JFC is as an entertainment event for all levels of Jember society

that can be accessed free of charge; (2) JFC as a fashion carnival exhibition event, becomes an object of taking photos for professional photographers, and centre of study or fashion carnival research; (3) JFC as an event supported by quality human resources (HR), sustainable, attracting public enthusiasm, has the potential to become a leading tourism as well as economic benefits for the people of Jember; (4) JFC as an education event for the community by providing training for participants including: knowledge of fashion design, fashion runway, fashion dance, presenter, makeup, make up, choreography and etc. Through training and organising JFC, there will be an improvement in the knowledge of the participants. Through training and organising JFC, confident human resources, instructors, choreographers, presenters, singers, entrepreneurs, and many others will be born. Self-realisation of JFC participants by providing opportunities for creativity development through competition will create new ideas in the field of dance, fashion design, accessories. For the audience, the JFC event will add insight into regional culture and diverse foreign cultures (Candra, 2017: 260).

Dynand Fariz tried to ask for the support of the Regional Government of Jember Regency by offering the idea of organising a JFC event, but the government did not respect and considered the idea of a JFC event to be unprospectable. He finally tried to realise his idea with his own money (Interview with Dynand Fariz, August 10th 2012). According to Dynand Fariz, at the beginning of the implementation of the JFC event in 2001 and 2002, he recruited the JFC event crew by recruiting from the employees of Dynand Fariz International High Fashion Centre, and Dyfa Salon. He also recruited Karisma salon was owned by his brother (Suyanto). In the third year of the JFC event (2003), Dynan Fariz opened recruitment for the people of Jember which was handed over to the Jember Fashion Carnaval Council Team (hereinafter written JFCC) with the following members: Dynand Fariz (JFCC Supervisor), Suyanto (JFCC Supervisor), Budi Setiawan (JFCC Chairman), Hendy Rendrawan (JFCC Secretary), Liefie Aldvia (JFCC Treasurer), Febri Alvan Santana (Head of JFCC Member Recruitment Division) (Firman Hadi Mincahya, 2022: 55).

The participation of JFC participants in the beginning (JFC Event in 2003-2005) by looking for participants to schools, communities, or even in and out of villages in the Jember Regency area. As time passed and JFC was increasingly known, JFC participants came from various regions for registering as JFC participants to Dynand Fariz International High Fashion Centre or online through JFC website or scanning barcode on some JFCC partners. At the beginning of the JFC event (2003-2011), all the funds and organisation of the JFC event were covered by Dynand Fariz and his relatives (Interview with Dynand Fariz, August 10th 2012). However, in the journey, JFC event received widespread attention, so that it received support from various parties who could help as well as support the performance of the JFC event including the Jember Regency government participated in providing financial support. The support from government of Jember Regency in the form of public facilities such as tents, sound systems, table chairs, guardrails, consumption, permits, as well as providing mandates of schools and agencies to participate in JFC. This support was carried out from the 2012-2014 JFC event. The termination of fund was due to regulations from the Supreme Audit Agency so as not to use the APBD. Considering that JFC has become an icon of Jember, the Jember Regency Government has provided financial support since JFC 2016 event. According to the Secretary of JFCC, Hendy Rendrawan, after the JFC already known by the wider community, the JFC was a social foundation where its implementation that not only belonged to the Government of Jember Regency but also belonged to any parties who wanted to succeed the JFC event (Interview with Secretary of JFCC, Hendy Rendrawan, August 21st 2021).

The Early Period of JFC 2003-2005

JFC was first held on January 1st 2003 with cowboy, punk, and gypsy fashion themes. According to Dynan Fariz, the theme was chosen because it was trending and simple. The term cowboy referred to the clothing style of a North American shepherd who traditionally rode horses and often worked on farms. Cowboy fashion was characterised by wearing jeans in combination with a plaid shirt and a round cowboy hat (Dynand Fariz, 2012:9). The term punk was part of art, lifestyle, and mindset. The term punk referred to wearing a leather jacket with a tartan pattern (plaid) with eccentric hair (mohawk style or bleaching) (Dynand Fariz, 2012:10). The mohawk hairstyle was chosen as a form of protest against white people who isolated the Indians in North America. The term gypsy was reserved for nomadic Romans scattered across eastern Europe and the Americas. The characteristic gypsy style was dressed in long blooming skirts with coloured and patterned tops, wearing flats boots and wearing gold and bronze coloured accessories, wearing large round earrings, necklaces and bracelets (Dynand Fariz, 2012:11).

The first event of JFC 2003 took the route of Jember Town Square - Kaliwates starting at 13.00 WIB. The rain accompanied the JFC participants who wore cowboy, punk, gypsy outfits and were greeted enthusiastically by Jember people who watched along the road despite the rain. This became the initial capital for Dynand Fariz who was optimistic for the JFC organising in the future to be successful. In commemoration of the 58th Indonesian Independence Day (August 30th 2003) Dynand Fariz held the second JFC to coincide with the routine *Tajemtra* (Tanggul-Jember Traditional) walk with the theme (defile) Morocco, India, Japan, China, and Arabian. This time he made a buzz to attract the attention of Jember people and mass media crew. However, it had not met his expectations because JFC seemed to be a carnival that has not been able to win the hearts of the community. Moreover, JFC was still perceived as part of the *Tajemtra* routine event. This was a challenge for him to develop and introduce JFC to Jember people and to the wider community.

August 8th 2004 was the 3rd JFC featuring 7 defiles including: Mali, Athena, Brazil, Indian, Futuristic and Vintage (Interview Dynand Fariz 10 August 2012). This performance was successful, not only by unique costumes from various countries, but also MURI (Indonesian World Record Museum) recorded as the longest carnival as far as 3.6 km (Jember-Kaliwates Square), until 2021. (Interview with JFCC Secretary, Hendy Rendrawan, 21 August 2021). However, prior to the 3rd JFC, Dynand Fariz was invited to the DPRD (House of Representatives) of Jember Regency to explain the defile that would be displayed at the 3rd JFC. After his explanation, the DPRD members responded negatively by accusing the implementation of JFC would damage the young generation of Jember people who were in fact the "City of *Santri*". Dynand Fariz challenged all members of DPRD to come and watch the 3rd JFC to sit in the front seats to know the real JFC. Dynand Fariz's challenge was fulfilled, they watched it and after the 3rd JFC was finished, they were silent and left their seats. Nevertheless, in the next JFC, they supported him (Interview with Dynand Fariz, August 10th 2012). Another challenge, Dynand Fariz tried to attract the attention of local, national, and international print and electro media. In mid-2004 the JFC team participated in Bali Fashion Week in the hope of attracting attention from the media covering the event. The participants of the event generally displayed clothes and accessories, but the JFC attracted visitors by displaying photos of the carnival and playing video recordings of JFC, dance JFC. During the event, media interested in presenting the JFC stand were Kompas media, and a foreign media, Reuters. Kompas media contacted Kompas Jember contributors to discuss coverage of the 4th JFC activities in 2005. However, they cancelled their intention because they got the answer that JFC activities were only ordinary carnival activities held regularly every Indonesian Independence Day celebration in August. This was in contrast to Reuters media who were interested and keen to cover the 4th JFC in 2005 (Dynand Fariz, 2012: 11).

The 4th JFC was held on August 7th 2005 with the theme Discover the World featuring the Java Archipelago defile, Tsunami, Disconstruction, Egypt, GrandPrix, Spain, England, Carribean (Dynand Fariz: 2012:11). The JFC committee carried the theme of Tsunami. In addition, it was a hot issue to be discussed, also hoping to take public sympathy for the success of the 4th JFC and also to tap the hearts of the community to provide assistance to residents affected by the Aceh Tsunami (Interview with Dynand Fariz August 10th 2012). The implementation of the 4th JFC was covered by foreign media offices as a promise that had been delivered by one of the Reuters media crews to the JFC who participated in Bali Fashion Week (in 2004). Kompas media, Saturday and Sunday editions in August 2004 needed cultural coverage, and wanted to buy news from Reuters. Reuters offered news coverage of the 4th JFC. Kompas was surprised, and felt as a crushing blow to him, because as a national print and electro media, they purchased news that occurred in his area that was not covered by Kompas contributors in Jember who considered the 4th JFC event as an ordinary carnival activity (Interview with Dynand Fariz August 10th 2012). The "tragedy" of Kompas media buying news of the 4th JFC to Reuters and the desire of Kompas to cover the next JFC event, influenced the Jawa Pos Media which had coverage areas throughout East Java felt that its territory was entered by Kompas and Reuters, so that it participated in covering the JFC event in the following years in Jember. Likewise, national television media (MNCTV, SCTV, RCTI, TVRI) also covered the JFC event every year (Interview with JFCC Secretary, Hendy Rendrawan, August 21st 2021).

JFC Development Period 2006-2016

The implementation of the 5th JFC on Sunday, August 6th 2006 with the main theme of Ancienty and Spirit of The World by displaying world fashion trends including: Shoft Baroque, Mock Snob, Action, Tribes, and Magic Circus. This JFC featured 8 defiles namely: Bali Archipelago, Forest, Poverty, Mystic, Jamaica, Underground, Russia and World Cup (Dynand Fariz, 2012:11). The 5th JFC attracted the attention of various media crews who reported Jember as a fashion tourism city in Indonesia stimulating the people's economy around Jember town square. Besides increasing the number of hotel occupancy, sellers of various foods, drinks, snacks, and parking attendants earned money from this activity (Interview with food seller, Agus Salim, August 12th 2018). Due to the creativity and innovation of the carnival participants under the guidance of JFCC (Dynand Fariz) and the support of the media, the 5th JFC brought Jember known as a fashion city (modelling) both in the national and international arena parallel to the international fashion event in Rio de Janeiro, Brazil (Interview with JFC President, Dynand Fariz, August 10th 2012).

The 6th JFC was held on August 5th 2007 with the theme Save Our World featuring 8 defiles including: Archipelago Borneo, Prison, Predator, Andercover, Amazon, Chinese Opera, Anime, Recycle (Dynand Fariz, 2012:14). The 6th JFC was attended by 450 participants. The opening and releasing were carried out by the Regent of Jember, MZA Djalal in the main stand of Jember town square. In his speech, MZA. Djalal stated that JFC became one of Jember's tourism destinations which in addition to raising Jember as a fashion city at the international level also stimulated the economy of the Jember society (Dynand Fariz, 2012:14).

The 7th JFC was held on August 3rd 2008 with the theme World Evolution which was inspired by the changes in the earth due to the behaviour of humans who were greedy and destroyed the universe. The 7th JFC featured 9 defiles including: Papua Archipelago, Barricade, Off Earth, Gate II, Roots, Metamorphic, Undersea and Robotic. The 7th JFC was different from the previous JFC. The 7th JFC was preceded by the inaugural performance of JFC Marching Band which carried the concept of Fashion and Dancing as a new innovation oriented towards International Performing Art. The number of 7th JFC participants reached 600 participants for the entire defile and 50 marching band participants as the opening of the 7th JFC. The appearance of 9 defiles from the 7th JFC showed the exotic charm of nature, culture, tribes and traditions of the Papuan people who were threatened with damage and change as a result of greedy and uncontrolled humans. The 7th JFC invited and raised the image of Papua as one part of

Indonesian culture packed innovative concepts in the nuances of neoheritage that must be preserved and developed with attractive and dynamic modern presentations. The media crew in the 7th JFC carried a new soft containing the journey of JFC and Dynand Fariz from the beginning - the 7th JFC. In addition, the media crew also raised the road show abroad conducted by JFC. Furthermore, it was also raised that JFC became a carnival teacher for Solo and created Solo Batik Carnival, and JFC was widely covered by national and foreign media crews.

The 8th JFC was held on Sunday, August 2nd 2009 with the theme World Unity which meant reconcile and unite the world with the division of defile Ranah Minang, Upper Ground, Animal Plants, Off Life, Hard Sofi, Countainer, Techno, Rhythm, Marching Band and Closing (Dynand Fariz, 2012: 14). This theme contained a message in anticipating all things developing in the world both social, economic, culture and politics. At the same time reminding the impact of global warning, food crisis, the 7th JFC was attended by 600 participants consisting of students, college students, and the public, the participants who did not take education in the field of fashion received free in-house training for 6 months and were entitled to take part in the competition for 75 trophies (Dynand Fariz, 2012: 15).

The 9th JFC on Sunday, August 8th 2010 chose the theme World Treasure by displaying Dream Sky, Toraja, Butterfly, Thailand, Cactus, Kabuki, Mongol, Apocalypse, Voyage (Dynand Fariz, 2012:15). The novelty of this carnival began with the JFC Kids defile show consisting of selected kindergarten students with unique and colourful dresses dominated by blue wrapped in white, a costume with the theme of Love Indonesia. The next, it was the dream sky defile accompanied by a marching band, featuring dozens of models strutting in colourful costumes with shades of sky, clouds and stars. The Toraja defile showcased the culture and traditions of the people of Toraja, South Sulawesi. In this defile, a miniature Toraja house became the crown for the participants.

The 10th JFC was held on July 24th 2011, followed by 600 participants with the theme Eyes on Triumph, featuring defiles from the 1st - 9th JFC with the best defile category including: Royal Kingdom, Borneo, Roots, Punk, India, Bali, Butterfly, Animal Plants, Tsunami (Reza, 2011:46). In the 10th JFC, Dynand Fariz and JFC's fashion design won international awards as the 1st runner-up in the best national costume category at the Men-hunt International 2011 in Taiwan. In Jakarta, it won the mister international 2011. In Dominican Republic, it won Universe Model Pageant Live Performing Art JFC Marching Band and carnival participants with unique, amazing, fantastic and spectacular costumes, accessories and make-up as well as music illustrations and slick creations presented in the 10 best defiles from JFC 1-10.

After the JFC-10 defile, the JFCC was invited to Ancol to entertain in the Eid holiday programme with Lebanese cultural attractions and dances. Visitors can watch the colourful blend of costumes, movements, and music pounding on stage at Rama Shinta Hall from 12.30 pm to 2.30 pm. This collaborates the uniqueness and character of ancil as an Indonesian tourist destination into a spectacular carnival from fantasy world to ocean ecopark. Ancol invited JFC because of JFC's achievements recognised by the international world (Reza. 2011: 46).

The 11th JFC was held on Sunday, July 8th 2012 with the theme Extremagination featuring defiles of Rome, Empire, Madurese Oceanirium, Persians, Orchidaceae, Savana, Mushroom, Dragon, Trinidad and Tobago (Anonymous, 2012:28). This JFC was followed by 600 participants, it was enlivened by an artist, Ashanty (Anang Hermansyah's wife) reported by 960 foreign and domestic media and photographers integrated into the official JFC website for regional, national, and international. Thousands spectators also watched JFC, an Indonesian icon for World Class Fashion Carnival (Reza. 2011:47).

The 12th JFC was held on August 20th – 25th 2013 with the theme of Art, Techno, Illusion (Artechsion) featuring Tibet, Betawi, Art Deco, Canvas, Bamboo, Beetle, Octopus, Spider JFC Kids, Venice JFC Kids, and Tribe. The series of 12th JFC activities were packed in JFC International Event 2013, started by Painting Exhibition, Photo Exhibition, Culinary, JFC Kids, Artwear, and Grand Carnival. The 12th JFC event was opened by JFC Kids, consisting of children with the age range of 4-12 years old walking to demonstrate the clothes they wore confidently. The theme of Artechsion was packed in Art Wear and costumes that would cross the catwalk in Jember town square, including art performing from JFC Kids Drumband (Interview with JFC Modeling, Tio, 10 August 2022).

The 13th JFC was held on August 20th – 24th 2014 with the theme Triangle Dynamic and Harmony and featured 10 defiles: Mahabaratha, Tambora, Borobudur, Wild Deer, Flying Kite, Pine Forest, Stalagmite, Chemistry, and Apache. This theme raised the relationship between the three elements of life, these are God, nature and humans, while the sub-theme is Dynamic in Harmony which was a reinforcement of the message voiced by the world community. (Winardiyasto, 2014:20). In the 13th JFC, Jember is known as a carnival city because Jember has become a carnival showcase in Indonesia through the Wonderful Archipelago Carnival Indonesia (WACI) event, (Interview with JFC Modeling, Ruhita, Jember, August 21st 2021).

In 2014, the Ministry of Tourism and Creative Economy (Kemenparekraf) initiated the formation of the Indonesian Carnival Association (AKARI) as a community forum for regional carnival activities. One of its agendas was to organise an event entitled Wonderful Archipelago Carnival Indonesia, which featured a prototype of 7 regional carnival events. WACI is a visualisation showcase of carnivals in Indonesia that has the characteristics of each region to be published throughout a worldwide audience. WACI was held starting in 2014 and gradually consisted of Jember Fashion Carnaval, Solo Batik Carnival, Kuta Carnival, Jakarta Carnival, Gading Night Carnival, and Batam Riau Islands Carnival. The carnival teams are from 7 provinces: East Java, DKI Jakarta, Bali, Riau Islands, East Kalimantan, Central Java, and Bangka Belitung with each team of 50 people consisting of a performer defile

team. They have been selected and given briefings by the AKARI Team chaired by I Dynan Fariz and Kemenparekaf (Interview JFC Modeling, Ruhita, Jember, August 21st 2021).

The 14th JFC in 2014 was held on August 25th – 30th 2015 with the theme Outframe featuring Majapahit, Ikebana, Fossil, Parrot, Circle, Pegasus, Lionfish, Egypt, Melanesia, and Reog defiles. In this JFC event, there were 3,073 photographers and online media at domestic and international as well as 400 talents participating in WACI. JFC was increasingly recognised not only in Jember or in Indonesia, but also abroad. Various International awards were won including the award for Best National Costume Miss Universe 2015 (Bagus, 2017:9).

The 15th JFC was held on August 24th – 28th 2016 with the theme Revival featuring Garuda, Hortus, Technocyber, Woods, Paradisea, Refugees, Ocean, Chandelier, Olympic and Barong defiles. The 15th JFC was preceded by the appearance of Anang Hermansyah's family in the Grand Final wearing all-black costumes complete with a garuda bird crown. Anang Hermansyah greeted the audience on the main stage by singing the late Chrisye's song "Cinta". The JFC was attended by Indonesia's Minister of Marine Affairs and Maritime Affairs, Susi Pudjiastuti (Bagus, 2017:8). Here's an example of the display of Papua and Borneo.

The 16th JFC was held on August 9th – 13th 2017 with the theme Victory Unity in Diversity featuring defiles of Sriwijaya Empire, Bali, King of Papua, Mystical Toraja, Siger Crown Lampung, Borneo, Chronicle of Borobudur, Wonderful of Betawi and Unity In Diversity. This JFC event became special for Dynand Fariz and his team, because it was attended directly by President Joko Widodo and Minister of Tourism, Arief Yahya. President Joko Widodo did not only opened the 16th JFC but also gave a certificate of appreciation to JFC as the best Carnival Event in Indonesia and also designated Jember as a carnival city (Bagus, 2017: 4). The following is an example below,



Papua Defile Titled “King of Papua”
(<https://www.liputan6.com>)

Borneo Defile Titled “Color of Borneo”
(<https://www.liputan6.com>)

The 17th JFC was held on August 7th – 12th 2018 with the theme Asialight as the spirit of Asean games 2018, and it featured 10 defiles namely: Bian Lian (China), Babylon Empire (Iraq), India, Kujang (Indonesia), Ottoman Empire (Turkey), Saudi Arabia, Silla (Korea), Star, Thailand, Shogun (Japan). The opening of the 17th JFC featured Pets Carnival by collaborating with various animal lover communities in Jember Regency. The various pets (cats, dogs, ornamental chickens, ferrets, snakes) dressed up uniquely with their owners. In addition, the 17th JFC held an international exhibition, which was an exhibition of various heirlooms such as Kujang, Garuda Sword, and Dragon Sword (Interview with JFC Modeling, Tio, August 10th 2022).

The 18th JFC was held on August 1st – 4th 2019 with the theme Tribal Grandeur featuring 8 defiles as follows: Aztec (Mexico), Mongol (Mongolia), Zulu (South Africa), Viking (Norway), Karen (Thailand), Polynesia, and Indonesia which were represented by Minahasa (North Sulawesi) and Hudoq (East Kalimantan). It was opened by Jember Regent Faida and designer Anne Avantie. The 18th JFC event was lacking because the best man of Jember who was also the president of JFC Dynand Fariz passed away on April 17th 2019 due to illness. The 18th JFC was also an offering for the late Dynand Fariz (Interview with JFC Modeling, Ruhita, Jember, August 21st 2021).

Socio-cultural Impact of JFC on Jember Society

The first JFC event was held in 2003, pioneered by Dynand Fariz as a designer and lecturer at Unesa who created JFC to raise the name of Jember to the international arena. JFC began with Dynand Fariz inviting some of his employees to display costumes made by his students every Sunday in Jember town square. Eventually, JFC has become well-known throughout the world due to the support of all parties who are involved in JFC events that are organised consistently. JFC event requires a lot of people to carry it out, therefore in this case the management of JFCC (Jember Fashion Carnaval Council) conducts for recruitment to become volunteers at each JFC event. In its journey, JFCC provides debriefing to design carnival costumes to its participants before participating in the implementation of the JFC event. In this briefing, the creativity of design is given three months before the

implementation of the JFC event. The briefing is started by giving run-away training and stamina training, giving dance training, and choreography to participants who have been prepared by the JFC crew. Then, it is continued by giving fashion design training with the inspiration of magazine clippings and from Dynand's Fashion Week. In addition, they also provide training in makeup, hairdo, body painting, and accessories ((Bagus, 2017: 6).

The training is provided by JFCC to the volunteers, then they have skills that are utilised for their lives. For example, a former JFC participant in 2006 named Tio participated in JFC to sharpen his skills in the field of modelling. After participating in JFC, he wanted to share his knowledge with his youth group friends in Durenan Village. Every August held a competition and also an art performance as a closing event. Tio took the initiative to pass on knowledge to his friends by using the makeshift items to make carnival costumes. In addition, Tio also made dance choreography for the participants who enlivened this art performance event, not only teenagers but also mothers in Durenan village who enlivened this art performance (Interview with JFC Modeling, Tio, August 12th 2022).

The image of Jember is originally known as the City of Tobacco, the City of a Thousand Hills, the City of a Thousand Speed Bumps, the City of Santri, the City of Suwar-suwir. The emergence of JFC is a new idea that is introduced by Dynand Fariz, which impacts to Jember to get a new icon as the Carnival City. This has a significant impact for Jember and its society. The introduction of a new idea also enriches the cultural diversity in Jember, in its journey from one period to another is always changing and moving with the aim of developing into a progressive Regency and it is well known by other regions. This JFC event has a positive impact on Jember people, such as getting new inspiration in terms of modelling (costumes) where usually in the carnival before discovering JFC, the costumes are worn by using traditional clothes of a region which are displayed now. Therefore, the idea arises to make unique costumes based on desire and creation (Interview with JFC Modeling, Tio, August 12th 2022).

The next impact of the JFC event is spreading a new culture in the sense where a new culture has been born. The culture of carnival costumes can introduce and characterise a region, for example, Jember has become a carnival city because of the JFC event that appears consistently every year. The spread of this new culture which in fact is the JFC event. This event is a costume carnival that needs to be spread in order to get attention from other regions and become a carnival trending. There are many regions that have worked with JFC, one of them is JFFF, Gading Night Carnival in Jakarta in 2010. SBC (Solo Batik Carnival) in 2010. BEC (Banyuwangi Ethno Carnival). Banyuwangi has cooperated with JFC in 2011 where in 2011 also became the beginning of BEC with the theme of Banyuwangi art icon. Moreover, JFC also became opening act in Ancol Carnival in Jakarta in 2012, Tenggarong Kutai Carnival in 2012 in East Kalimantan, and Jakarta Epi Carnival in 2012. In addition, collaborating with other regions in Indonesia, JFC also received invitations to perform domestically and abroad. Certainly, this spread and cooperation of carnival event is increasingly well-known by the society, naturally the impact on Jember Regency is the venue for this JFC event.

Jember Regency gets an impact from the JFC tourism event. For tourists who often come to Jember, certainly they already have known and memorised with natural and artificial tourism. The increase of tourists in Jember especially after JFC is known in the worldwide. It cannot be denied that the existence of a world-class carnival held annually in Jember that has a good impact on increasing the number of visitors in Jember. Furthermore, the more visitors will come to Jember, as Jember was crowned as a carnival city in 2017 by the minister of tourism. Obviously the government always provides the best service for those who visits by renovating the road infrastructure and others so that the tourists who come feel comfortable.

The vendors when JFC takes place sell food and many merchandise around the location. They sell many trinkets related to JFC, there are t-shirts, dolls, and other accessories that can be used as souvenirs for tourists. Obviously, this is very beneficial to those who contribute to selling the results of their creativity. The UMKMs (low level industries) in Jember are also lifted, which are exhibited at a number of outlets in the square or along the road passed by JFC. Many kinds of food and beverages are available along the way. Surely, it is impossible for food vendors do not sell out that many visitors are coming from other regions.

Currently, the number of lodgings in Jember Regency is increasingly growing. Many hotels are built both local and international standards. The hotel businessmen are competing to take advantage of this extraordinary opportunity, because almost every JFC activity takes place, it can be ensured that all hotels are occupied by tourists who come to see JFC. As a result, JFC event is able to increase the amount of hotel tax deposits and restaurant tax, because local and foreign tourist visitors will stay at hotels in Jember. The occupancy rate of hotels increases and almost all hotels in the city area are fulfilled a week before the JFC event is held for both star class and ordinary class hotels. This automatically boosts the regional economy. In 2017, even Banyuwangi was also affected because in Jember there were no empty rooms for the tourists who came to Jember.

For transportation sector, JFC also has a tremendous impact on the mode of transportation in Jember evidenced by the opening of Notohadinegoro Airport in 2014, thus tourists who come from distant places will be more comfortable with the existence of this airport. At the beginning of the opening of Notohadinegoro Airport, it was also used by tourists, because going by plane is certainly faster than land transportation. As a result in 2014, many plane tickets from Surabaya-Jember sold out and conversely Jember-Surabaya were also sold out by tourists.

CONCLUSION

The first JFC was held on January 1st 2003 with the theme of Punk, Cowboy, and Gypsy. Dynand wanted to make Jember internationally known in the modelling world through JFC. The second JFC was held on August 30th 2003 in conjunction with *Tajemtra* with themes of Arabic, Moroccan, Indian, Chinese, and Japanese. In 2004, JFC received rejection from the main government of Jember's House of Representatives. At that time, Dynand submitted a proposal to request funds and permits regarding the use of JFC routes. However in 2004, it was also the year where JFC was reported by many media, because there were foreign media reported the event. JFC 2005 main theme was Discover the World featuring Archipelago Java, Tsunami, Discontruction, Egypt, Granpix, Spain, England, Carribean.

The development of JFC started from 2006-2016, it was characterised by the increasing number of participants, the mixing of traditional arts in Jember such as patrol music, *can-macanan kaduk*, *reog*, and *jaranan turonggo putro*. The addition of the carnival category is also a sign that JFC was growing. Marching band, Artwear Carnival, Kids Carnival, Pets Carnival, WACI are some of the additions to the JFC show.

The glory days began in 2017-2021, it was marked by the coronation of Jember as the first carnival city in Indonesia by President Jokowi and the Minister of Tourism. The coronation of Jember as a carnival city is because JFC inspires many regional carnivals in Indonesia, the consistency of the JFC event is also one of the reasons for the coronation of Jember as a carnival city. JFC's involvement in the 2018 Asean games as an escort for each Asean games participating country is also a sign that JFC is triumphing. The 19th JFC was also enlivened by 12 countries collaborated with World Event.

The socio-cultural impacts of resulting from the JFC event built community groups, introduced new ideas, and spread new cultures. Building a new community group can be interpreted as a group with certain characteristics that has new abilities, by training of makeup, hair makeup, body painting, and training to make accessories during JFC, participants have skills that can be utilised for everyday life. Introducing a new idea, Jember in its journey is known as the city of tobacco, the city of a thousand hills, the city of santri and the city of suwar-suwir. The emergence of JFC gives an impact on Jember with a new nickname as the city of carnival. Spreading a new culture, the costume carnival culture carries out on the street that has an impact and it makes a characteristic for Jember Regency. The spread of this new culture also becomes an example for other regions about costume carnivals in Indonesia. JFC is one of the triggers of cultural development in Jember that gets a positive response from various circles of society. The JFC event also becomes a trend-setter for several carnivals in Indonesia.

The economic impacts of the JFC event as the driving force of the economy in Jember Regency, the arrival of tourists from other regions and abroad have an impact on the small economy such as the income of traders who increase when the JFC event takes place, the number of lodging is increasing and growing in Jember Regency. Hotel businesses are competing to take advantage of opportunities with this annual event. Hotel occupancy rates increase and almost all hotel rooms in the Jember area are fully occupied a week before the JFC event is held. The arrival of tourists led to infrastructure improvements in Jember, with the construction of Notohadinegoro airport as a major step to support development in Jember Regency.

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- 20) Interview with food vendor, Agus Salim, August 12th 2018.



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