

## Utilizing City Festival as an Event Marketing for Creative Industry Product (Case Study of Jember Fashion Carnaval)

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### ABSTRACT

**Objective** – This study discusses the role of tourism event marketing in promoting creative industry products in a city by taking a case study in Jember district. Jember has third largest fashion carnival in the world named Jember Fashion Carnaval (JFC) which is held annually. JFC is capable of being a magnet of Jember tourism in recent years. That big potential of JFC can be utilized as a tourism event marketing. Hopefully, JFC is able to be a market for creative industries in Jember, given that the main problem of creative industries in Jember is related to marketing capability. JFC utilization as an event marketing requires a quadruple helix model approach, where local government, universities, creative industries, and society work together and synergically.

**Methodology** – This study is designed using analytical descriptive approach.

**Findings** – This study concluded that creating JFC as an event marketing in promoting creative industry product in Jember applies active synergy between government, academics, industries, and society. Government can act as creative industry promotor and supporter of facility and infrastructure; academics can contribute as source of knowledge, technology, and creative human resources; industries can develop their own enterprise using knowledge and experience transfer; and community can act as program partner related to JFC and creative industries.

**Novelty** – The research based on the analytical descriptive approach suggests marketing challenge of creative industries with new product development and innovation.

**Type of Paper:** Review

**Keywords:** Creative industry; Event marketing; JFC

**JEL Classification:** M31, M37.

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### 1. Introduction

In the context of creative economic development in the cities in Indonesia, the creative industries are more likely to develop in big cities or capital cities that have been well-known. This is related to the availability of qualified human resources and the availability of marketing network that is better than small towns. However, it does not rule out the possibility of small towns in Indonesia to develop the creative economy. For small

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towns, creative economic development strategy can be done by utilizing the landmarks or social events such as a festival venue to introduce the typical regional products (Christoperson, 2010).

One way to overcome the marketing obstacle of creative industry is by obtaining an event marketing. According to the Indonesian Division of Management Research in Asbullah (2013), a powerful way to introduce a specific product brand is through event marketing. According to You-Ming (2010), experiential marketing is a communication method, which mainly raises customers' physical and emotional feelings. Wohfeil and Whelan (2006) and Alexandru (2013) see event marketing as a pull strategy that assists in changing beliefs and behaviours of consumers towards products and services. According to Sumardy and Sebastian (2008), event marketing has a huge influence in informing a product to potential customers because consumers can be involved in it. Events have the capacity to instantiate meanings for people and communities, and hence, intensify the experience of tourists at a destination (Ziakas and Boukas, 2013). Based on the research results, event marketing can be an effective means of promotion for the creative industry in every city in Indonesia. However, obtaining an event marketing for small scale creative industry obviously requires a considerable cost and it is less affordable. The solution is that the respective governments in each city can hold a marketing event that aims to attract local and foreign tourists to pay a visit to the region by introducing the products of the local creative industry. This paper uses quadruple helix innovation theory to make a linkage to support this attempt in developing creative industries. Quadruple helix itself is a collaboration among four sectors: government, business, academia, and civil society that act to foster innovation (Afonso, 2012). Quadruple helix concept is the development of triple helix with integrating civil society as well as to integrate innovation and knowledge. Every actor has role and identity for which university serves as researcher (science), the government as policy maker (policy), the industry as producers (economic) and community acts as fitting the gap between those three parties (connector) (Etzkowitz, 2008)

Jember is a district in the southern part of East Java, Indonesia. In addition to having potential in the plantation field, especially coffee and tobacco commodity, in this last decade Jember is known as a carnival town. Jember has third largest fashion carnival in the world named Jember Fashion Carnaval (JFC) which is held annually. Year by year, JFC gives encouraging results. Based on the data from the Department of Tourism in Jember, in 2008 JFC was attended by 255.982 tourists and in 2014 was attended by 850.166 tourists (Aritonang, 2017). In response, JFC can be used as a marketing event in the market penetration of the products of Jember creative industries. By integrating JFC concepts and creative industry expo, a lot of local and foreign tourists visiting Jember can enjoy the products of creative industries in Jember. Those products include tourism, culinary, crafts, music, etc. Moreover, JFC is also expected to be a source of creativity-driving machine of the local community with the creative economy without leaving the natural richness and cultural wisdom. This paper aims to explore the utilization of JFC as a tourism event marketing to develop creative industries in Jember city. This paper also aims to discuss the role of government, business people, academics, and society in succeeding JFC as an event marketing for creative industry product in a city.

## **2. Research Methodology**

This paper proposes the idea for utilizing city festival as an event marketing for creative industry product in a city using a synergy between government, academics, creative industry, and society. The research used qualitative method by which the authors explore the phenomenon. Interviews were conducted with management of JFC, Mr. David Kristian and the Head of Industry, Trade, and Energy Department of Jember, Mrs. Nanis Prihatin, and a number of businessmen. Library study was conducted to obtain secondary data to discuss various written references (books, documents, papers, articles from the internet, and so on) that have relevance to the issues discussed.

### 3. Result

#### 3.1 Potential of Creative Industries in Jember City

Various creative industries in Jember started from micro level until middle level are started to develop, among others:

- Fashion Sector: Jember Batik (A traditional motive of fabric, each city has different motive) characterized with tobacco leaves motive.
- Design Sector: 'Jember Banget' and 'Biru Daun' are some merchandise outlets of Jember. They sell some T-shirt and unique handicrafts without leaving the main identity of Jember culture. The merchandise produced is identical with unique slank message (or Jember language) written on the merchandise.
- Cullinary Sector: Jember has some local foods made from fermented cassava called 'tape' such as 'suwar-suwir', 'prol tape', and 'tape pie'.
- Handicraft sector:
  - a. 'Sukowono' Bird Cage Home Industry  
Dawuhanmangli Village in Sukowono subdistrict, Jember is a centre of ornamental bird cage production which absorbs approximately 800 employees. Up to 65% residents of Dawuhanmangli Village are craftsmen. Until now, the products are marketed in Jember and Bali area.
  - b. 'Balung Tutul' Beads Home Industry  
Balung Tutul Village located in Balung subdistrict, Jember is well known as a centre of wood and stone beads production. According to Sodiq (2010), the main problem faced by Balung Tutul beads businessman is the difficulties in marketing and capital access. The revenue received by the businessman is being on the skids due to the lack of demand. Consumers choose to move to import product which is cheaper and has better quality.

Those are some of creative industries in Jember which are inspired by the uniqueness of Jember in their products. Jember has lot more creative industries in small scale and small production capacity. According to the interview, the main problem faced by creative industry in Jember is related to capital access and its marketing channel. Even though they have high skill and creativity in producing their product, the businessmen could not develop their business because their limited capital. Moreover, they confess that it is difficult to obtain distribution channels and to use modern marketing tool such as e-commerce as promotional tool.

#### 3.2 Potential and Obstacle of Jember Fashion Carnaval (JFC) as Tourism Event Marketing

Jember Fashion Carnaval is a fashion carnival event as a product of youth creativity in Jember society that has taken some education and informal training sessions of fashion carnival from the Jember Fashion Carnaval Council (JFCC) (Denissa et.al., 2014). JFC has received some prestigious achievements in international level. The latest award was the 3rd place in Carnaval International de Victoria in Seychelles, Africa in April 2016.

Fariz revealed that the main problem of the development of JFC is government support, particularly in funding and city infrastructure (representative hotels and restaurant). JFC also does not provide a venue for merely buying some merchandises originally from Jember around the catwalk. Yet, according to Yoeti (1985), the concept of tourism activities can be defined by three factors i.e there must be something to see, something to do, and something to buy. Something to see is related to the attractions in the area of tourist destination, something to do is related to the tourist activity in the area of travel, while something to buy is associated with typical souvenirs purchased in tourist areas as personal memorabilia for visitors. In three of these components, the creative industries can enter through something to buy by creating innovative typical products of the region. Their JFC with hundreds of thousands of visitors are expected to appreciate the creative industries in Jember. According to Yozcu and Icoz (2010), creativity will stimulate tourist destination to create innovative products that will add value and higher competitiveness compared with other tourist destinations. As event marketing,

JFC will leave a lasting impression on the town of Jember in the mind of every visitor. Therefore, JFC is able to introduce products of creative industries in Jember, introduce the advantages of the town of Jember, and be a market for the creative industry during the event.

In addition, as a city's identity, JFC is also expected to inspire the creative industries and to produce JFC-themed products, such as culinary, merchandise, fashion, and music that lift originality of JFC. It is a unique and competitive advantage that is not found in other cities. With a healthy business climate and supported with high creativity, JFC will stimulate growths for other creative industries in the town of Jember. JFC can inspire some creative industries in Jember to produce products with JFC theme, such as JFC batik, JFC beads accessories, JFC paintings, JFC culinary, JFC dolls and statue, etc.

Technically, in combining the concept of tourism event and exhibition of creative industries, local government of Jember should be able to initiate cooperation with JFC through the provision of grants or subsidies to JFC participants, because during this time the membership of JFC is still voluntarily, so they use their own money to fund the carnival properties. In fact, fund spent on costume-making is not a little; indeed, it is reached approximately 100 USD per-costume.

#### 4. Discussion

##### 4.1 Creative Industry Development Model Utilizing Tourism Event Marketing Using Quadruple Helix Approach

The strengthening and development of creative industries in each city through organizing tourism event marketing need better synergy of stakeholders. The stakeholders are the government, academia, business, and society. Here is a chart of the linkage between event marketing and creative industries and the role of government, academia, business, and society in making it a success.

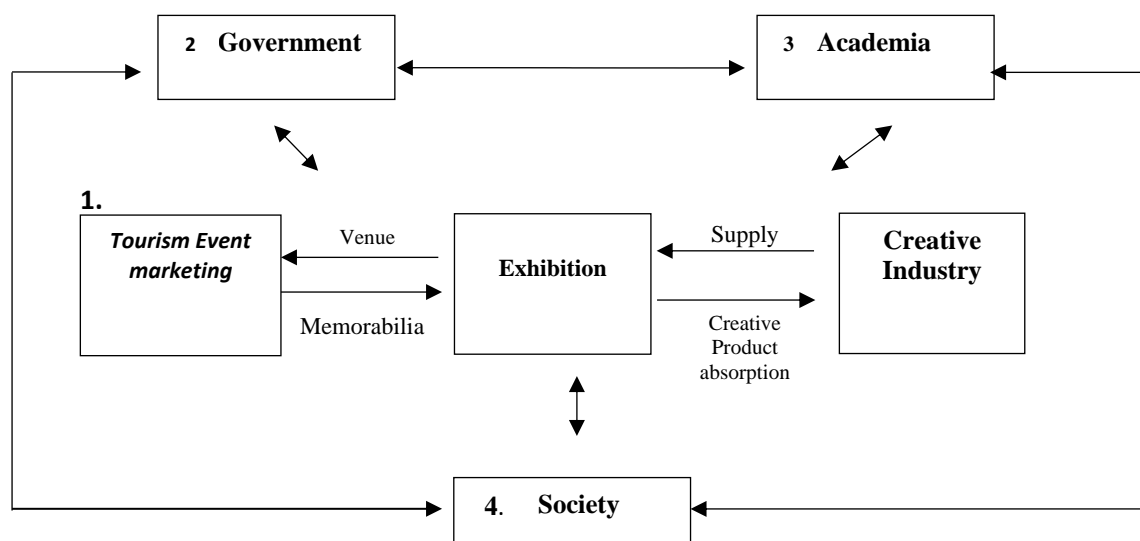


Figure 1. Development Model of Creative Industries and Tourism Event Marketing using Quadruple Helix Model

Based on the figure above, it can be explained as follows:

1. Event tourism marketing aims to attract domestic and foreign tourists to visit the region. Event marketing of tourism is able to strengthen the creative industries by providing a venue in the form of an outlet to showcase products of the creative industry. This method aims to reduce the problem of product marketing creative industries, so that it results in appreciation of the visitors to the product. In this case, creative industries should be able to be directed and synergize with government, academia, and society.

2. The government has role in:
  - a. Designing policies that ease access to capital for the creative industries, such as strengthening microfinance institutions and direct the Corporate Social Responsibility (CSR) of big companies in the provision of capital for the growing creative industries.
  - b. Facilitating the provision of tourism event marketing which also can develop creative industries sector in the region.
  - c. Setting the regulation relating to business ethics and the creation of a healthy business atmosphere.
  - d. Providing and revitalizing infrastructures that can support tourism areas such as airports, stations, decent roads, hotels, etc.
  - e. Encouraging the legality of the business through the distribution of free business license, though it does not touch the entire creative industries.
3. Academia has role in:
  - a. Creating and developing new technologies to support the production of creative industries and the success of the technical implementation of the JFC.
  - b. Educating, training, and mentoring on creative industries and SMEs potential of creative industries in a sustainable manner. Education can be formed by motivation to be a creative entrepreneur, training and mentoring can be in form of how to improve the quality and value added of a product, marketing training, how to arrange financial statements, etc.
  - c. Conducting research and scientific studies in the development of the concept of event marketing and creative industries which are actually implementable.
4. Society has role in:
  - a. Participating and supporting well in the event marketing and consuming creative industry product
  - b. Promoting the event marketing in their city to other society in different areas
  - c. Making community or forum to embody the creativity and innovation, so the community can sometimes be a creative industry, too.

## 5. Conclusion

In Jember city, the marketing challenge of creative industries with new product development and innovation should be addressed. It could be done by utilizing a massive event in Jember, Jember Fashion Carnaval (JFC) as an event marketing to attract tourists to visit Jember and be consumers for creative industries. This kind of effort could be a role model for other developing cities in Indonesia to utilize their local creativity and creative events to be linked with potential creative industry. The linkage highly needs the quadruple helix synergy among local government, university, industry, and society. It will boost local economy, being such a source of creativity driving-machine, enhance the entrepreneurship climate, and improve living standard of society.

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