Sharing Resources in the Festival and Even Space: Some Evidence from Ketapanrame Indonesia

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Abstract. Recently, the festival and event sector suffered from crisis and uncertainty. Therefore, economic resilience and environmental sustainability become central for academicians, practitioners, and policymakers. This article aims to explore how the tourism industry finds ways to reenergize festival and event activities by underpinning the dependent resource theory. Hence, this study adopts a case study approach to examine the festival and event activities. The results indicate that (1) sharing resources are a key element that allows the local artists can achieve the opportunity, (2) the local leader plays a pivotal role in generating opportunities by conducting a festival and even activity, (3) public asset management is essential that provides an equal opportunity for all players in festival and event sector. Overall, this article contributes to the discussion of dependent resource theory.

Keywords: festival and event sector · global crisis · stakeholder theory · resource dependence theory

1 Introduction

The festival and event sector has suffered from the global crisis and uncertainty following the COVID-19 pandemic. This industry, which was once a thriving and bustling part of the economy, has been forced to adapt and evolve in order to survive the numerous challenges brought on by the pandemic. One of the most significant issues faced by the festival and event sector has been the widespread cancelation of events due to government restrictions on large gatherings. This has resulted in a significant revenue loss for event organizers, vendors, and contractors who rely on festivals and events for their livelihood [1].

Another challenge faced by the festival and event sector has been the uncertainty surrounding the future of events. With the pandemic continuing to spread and new restrictions being imposed, many organizers are hesitant to plan and promote events, fearing that they will be forced to cancel or reschedule at the last minute. This uncertainty has also made it difficult for attendees to make plans, as they are still determining what events will take place and whether they will be safe to attend. Despite the difficulties faced by the festival and event sector, many organizers have been innovative in their

approach to the crisis, finding new and creative ways to bring events to live safely and responsibly [2].

Ketapanrame is one of the most popular business organizations demonstrating resilience by generating new and innovative ways to bring events to live safely and responsibly. Hence, this article explores how the organization and the community continue navigating the pandemic, the festival, and the event sector by providing business opportunities for communities to come together and enjoy experiences that bring joy and excitement. This study adopts a critical phenomenology approach that allows the researchers to understand human experience by critically examining taken-for-granted assumptions and norms. It emerged as a response to the limitations of traditional phenomenology, which tended to focus on the individual's subjective experience without taking into account the broader social, political, and cultural factors that shape that experience.

2 Literature Review

This article underpins stakeholder theory, which argues that an organization's decisions and actions should consider the interests of all stakeholders, not just shareholders. Stakeholders are any group or individual with a vested interest in an organization and its activities, including shareholders, employees, customers, suppliers, the community, and the environment. According to stakeholder theory, an organization has a responsibility to balance all stakeholders' interests and ensure that its decisions and actions are in the best interests of all parties involved. This requires the organization to consider each stakeholder group's interests and make decisions that benefit the organization while also addressing the needs and concerns of individual stakeholders [3].

One of the critical benefits of stakeholder theory is that it promotes a more ethical and socially responsible approach to business. By considering the interests of all stakeholders, organizations can avoid making decisions that harm one group while benefiting another. This approach can also build trust and credibility with stakeholders, which can lead to greater success and sustainability in the long term. Stakeholder theory also recognizes that different stakeholders have different levels of power and influence and that organizations must consider this when making decisions. For example, shareholders may have more significant influence over an organization due to their stock ownership, while employees may have less influence but are still important stakeholders with valuable perspectives and contributions.

This article contrasts the stakeholder theory with the resource dependency theory, which is used to explain the relationships between developed versus developing countries, modern versus traditional institutions, and resourcefulness and incapacity organizations. The theory argues that the global economy is structured so that the powerful exploit the others, which implies perpetuating a cycle of poverty and underdevelopment [4]. This phenomenon springs from various factors, including unequal trade relationships, the extraction of resources and wealth, and the exploitation of workers in developing countries. The theory also argues that influential players can maintain their dominant position through political and economic power, including trade agreements, investment policies, and military intervention. One of the key criticisms of dependency theory is that it oversimplifies complex relationships [5].

3   Research Method

This study adopts critical phenomenology to address the research question of how the organization and the community navigate the pandemic, the festival, and the event sector. Critical phenomenology also strongly emphasizes the role of personal and collective agency in shaping and transforming social and cultural norms and structures. This involves recognizing and challenging how individuals and groups are marginalized or oppressed and working towards greater justice and equality by challenging the structures and systems of power and oppression.

The data collection entails day-to-day activities in which the authors became social workers for the observed communities in 2019. The observed community was Ketapanrame villagers, who stay at the heart of the tourism area in Trawas District Mojokerto, East Java, Indonesia. The activities began with the preliminary project when the village community attempted to utilize the village assets for tourism activities by converting the land field into an open space area and culinary center. Before the project began, the community demonstrated excellent social capital by gaining an award from the Provincial Government of East Java in 2018.

Ketapanrame villagers demonstrate native nature and warm hearts and have spent their entire life in a particular village. Most villagers look after farm-related work as traders with simple traditional ways of living, helpful nature, and like to follow tradition. The village government established Ghanjaran Park to provide business opportunities to the villagers by exploiting the tourism area. In 2019, the village government began facilitating the local communities to perform by providing a festival and weekly event to attract visitors. However, COVID-19 hit the tourism area in the middle of 2020.

Despite the numerous challenges, the Ketapanrame villagers have been resilient and resourceful, seeking new and innovative ways to bring events to live safely and responsibly. The festival and event sector continue to adapt and evolve, providing opportunities for communities to come together and enjoy experiences that bring joy and excitement. In 2019, the organization gained the best village enterprise from East Java Provincial Government. In 2020, the village achieved the Kampong Astra Award from the largest company in this country. The following year, Bank Rakyat Indonesia, the largest rural bank in Indonesia awarded the Brilliant Village Award.

4   Findings

The organization and the community continue to navigate the pandemic, the festival and event sector by

4.1   Sharing Resources

Sharing resources in the festival and event space has become increasingly important as society strives towards sustainability and reducing waste. In this article, we will discuss ways festival and event organizers can promote resource sharing among attendees to create a more environmentally friendly and sustainable experience for everyone.

Promoting Reusable Items: Single-use items such as plastic water bottles, utensils, and paper cups can have a significant impact on the environment. Festival organizers can promote resource sharing by encouraging attendees to bring their reusable water bottles, plates, and utensils and providing water refill stations throughout the event.

Encouraging Carpooling: One of the most effective ways to reduce the carbon footprint of a festival or event is to encourage attendees to carpool. During the pandemic, visitors and villagers are encouraged to use social media and other platforms to connect and arrange rides to the event. Festivals also provide designated parking areas for carpoolers and incentives for those who choose to carpool.

Offering Rentals and Exchanges: For items such as camping gear, tents, and sleeping bags, organizers offer rental and exchange programs to reduce the amount of waste generated by attendees. This also allows those who may not have the resources to purchase their camping gear to participate in the festival or event.

Encouraging Recycling: To minimize waste, organizers provide clear and easily accessible recycling and composting facilities throughout the event. They should also educate attendees on the importance of recycling and the proper methods for sorting and disposing waste.

Sharing Food and Supplies: Festivals and events often involve large groups of people and can result in food waste if attendees bring too much. Organizers encourage resource sharing by setting up a communal potluck, where attendees can share food and supplies. This reduces waste and creates a sense of community among attendees.

4.2   Selecting the Local Leaders

Local leaders play a pivotal role in generating business opportunities by conducting community festivals and events. By creating and promoting these events, local leaders can attract tourists, stimulate economic activity, and support the growth of local businesses. One of the key ways local leaders can generate business opportunities through festivals and events is by creating an attractive and vibrant atmosphere that appeals to visitors and businesses.

A well-planned and well-promoted festival attracts tourists to the area, boosting local hotels, restaurants, and other businesses. At the same time, by offering a diverse range of activities and attractions, local leaders can help to create a festive and welcoming atmosphere that encourages visitors to explore the local community and spend more time and money there.

Another way in which local leaders can generate business opportunities is by promoting the local area as a destination for festivals and events. By attracting visitors to the area and showcasing its attractions, local leaders can help build a positive image of the community, encouraging visitors to return in the future and supporting local businesses. In addition, by promoting the local area as a destination for festivals and events, local leaders can help to create a more sustainable and resilient local economy by attracting tourists and supporting local businesses even during slow periods.

Local leaders help to generate business opportunities by working with local businesses to create events that showcase their products and services. The local leader might work with local communities to create a food festival highlighting the area's culinary offerings. By partnering with local businesses, local leaders help to create a more dynamic

and vibrant festival and event scene that supports local businesses and encourages visitors to explore the local community.

Finally, local leaders can play a pivotal role in generating business opportunities by promoting a festival or event as a platform for local businesses to network and connect with potential customers and partners by hosting a trade show or business expo. The local leaders allow local businesses to showcase their products and services to a broader audience, build new relationships, and explore new business opportunities.

4.3 Optimizing the Public Asset Usage

Public asset management is overseeing, maintaining, and utilizing public assets, such as parks, public spaces, and cultural facilities, in a way that provides equal opportunities for all players in the festival and event sector. The goal of public asset management is to ensure that public assets are used in a way that benefits the community and supports the development of the local economy while also providing equal opportunities for all players in the festival and event sector.

One of the key challenges of public asset management is balancing different stakeholders' needs and ensuring that all players have equal access to public assets. When the villagers use it for festivals, concerts, and other events, they must also be available for other uses, such as recreation, sports, and community gatherings. To address this challenge, public asset management often involves the development of policies and procedures that govern the use of public assets and ensure that all players have equal access.

Another important aspect of public asset management is to ensure that public assets are maintained and improved over time. The policymakers invest in maintenance and upgrades, such as new lighting, improved accessibility, or enhanced amenities, to ensure that public assets remain usable and attractive to all players in the festival and event sector. In addition to ensuring equal opportunities and maintaining public assets, public asset management also supports the development of the local economy by investing in the infrastructure and amenities of public spaces. Village governments create a more attractive environment for festivals, concerts, and other events, which can help to stimulate economic activity and support the growth of local businesses.

Finally, public asset management also plays a pivotal role in promoting cultural and social cohesion. By providing public spaces and facilities for festivals, concerts, and other events, local governments can help to bring people together and promote a sense of community, which can help to build stronger, more resilient communities.

4.4 Survival Strategy

In order to reenergize festival and event activities, the tourism industry has been finding innovative ways to provide safe and enjoyable experiences for visitors by:

1. Conducting virtual festivals and events: One of the most significant changes in the tourism industry has been the rise of virtual festivals and events. By leveraging technology, destinations can bring events and experiences to visitors in the comfort of their own homes. From virtual concerts and live-streamed performances to virtual

tours and interactive exhibitions, the virtual festival and event space has provided a new avenue for the tourism industry to connect with visitors and provide exciting and engaging experiences.

2. Applying socially distanced gatherings: As restrictions on large gatherings have been lifted in many areas, the tourism industry has been able to offer a limited number of in-person events and festivals. In order to provide a safe and comfortable experience for visitors, organizers have been implementing social distancing measures, such as reducing capacity, requiring face masks, and providing hand sanitizer stations.

3. Promoting drive-in and outdoor events: The popularity of drive-in and outdoor events has increased in response to the pandemic, as these types of events provide a way for visitors to enjoy experiences while adhering to social distancing guidelines. From drive-in concerts and movie screenings to outdoor festivals and markets, the tourism industry has found a new way to offer visitors exciting and engaging experiences safely and responsibly.

4. Focusing on local and sustainable experiences: In response to the pandemic, many travelers seek local and sustainable experiences that allow them to connect with the destinations they visit in a meaningful way. The tourism industry has responded by offering a more comprehensive range of local and sustainable experiences, including guided tours, cultural workshops, and farm-to-table dining experiences.

5   Discussion

The tourism industry has been finding innovative ways to reenergize festival and event activities in response to the COVID-19 pandemic. From virtual festivals and events to socially distanced gatherings, drive-in and outdoor events, and a focus on local and sustainable experiences, the tourism industry has been working hard to provide visitors with exciting and engaging experiences that promote safety and well-being. As the world continues to navigate the pandemic, the tourism industry will no doubt continue to evolve and adapt, offering new and innovative experiences for visitors.

For managerial practices, this article highlights two main issues. First, public asset management is an important aspect of supporting the development of the festival and event sector. By ensuring equal opportunities for all players, maintaining public assets, supporting the local economy, and promoting cultural and social cohesion, public asset management can help to create thriving, vibrant communities and support the growth of the festival and event sector. Secondly, local leaders play a critical role in generating business opportunities by conducting community festivals and events. By creating an attractive and vibrant atmosphere, promoting the local area as a destination, partnering with local businesses, and providing a platform for business networking, local leaders can help support local businesses' growth, stimulate economic activity, and create thriving and vibrant communities.

For theoretical contribution, this article argues that stakeholder theory has been widely embraced as a more ethical and socially responsible approach to business by highlighting some criticisms of the concept. First, it can be difficult for organizations to balance the interests of all stakeholders, and this can lead to conflicting demands and competing priorities. Secondly, the focus on stakeholder interests can lead to short-term thinking and undermine the organization's long-term success. This article provides a

critical perspective for stakeholder theory by highlighting the role of local leadership in maintaining the unequal distribution of wealth and resources and highlighting the need for systemic change in the global economy in order to promote more equitable and sustainable development. While the theory has been criticized for oversimplifying the complex relationships between resourceful organizations and incapacity communities, it remains an important perspective for understanding the challenges village community face in their pursuit of economic growth and development.

For the methodological approach, one of the key principles of critical phenomenology is the importance of understanding and challenging how power and oppression are perpetuated and maintained through social and cultural norms, institutions, and beliefs. This involves critically examining how these structures and systems shape human experience and perpetuate inequality and a commitment to working towards greater justice and equality. Another key aspect of critical phenomenology is recognizing and challenging how dominant social and cultural norms and values shape how we experience the world. This involves questioning the assumptions and biases often implicit in these norms and values and exploring alternative ways of understanding and experiencing the world.

6 Conclusion

Promoting resource sharing at festivals and events can have a significant impact on the environment and create a more sustainable and enjoyable experience for everyone. By encouraging carpooling, promoting reusable items, offering rentals and exchanges, encouraging recycling, and sharing food and supplies, festival and event organizers can play a crucial role in reducing waste and promoting sustainability. In critical phenomenology, the goal is to uncover how the structures and systems of power and oppression shape the human experience. This includes examining how social and cultural norms, institutions, and beliefs influence how individuals understand and experience the world, as well as how these structures and systems shape the distribution of resources and opportunities.

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