

REVITALIZATION OF CULTURAL HERITAGE: A HOLISTIC APPROACH TO LOCAL WISDOM MANAGEMENT IN PANJI FESTIVAL EVENTS IN PANJI VILLAGE BULELENG

I Nengah Wirata^{1*}, I Putu Esa Widaharthana², Luh Putu Citrawati³, I Gede Sumadi⁴, IGA. Ratih Asmarani⁵

Pengelolaan Konvensi dan Acara, Indonesi^{1,2,3,4,5}

Email: wirata@ppb.ac.id, iputuesa@gmail.com

ABSTRACT

This article discusses efforts to revitalize cultural heritage through a holistic approach in managing local wisdom, especially in the context of the Panji Festival Event in Panji Village, Buleleng. Cultural heritage is an important asset in maintaining the identity and cultural desires of a society. However, cultural heritage is often neglected and threatened with extinction due to modernization and social change. To maintain the sustainability of cultural heritage, a holistic approach is needed that involves various aspects such as community participation, environmental preservation, education and local economic development. This article aims to explore a holistic approach in managing local wisdom to revitalize cultural heritage, with a focus on implementation at the Panji Festival in Panji Village, Buleleng. This research methodology includes a qualitative approach with data collection through participant observation, in-depth interviews with local stakeholders, as well as document analysis related to festival activities and cultural preservation efforts at the local level. The research results show that a holistic approach in managing local wisdom through the Panji Festival event has succeeded in building awareness of the importance of cultural heritage for local communities. The active participation of the community in organizing the festival, the integration of modern technology to promote and preserve local culture, as well as efforts to preserve the environment as an important aspect of festival activities have increased appreciation of cultural heritage and improved local economic prosperity.

KEYWORDS revitalization of cultural heritage, local wisdom, festival events



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INTRODUCTION

Cultural heritage is a valuable asset that reflects the identity, history, and richness of a community. However, in the midst of widespread modernization and globalization, cultural heritage is often marginalized or even endangered. To overcome this challenge, serious efforts are needed to preserve and care for cultural heritage holistically, paying attention to cultural, economic, social, and environmental aspects. One of the efforts that has been made by many communities is through the organization of festival *events*. Cultural festivals are not only a place to celebrate heritage traditions, but also a means to revive basic cultural values, introduce them to the younger generation, and encourage active community participation in preserving cultural heritage.

Cultural festivals have become an important foundation in the preservation and dissemination of cultural wealth and local wisdom around the world (Mekonnen & Berhanu, 2022). These festivals serve as a platform for communities to showcase their unique traditions, customs, and practices, allowing visitors to immerse themselves in the region's rich cultural heritage. As an annual event or even a one-off event, the festival provides a unique platform to showcase various aspects of the community's culture, from performing arts to traditional cuisine. However, in the era of globalization that is increasingly integrated, these festivals are faced with various challenges, including cultural commodification, homogenization, and external influences that can threaten the integrity of local wisdom. To address these challenges and ensure the sustainable preservation and promotion of cultural heritage, a holistic approach to the management of local wisdom in festival events is essential.

Cultural heritage revitalization can help communities strengthen their identities, promote cultural diversity, and foster a sense of pride by leveraging the capacity of cultural heritage practices to generate employment opportunities and income growth, implement a human rights-based approach to cultural heritage management, engage and empower local communities in conservation efforts, ensure diversity among cultural heritage professionals, and develop policies to fight inequality and discrimination in cultural heritage practices (Francesca, 2021). By recognizing and appreciating their cultural heritage, communities can create a sense of belonging and unity among their members. The preservation of cultural heritage is very important to maintain the wealth and diversity of society as a whole. Cultural heritage plays an important role in economic, social, and political aspects, attracting tourists, preserving cultural identity, and conveying messages and symbolism (Nilson & Thorell, 2018). In the context of increasingly widespread globalization, cultural heritage often faces challenges that threaten its sustainability. However, a holistic approach to the management of local wisdom can be the right solution in ensuring the sustainability and relevance of cultural heritage. Through the integration of various aspects such as cultural, economic, social, and environmental, a holistic approach is able to create an adequate balance between the preservation of cultural heritage and the demands of the times.

Panji Festival, one of the tourist villages in Buleleng Regency, has carried out festival activities as the main cultural event in Panji Buleleng Village, becoming an important platform in reviving and promoting local cultural wealth. In this

festival, various aspects of local wisdom such as traditional performing arts, typical culinary, local crafts, and traditional rituals can be found. Revitalizing cultural heritage through *events* such as the Panji Festival not only revives traditions that have been almost forgotten, but also encourages active community participation in preserving and appreciating the cultural heritage of the community. Based on the Decree of the Regent of Buleleng No. 430/239/HK/2022, Panji Village has been officially recognized as a Tourism Village. The location is located in the Sukasada District, Buleleng Regency, Bali. Panji Village can be reached about 3 km south from the center of Sukasada District, and about 92 km to the north north from the capital of Bali Province, Denpasar. The journey from Denpasar to Panji Village usually takes about 2 hours by car (Dispar Buleleng, 2022). This village has long been an attractive tourist destination for domestic and foreign tourists, because of its natural beauty, traditional arts, and local wisdom that has been passed down from generation to generation. One of the efforts to promote and preserve the local wisdom of Panji Village is through the organization of *festival events* that showcase the culture, traditions, and arts of the local community. Local wisdom refers to knowledge, traditions, and practices that are passed down from generation to generation in a particular community or region. It contains values related to religion, cooperation, harmony, togetherness, family, and cohesiveness. The application of local wisdom can strengthen social harmony, unite the community, and offer solutions to social conflicts by implementing traditions that contain human values and peace (Arsal et al., 2023).

However, along with the growth of tourism and economic development, Panji Village faces various challenges, including negative impacts on culture and the environment. The management of *festival events* in Panji Village is very important in maintaining a balance between promoting local culture and protecting the environment and existing cultural values. Increased tourism and modernization can lead to the loss of traditional cultural values and local wisdom. This can happen due to outside cultural influences or because the younger generation has lost interest in cultural heritage. Uncontrolled tourism can create economic imbalances in local communities, where some people or groups benefit economically while others do not. The management of Panji festival events that do not actively involve local communities in planning and implementation can lead to dissatisfaction and non-participation, which in turn can reduce the cultural values and sustainability of the festival itself. If the Panji festival is not properly managed, aspects of local wisdom, traditional arts, and community culture can become distorted or simplified to meet the expectations of tourists, thus losing the essence of the original culture. The Panji Tourism Village experienced limited resources and infrastructure to manage the increasing number of visitors during *the* Panji festival event, such as the limitation of parking lots and other public facilities.

This research will explore how the local wisdom of Panji Village is integrated and managed in organizing *festival events*. This case study will provide an in-depth understanding of the concrete efforts that have been taken by the local government, the community, and other relevant parties in maintaining cultural and environmental values through the festivals held in Panji Village. Therefore, research on the management of local wisdom in the context of festivals is becoming

increasingly important. This study aims to explore a holistic approach in managing local wisdom in festival *events*, with the aim of understanding how sustainable management can develop and maintain local wisdom in cultural festivals, provide in-depth insights into the role of local wisdom in the context of festivals and offer new perspectives in preserving culture in this growing cultural event. It can also explore the role of local wisdom in festival *events* and propose a holistic approach in managing and revitalizing cultural heritage (Nanda & Khare, 2018). Local wisdom can be a bridge to achieve social integration and maintain a harmonious society in a sustainable manner. By adopting a holistic approach to the management of local wisdom, festival *events* can not only preserve and promote cultural heritage but also encourage social integration, environmental sustainability, and economic development. This research will also explore the effectiveness of using local wisdom as a medium for conflict resolution, inviting people involved in conflicts to discuss and negotiate the wishes of the community with other parties based on the principles of local wisdom. By embracing local wisdom in the conflict resolution process, communities can find sustainable and culturally appropriate solutions that promote harmony and prevent further conflicts (Jamin, 2020).

LITERATURE REVIEW

Cultural heritage revitalization through a holistic approach is an important strategy in the management of local wisdom in festival *events*. This approach integrates various aspects such as cultural, economic, social, and environmental to ensure the sustainability and success of festival *events* in promoting and maintaining cultural heritage. In this context, previous research has highlighted the importance of understanding and applying relevant theories in cultural and *festival event* management. The rapid development of tourism in Bali has attracted the attention of many writers and researchers to study it from various aspects and perspectives. Among them are researchers such as (Kasanah, 2013), with the title: "Revealing the Values of Local Wisdom in the Malang Festival again as an effort to preserve the nation's culture. It is recognized that the values of local wisdom in the Malang festival" again include educational values, historical values, cultural values, artistic values, economic values, mutual cooperation values, care values, entertainment values and beauty values. In the context of preserving the nation's cultural heritage, the prospect of continuing to hold festivals in Malang remains relevant because of its diverse positive benefits for all parties, so it needs to be reconsidered for the future.

Another case is the research (Hilman & Hendriawan, 2018) on "Model of Revitalization and Preservation of Local Wisdom in Resource Management by the Indigenous People of Kampung Kuta, Ciamis West Java" highlights the challenges faced by local wisdom today, which is threatened by technological developments and the process of innovation adoption and diffusion of technology. Understanding local wisdom as a whole produces awareness of the importance of local wisdom in natural resource management and environmental conservation. Efforts to revitalize and preserve local wisdom in the management of natural resources by the indigenous people of Kampung Kuta, Ciamis district, West Java, have resulted in the practice of managing and utilizing natural resources inherited from generation to generation through efforts to preserve sacred forests, which are considered the

heart of people's lives as well as a symbol of their cultural survival. Research conducted by (Anggoro et al., 2023) on " Cultural *Event* Management as a Tourist Attraction in Ponorogo Regency" emphasizes that to increase tourist attraction to Ponorogo culture, the local government needs to implement an effective *event* management strategy . In organizing a cultural *event*, the organizers carry out several stages of *event* management from planning to evaluation.

However, from the previous research, the novelty of this research is the merger of two important aspects, namely the preservation of local culture and tourism development, through the approach of cultural *event management* . This research tries to integrate the concept of cultural preservation with cultural event management strategies to increase tourist attraction, so that it has the potential to make a significant contribution to the development of sustainable tourism that still pays attention to and respects local wisdom. In addition, the use of in-depth interview techniques with various informants who have direct knowledge of the cultural issues being researched is also a novelty in this research, so that it is expected to provide more in-depth and contextual insights into local cultural dynamics and the interaction between culture and tourism in Bali or other areas that are the focus of the research

RESEARCH METHOD

Research on Cultural Heritage Revitalization: A Holistic Approach to Local Wisdom Management in *the* Panji Festival Event is a qualitative research, namely describing a phenomenon, then relating it to other phenomena through interpretation to be described in a quality that is close to reality (Sugiono, 2010). The process of this approach includes three intertwined activity paths, namely data reduction, data presentation, and conclusion drawing (Ramadhan et al., 2021). The data collection method involved the use of in-depth interviews with a number of respondents, including community leaders, the Head of Panji Tourism Village, the Tourist Attraction Manager in Panji Buleleng Village, as well as government officials who had a deep understanding of the issue being studied. Data analysis is carried out through several stages, namely research, design, planning, coordination and evaluation (Anggoro et al., 2023).

RESULT AND DISCUSSION

Events as a medium or communication activity certainly also require a planning that will later direct the achievement of goals. A leading theory of planning in the field of communication is that the plans of communication behavior are cognitive representations that provide guidance for achieving goals" (in Littlejohn & Foss, 2008:185). Regarding *event management planning*, Harris and Allen (2002:5) divide planning into two levels of *event* planning, namely first, strategic planning which discusses the big picture of the event's long-term goals, including the strategies needed to achieve them, and second, operational planning discusses certain steps needed to implement the strategy.

Regarding event planning, Noor (2007:102-119) stated that the earliest step in planning is to make a *draft event plan*, which is to collect as many ideas as

possible and identify the main issues. Furthermore, this idea was discussed and compiled systematically by the event organizing committee to get input from several advisors. After getting an idea to be developed and implemented, the initial stage of planning is to conduct research, namely an approach to the environment for organizing activities and information search. In organizing an *event*, it is necessary to consider the feasibility of organizing the *event*. So as to avoid the smallest possible loss for the parties involved. If there are indeed losses or mistakes, it will be evaluated in the organization of *the next* event.

Based on these conditions, it can be concluded that every event organization, as a communication activity, generally goes through the process of research and situation analysis, formulating event design, formulating strategic and operational plans, implementation, and ending with an evaluation process. Therefore, in this study, the researcher uses the Goldbatt event planning model as the main analysis knife to dissect how to plan the implementation of the Panji Festival in Panji Village, Buleleng Regency. In planning the Panji *Festival event*, there are several stages so that *the event* is carried out effectively and efficiently. The stages are as follows:

1) Research

Research is conducted to determine the needs, desires, and expectations of the target market. Through in-depth research, organizers can see *Trend* developing, develop new service delivery systems, and solve small problems before they become big problems. There are three research methods, namely quantitative, qualitative and mixed.

The panoramic beauty of Panji Tourism Village, Sukasada Buleleng Bali, seems to be reborn in the consciousness of the Balinese tourism world. During the last decade, the central part of Bali was almost forgotten in the midst of the tourist movement of southern Bali which was never empty of tourist visits. For a more balanced distribution of tourists and to revitalize tourism in Buleleng Regency, the Buleleng Regency Government together with the Buleleng Regency Tourism Office and Panji Village initiated the Panji Festival initially in 2022 after the Covid-19 period ended. The Panji Festival was held based on the idea of preserving, documenting, and promoting the local cultural wisdom of the Panji Tourism Village in Buleleng Regency. The Panji Festival, which is now an annual festival in Panji Village, is expected to be a special attraction for foreign and domestic tourists.

The vision and mission of the Panji Festival event, where the festival that presents art performances, exhibitions, entertainment, culinary and *expos* carries the vision, namely "Reviving the wisdom of local culture through the Panji Festival event which is the pride of the Panji Kabutapen Buleleng tourism village" which is revealed in the mission carried out, namely:

1. Exploring the roots of local wisdom of Panji Tourism Village
2. Preserving local culture
3. Presenting cultural characteristics
4. Exploring a conportable culture that is rooted and has character
5. Fostering local potential, both traditional culture and contemporaries
6. Awakening the artistic potential of the younger generation

Meanwhile, the expected impact of the Panji Festival is:

1. The spread of *positive image/branding* about Panji Tourism Village
2. The implementation of active cultural arts activities in Panji Tourism Village
3. Creation of a positive, innovative, communicative and intelligent climate
4. The creation of a common awareness to love the Panji Tourism Village

2) *Design*

This phase is a continuation of the research process carried out. Generally, this process begins with the presence of *brainstorming* Regarding the theme and concept of the event, how to decorate and *artistic*, the entertainment presented, the communication strategy to be used, and so on. At *Event* This Panji Festival is also a feasibility study *Event* to filter out creative ideas that emerge by inviting various parties, both from stakeholders (*stakeholders*), the government/related agencies and the community in the Panji Tourism Village, Sukasada, Buleleng Regency. Feasibility study *Event* regarding financial ability, human resources, and political conditions.

Maintenance *Event* The Festival Panji is set several criteria for festival classification, including:

- a. Readiness of objects and tourist attractions
- b. Allocate time for preparation
- c. Festival budget allocation
- d. The power of the image of the object and tourist attraction

Based on the above, the first event of the Panji festival in Buleleng Regency is categorized as a Main Tourism Event or Supporting Tourism Event.

The Buleleng Regency Government, the Tourism Office provided support to the Panji Village Perbekel and the Tourist Attraction Manager to organize the Panji Festival as an entrance for tourists to get to know about the Panji Tourism Village of Buleleng Regency and its surroundings. Actually, the Panji Tourism Village area which has very fresh air has many potential things. Various efforts have been made by the management of the Village Head/Perbekel of Panji village in raising local cultural wisdom. One of them that is being prepared is *Panji Festival 2022*. The first festival was held on December 15-17, 2022. In addition to raising local culture, this festival is also expected to be able to raise the tradition of local wisdom in Panji Village and Supporting Villages. Likewise with the Festival Banner providing entertainment that aims to be a place for performances for Panji Village art actors, as well as a promotional event for MSMEs.

Interview with the Head of Village/Perbekel of Panji Village, Sukasada District, Buleleng Regency, Mr. Jero Mangku Ariawan said that the *Event* The first and only Panji Festival in the Panji Tourism Village, Buleleng Regency. The festival, which was just made for the first time in the Panji tourist village, received *Support* from the Buleleng Regency Regional Government. The festival involved participants from Panji Tourism Village which is the support of 7 hamlets/banjars and 4 buffer villages from Panji Village such as Baktiseraga Village, Wanagiri Village, Panji Anom Village, and Sambangan Village. The local community displays the art of each village. In addition to art, visitors are also spoiled with local culinary offerings, there are also *free event* related to cultural arts activities,

Balinese music performances. The uniqueness of this festival is that it is a festival based on local cultural wisdom and agriculture that is lived by the people of Panji village with its agrarian culture. Panji Village has been designated as a tourist village based on the Decree of the Regent of Buleleng Regency. However, until now there has been no peculiarity that has become *branding areal* which amazed the world. The Head of Panji Village designed a festival on a sustainable basis called the Panji festival. The uniqueness of this festival is to display local cultural wisdom, agriculture that has been lived by the people of Panji Village for centuries. So what is displayed in the festival is the arts, culture, local wisdom and agriculture that have been lived by the people of Panji Village. In the festival, various cultural and agricultural art parades were displayed. Community participation in seven hamlets, namely Kelod Kauh Hamlet, Dangin Pura Hamlet, Dauh Pura Hamlet, Mandul Hamlet, Babakan Hamlet, Bangah Hamlet and Mekarsari Hamlet was fully involved. Various attractions and cultural parades will be displayed in full for three days, namely December 15-17, 2022. In addition, several local culinary dishes of Panji Village were also displayed for three consecutive days. The local culinary is part of the culture and the raw materials come from the agricultural culture of Panji Village. This is a local characteristic, made from local raw materials that must be preserved. For culinary exhibitions, it will be held for two consecutive days. Several local culinary products born from the people of Panji Village are promoted in a sustainable manner. Furthermore, it is sought to be patented so that it becomes an original product created by the Panji Village community. There are two original products, namely red ginger products and smoked pork jerky. The series of festivals preliminarily boosted local enthusiasm, ranging from farade cultural arts and pertai, subdivision activities which are activities of the local community of Panji Village. In the festival, visitors can not only enjoy the natural charm of Panji Village, but also witness local arts and culinary specialties of Panji Village. With this festival, of course, it is hoped that Panji Village can be better known, not only by local people but also by foreigners, so that the PAD of Buleleng Regency will also increase.

3) *Planning*

Planning carried out after the analysis of the situation and at the same time as the *design*. This stage is the organizer *Event* began to do several things, including budgeting the time used to carry out actions, considering the selection of places (*venue*), determine the work team, determine the performers, how to prepare supporting services, how to produce, how to find sponsors, and so on.

The implementation *of the* Panji Festival event, which has been held from 2022-2024, the Panji Tourism Village in collaboration with the Buleleng Regency Government made a plan for a program of activities, including:

1. **Core Programs**

Panji festival is an annual event held in Panji village, Sukasada District, Buleleng Regency, one of the most beautiful cultural and natural locations in Bali. The main purpose of the festival is to commemorate the richness of culture and nature and promote environmental sustainability and sustainable tourism in the Panji tourist village area. Every year, the festival has a special theme. The events organized during the festival are based on the theme.

a. Arts and Culture Exhibition

The art and cultural exhibitions in the Panji festival aim to show the richness of Balinese traditional arts and local culture to visitors. The festival provides a *platform* for local artists to showcase their works, introduce Bali's cultural heritage to the world, and stimulate creativity in the community. The event includes exhibitions of paintings, traditional handicrafts, and local performing arts. Artists from all over Bali and Indonesia participate to showcase their works, providing visitors with an immersive cultural experience. Local artists from the support of nearby villages and surrounding areas participated in this exhibition. They have the opportunity to showcase their best works, which often combine traditional elements with contemporary interpretations, creating a dialogue between the past and the present. In addition to the exhibition of art items, the festival also features performing arts performances every day. This includes traditional dances such as Balinese dance and traditional Balinese music. This show gives visitors a hands-on experience with the beautiful and entertaining Balinese performing arts. Through art and cultural exhibitions, the Panji Festival in Panji Village, Buleleng, provides opportunities for local artists to shine, increase public appreciation for Balinese traditional arts, and promote the cultural diversity that is characteristic of Indonesia. All of this contributes to enriching the visitor experience and enhancing the global understanding of the beauty of Balinese art and culture.

b. Traditional Music and Dance Performances

Traditional music and dance performances bring the beauty of Balinese art to visitors. Local dance groups and traditional musicians perform on the main stage, providing an immersive experience of Bali's rich performing arts.

c. Local Product Exhibition

Local products exhibitions include organic agricultural products, traditional handicrafts, local food products, and others. This supports the local economy and promotes quality products from the area

d. Eco-Friendly Activities

The festival emphasizes environmentally friendly practices. The use of single-use plastics is restricted, and recycling programs are implemented throughout the festival area. In addition, visitors are encouraged to participate in tree planting activities and beach cleanup as part of environmental conservation initiatives

e. Community Involvement

The festival actively involves the local community. Panji villagers participated in various activities, from preparation to implementation of the event. This creates a sense of ownership and pride in the community. Bringing together arts, culture, and environmental preservation, Panji Festival provides a unique experience for visitors while supporting the sustainability and preservation of Bali's rich cultural and natural heritage.

2. Supporting Programs

The Panji Festival support program that has been implemented, by strengthening community involvement and the local economy.

a. Arts and Crafts Training

To strengthen the involvement of local communities, the program organizes arts and crafts education and training. Local artists and craftsmen provide training to local residents, helping them hone their arts and crafts skills, which can later be exhibited and sold during the festival.

b. Local Product and Culinary Development

The program provides support to local producers to develop their superior products, such as red ginger and smoked pork jerky products, handicrafts, and other local food products. Training is also provided to improve product quality and innovation and market these products to festival visitors.

c. Local Cultural and Guided Tours

To provide visitors with a more immersive experience, the program organizes local guided cultural and nature tours. Visitors can explore the natural beauty of the tourist village of Panji and the cultural history of the village with guidance from the locals, creating an opportunity for tourists to interact directly with the local community.

3. Community Programs

a. Environment and Nature Conservation Program

This festival prioritizes environmental sustainability. This program includes, cleaning along the road to the rice fields, and a recycling program. Involving the community in these initiatives helps to raise awareness of nature conservation and environmental cleanliness.

b. Folk Art Performances

Folk art performances such as roof jogging, and arja are an integral part of this festival. The program supports local artists and art groups while maintaining the rich Balinese folk art tradition

c. Cultural Competitions and Competitions

Various cultural competitions and competitions are held during the festival, including lontar writing competitions, dance performances, and traditional cooking competitions. This encourages active participation from the community and builds a spirit of healthy competition among them.

4) Organization/Coordination Event

A event organizer An event must be able to coordinate and communicate with other parties in order to work simultaneously with the same goal. This phase is related to how to communicate with the internal committee, *stakeholder*, *vendor* and sponsors. This includes meetings and coordination and communication *on site management*. To make the implementation of the 2022 Panji Festival a meeting was held with the agenda of discussing the implementation of the *Event* Panji Festival takes place at the Village Head's Office/Perbekel of Panji Buleleng Village. The meeting was attended by all Regional Apparatus Organizations (OPD) and related parties including the Police. The meeting discussed, integrated postal activities such as security, order and flow that are closed/diverted from traffic flow, as well as strategies that will be implemented so that Panji festival activities can run well and safely.

The holding of the Panji Festival event is inseparable from the support of several related actors, including:

1. Central Government Agencies

- a. For *core events* (national)
- b. Policy support, budget assistance, other conveniences
- 2. Buleleng Regency Regional Government Agencies
 - a. *Core event*
 - b. *Mayor event, supporting event*
- 3. Private/Tourism Industry
 - Operational support, partnership/*sponsorship funds*
- 4. Community
 - Active role as host, participation, and so on.

5) *Evaluation*

Evaluation can be carried out in any *phase* or carried out thoroughly. Evaluation activities can be carried out using *Survey* satisfaction and recording the number of participants and visitors. Another method of evaluation is through monitoring by assigning others to observe *Event* or by telephone or *mail survey*.

The 2022-2024 festival banner is carried out seriously so that it is able to attract as many tourists as possible. All elements of society have also been prepared to welcome and receive visitors. Various cultural events are also ready to be held after this event as a continuation of the commitment to revive as an attractive tourist destination. The Panji Festival as a foothold for the revival of the tourism world in Central Bali has been successful. All events went well and exceeded original expectations. The high participation shown by tourists in every activity proves that success. On the last day, the participants of the festival's peak event from various villagers have come to fulfill their promise to participate in this spectacular activity. The promotion section of the Tabanan Tourism Office, said that the hope to make Panji Tourism Village as an alternative tourism in Bali is not impossible because the potential of this area is extraordinary, both natural and cultural tourism and the readiness of the community. With the approach of promoting culture and nature at the same time, it has proven to be successful. We just have to wait for the continuation.

Implications of the Panji Festival Event

Event *activities* can be said to be tourism activities because event visitors make a trip that leaves their place of origin by spending money and time and is carried out with fun. A tourist destination where *events* are held that tourists visit can be seen as temporary consumers. They come to the area within a certain period of time, use its resources and facilities, and usually spend money for various purposes, it is undeniable that it will have an impact on the economic life of the destination. The economic impact caused, directly or indirectly, can be positive or negative.

The Panji festival activities have several implications that will be described as follows:

a. **Social Implications**

Panji Festival has a significant impact on the social life of the community. The various local cultures represented, such as culinary, art performances, and traditional fabrics, collectively exert an influence on the social life of the

community. The very multiethnic people of Panji Tourism Village require a high level of tolerance in daily life. Migrants contribute greatly to the increase in the population in Panji Tourism Village. The competition for jobs in this area is very tight. Not all immigrants have a high level of education, most of them rely on their skills to make a living in Panji Tourism Village, Buleleng.

The implementation of the Panji Festival socially increases the tolerance of the local community towards immigrants. The immigrants who migrated to Panji Tourism Village also became more familiar with the local culture. Panji Festival activities create job opportunities for local communities, such as in the sale of local specialties and handicrafts. In addition, the festival also raises public awareness in protecting the environment, preserving local culture, and building solidarity among locals

b. Cultural Implications

The Panji Festival activity, which has been made an annual routine agenda by the Village Head/Perbekel of Panji Tourism Village in collaboration with the Buleleng Regency Tourism Office, has a significant impact on the local culture of the people of Panji Tourism Village. The dance arts staged, the traditional culinary served, and the traditional weaving exhibited in this festival are representations of the local culture of the community. These traditional nuances are revived. This is called cultural revitalization.

The Panji Festival provides an opportunity for the community to maintain the local traditions and culture of the Panji Tourism Village, such as dance and traditional clothing. This can encourage the younger generation to understand and appreciate the local cultural heritage. Currently, commitment from all parties is needed to carry out cultural revitalization in accordance with the development of science and technology. This means that culture as a learning process needs to be transformed from one cultural model to another with the right approach and careful planning (Latif, 2009: 57). In other words, the people of Panji Tourism Village need to be made aware of the importance of culture and must actively participate in thinking about and planning the direction of culture in the future. Cultural heritage must be valued and preserved, but it must also be beneficial to people's lives. In this modern era, people need economic resources to meet all their needs.

The general public who are not directly involved in cultural preservation may not understand the discourse on cultural preservation. Therefore, they need something concrete and provide tangible benefits, especially materially. At the same time, they can also take part in preserving local culture

c. Economic Implications

It can be said that the Panji Festival has a greater impact on the economic field. The economy of the local community of Panji Tourism Village is under pressure due to globalization and economic reforms, which increase competition and poverty along with population growth (Dharmawijaya, in Mardika, 2010: 119). Therefore, local wisdom needs to be explored to the maximum and combined with modern technology and knowledge to increase its selling value. This concept is known as the creative economy, which is the process of increasing added value through the exploitation of intellectual property in the form of creativity, expertise, and individual talents into products that can be commercialized.

One of the real impacts of the 2022-2024 Panji Festival is the increase in the income of traders. In addition, the agricultural product exhibition held aims to improve the economic level of the community, especially craftsmen, *homestay* managers, and traders of typical foods of Panji Tourism Village such as brown rice porridge, laklak snacks, smoked pork jerky, and red ginger tea. Panji Festival serves as a free promotional event for participants who participate, free of charge. This is the perfect opportunity to show their potential. The resulting economic growth from the Panji Festival provides local governments with additional funds to invest in infrastructure such as roads, clean water, and education, which can improve the quality of life of local residents.

Panji Festival can encourage the growth of other sectors in improving the economy. This is in line with the direction of the Ministry of Tourism that a festival can be a catalyst *for other development*. As a major annual event in Panji Tourism Village, Sukasada District, Buleleng Regency, Panji Festival involves various parties and has an impact on other sectors, such as income from parking, street vendors outside the *stand area*, event *organizer* involvement, stage property rental, costume rental, and makeup styling services for dancers. Panji Festival serves as a catalyst that accelerates the growth of other sectors that complement the festival's activities itself.

CONCLUSION

Based on the results of the research that has been carried out, it can be concluded as follows:

- a. The planning of the Panji Festival begins with the organization of the event through the appointment of the Chief Executive and the formation of an organizing committee by the Head of Panji Buleleng Village. This process is carried out with the Buleleng Regency Tourism Office and supported by the *Steering Committee*
- b. The *Organizing Committee* formed is responsible for all aspects of the planning of the Panji Festival.

The stages in the planning of the Panji Festival are as follows:

1) *Research*

The research conducted is generally limited to secondary data analysis and reports on the previous Panji Festival. The committee did not carry out additional research such as distributing questionnaires or *focus group discussions*.

2) *Design*

This stage is the process of formulating the theme and concept of the event. This process takes quite a long time because it involves an in-depth selection of ideas and concepts

3) *Planning*

At this stage, the committee began to formulate strategies to be implemented. In addition, the committee also equipped the human resources needed for the implementation of the Panji Festival.

This stage places emphasis on process flow, participant coordination and short-term problem solving. The committee began to implement the strategies that had been prepared. At this stage, the committee began to carry out *audience*

activities, communication to the public, rehearsals, and *pre-event activities*. In the implementation of the 2022-2024 Panji festival, this activity began one and a half months before the *deadline* for the event.

4) Evaluations

The evaluation is carried out through a thorough review method, with additional evaluations per session during on-site management (implementation day). The success of the Panji Festival is measured by quantitative indicators, such as the number of spectators, the number of art market participants, and transaction volume. The results of this quantitative evaluation were then announced at the closing of the event.

c. The implications of the Panji Festival event have several implications, including: social, cultural and economic fields.

- 1) In the social field, the Panji festival is able to increase tolerance between the immigrant community and the local community.
- 2) In the field of culture, this festival has saved and revived some of the local cultural wisdom of the Panji tourist village which is on the verge of extinction.

In the economic sector, this activity is able to increase the income of residents who participate directly in sales activities. The festival banner is also a free promotional event for them..

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