

The Role of Banyuwangi Ethno Carnival 2015 for Event Tourism in Banyuwangi

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Abstract— Banyuwangi Regency is located at the most eastern tip of the island of Java. The district has many interesting tourism potential, both nature and man-made tourism product. One of the man-made tourism product which is currently being developed is an event that is packed in a series of events named Banyuwangi Festival. The series of Banyuwangi Festival, one of them is Banyuwangi Ethno Carnival which is one of the government's efforts for Banyuwangi as an image that aim to attract tourists and as an effort to improve the image of Banyuwangi.

The activities of Banyuwangi Ethno Carnival is certainly need to involve parties concerned, such as the Government as giving permission for the event Banyuwangi Ethno Carnival in Banyuwangi, as well as experts such as committee organizers, community leaders, religious figures, IECA, researchers, and people who have the knowledge and awareness on the implementation of Banyuwangi Ethno Carnival. In the involvement of Banyuwangi Ethno Carnival event, the researcher want to know the effect of the event on the image of Banyuwangi.

The theory used is the theory of tourism event which consists of five aspects: the event as an attraction, event as an animator, event as image makers, event and place marketing, and event as a catalyst by means of analysis by descriptive statistics and Spearman Rank Correlation. Thus, this research results in a conclusion and recommendations related to the role of BEC event as an event tourism in Banyuwangi.

To the factor of event as attraction, the result can be said has a sufficient quality. This can be seen from the indicators in the field such as accessibility, centrality, clustering which get sufficient performance results. To the factor of event as animator, the result can be said has a sufficient quality. This can be seen from the indicators in the field such as attraction and facilities which get adequate performance results.

To the factor of event as Image Maker results with Good quality. This can be seen from the indicators such as the publicity field which get good performance results. To the factor of event as Place Marketing results with Very Good quality. This can be seen from the indicators in the field such as local authorities and tour agency which get very good performance. To the factor of event as catalyst results with Good quality. This can be seen from the indicators such as urban renewal field, physical redevelopment, image enhancement which get good performance results.

Keywords : *Banyuwangi, Banyuwangi Ethno Carnival, Event, Carnival, Event Tourism, Event as Attraction, Event as Animator, Event as Image Makers, Event as Place Marketing, Event as Catalyst*

I. INTRODUCTION

Event activities can be said of tourism activities because the visitors had to make a trip that leave their origin to the place where the event will be held and to make that trip, the visitors have to spend their money and time on the trip for fun. Characteristics of tourism events according to (Getz, 2004: 23 and 24) is the Event as Attractions, Events as Animator, Event as Image Makers, Event as the catalyst, and as the Event Marketing Place.

Organizing events in a few cities or districts in Indonesia is developed enough. One district that is actively organized the event was Banyuwangi. Banyuwangi Regency is located on the eastern tip of the island of Java.

Banyuwangi has diverse tourism potential, starting from the natural tourist attractions, cultural attractions and art, and made by human (man-made). One of the tourist attractions in Banyuwangi is an event. The event is part of the made by human tourist attraction (man-made).

Additionally, Banyuwangi also developing events in implementation through festivals organized by varied concepts and themes and unique. Currently Banyuwangi district belonging to the group Great Bali. It is presented by Strategy "Great Bali" for Tourism Banyuwangi "JAKARTA, KOMPAS.com - Banyuwangi should take the benefit of Great Bali to attract foreign tourists and local tourist. With a total tourists visiting the archipelago in Bali has reached 3.7 million people with a local income almost Rp 50 billion, it is kind of competitive advantage belongs to Banyuwangi, East Java, to increase tourism "" REPUBLIKA.CO.ID, BANYUWANGI – Government apply the concept Great for tourism development in three regions in Indonesia, namely Great Bali, Great Jakarta and Great Batam. " It means these three areas serve as the entrance to tourists, especially foreign tourists to tourist destinations in the vicinity. In Great Bali concept, not just Bali

which will be the focus of a tourist destination, but also the West Nusa Tenggara and East Java, as Banyuwangi which is a very close distance to Bali. Banyuwangi regent Abdullah Azwar Anas assess Bali and Banyuwangi is necessary to work together in the development of tourism.

Organizing events in Banyuwangi has been done since 2012. By 2015, the total events that have been held the 36 events.

Based on preliminary research results (pre-survey) obtained that information from some of the events carried on in Banyuwangi there is one event that made in Banyuwangi Ethno seeded the Carnival (BEC). The reason is because this event Banyuwangi Ethno Carnival event that is very creative and interesting to visit and as an event or festival that is typical of Banyuwangi compared with other events or festivals in Banyuwangi. "He (Tourism Minister Arief Yahya) thinks, Banyuwangi Ethno Carnival is an event that is interesting because of the creative economy capable of integrating between fashion and cultural events." (BANYUWANGI - KOMPAS.com. "Since the beginning of BEC in the year 2011, our loyal local theme, that's what distinguishes this carnival with carnival elsewhere. We bring local culture to be presented to the global world," said Anas (Regent Banyuwangi) on soloraya.com. Additionally on the economy, per capita income for Banyuwangi has shown improvement by holding Banyuwangi event Ethno Carnival and other festivals. "The per capita income we currently have overtaking Malang. We have 20.3 million per capita per year," added the former Member of Parliament from the National Awakening Party (Banyuwangi regent Abdullah Azwar Anas) on independence .com.

The problem that occurs is the absence of Banyuwangi Ethno judging on the implementation of Carnival, which is a series of tourism events in Banyuwangi, so the researchers wanted to know the function of whatever is causing the quality of the implementation of Banyuwangi Ethno Carnival 2015.

From the description contained in the background, we propose that an event Banyuwangi Ethno Carnival is caused by factors such as event tourism with a classification that event as the Attractions, Events as Animator, Event as Image-Makers, Event as Places Marketing, and Event as Catalyst in Banyuwangi.

The identification of the problem is as follows:

1. How is the factors tourism event on Carnival Ethno Banyuwangi in Banyuwangi:
 - a. How is the quality of the event as an attraction in the implementation of the activities Banyuwangi Ethno Carnival?
 - b. How is the quality of the event as an animator in organizing activities Banyuwangi Ethno Carnival?
 - c. How is the quality of the event as image makers in the organization of Carnival activities Ethno Banyuwangi?
 - d. How is the quality of the event as a marketing places in the organization of Carnival activities Ethno Banyuwangi?
 - e. How is the quality of the event as a catalyst in the implementation of activities Banyuwangi Ethno Carnival?
2. How is the relation between tourism event factors on Carnival Ethno Banyuwangi in Banyuwangi?

The purpose of this study is to 1.To know a picture of tourism event in Carnival Ethno Banyuwangi in Banyuwangi, 2. To know the relation between the factors of tourism event in Carnival Ethno Banyuwangi in Banyuwangi, and 3. As suggestion for the parties concerned, namely the Local Government, Industry players and the general public.

This study restrict them to only five factors, namely Event as Attractions, Events as Animator, Event as Image Makers, as Place Event Marketing and Event as the catalyst. As for the locus or area researchers simply limit the scope of Banyuwangi.

II. METHODS

The research design used in this study is through a quantitative approach.

To be able to answer the purposes of research and testing hypotheses necessary research object and the research variables. In this study, as object of research is the quality of the implementation of Banyuwangi Ethno Carnival in the city of Banyuwangi, East Java province, while respondents to consist of three groups of respondents.

The first group of respondents who are part of the government, which in this case related government agencies such as the Tourism Office, Transport Department, Police Department, Department of Economic Affairs, the Department of Commerce or other related agencies. From the group of researchers will find more information about how to plan consisting of vision, mission, strategy (concept), and Banyuwangi Policy Ethno Carnival. Researchers also find more information about how the implementation of which consists of programs or series of activities that must be carried out, the size of these budgets how to evaluate it.

While the group of the second is the group of experts, who in this case is a group of party organizers, community leaders, religious leaders, NGOs, the IHRA, ASITA, ASPERAPI, lecturers, and people who have the knowledge and awareness on the implementation of Banyuwangi Ethno Carnival. Of this group of researchers wanted to know how the quality of Banyuwangi Ethno Carnival, taking into account the dimensions and indicators of the study variables.

The third group of respondents who are the tourists, the people who visit in Banyuwangi Ethno Carnival. From the group of researchers will gather information about the characteristics, activities, and motivation to Banyuwangi Ethno Carnival.

Data collection procedures used were the stages as follows:

1. Method of Sampling

For the group of first responders such as the government party, in this case is the Head of Tourism in the City Tourism Office Banyuwangi, sampling was conducted by purposive sampling technique (purposive sampling) based on the considerations and specific goals.

For the second group of respondents are the experts. The sampling technique used is the technique samples (purposive sampling) based on the considerations and specific goals.

For the third group of respondents is the tourists who visit Banyuwangi Ethno Carnival. The sampling technique used is

purposive sampling based on the considerations and specific goals.

2. Data Sources

Sources of primary data collected in the following way:

a. Researchers conducted interviews with government authorities, the Head of Tourism Banyuwangi or representatives.

b. Question structured questionnaire form to the experts involved in the activities of Carnival Ethno Banyuwangi in Banyuwangi and visiting tourists.

c. The observations took place at Banyuwangi Ethno Carnival to get a close look at the problems related to the subject matter.

Secondary data were obtained from the locus of research, journals, libraries, reports from the relevant agencies as well as papers that are related to this research.

III. FINDINGS AND DISCUSSION

Discussion and Analysis of Quality of Ethno Carnival Banyuwangi in Banyuwangi.

Table 1
Descriptive Statistics of BEC

	N	Mean	Std. Deviation
1. The level of comfort when you're on your way to the place where BEC was held	41	3,41	,836
2. The level of ease in accessibility to visit the place where BEC was held	41	3,41	,894
3. The availability of transportation facility to the place where BEC was held	41	2,93	,985
4. The properness level of public transportation facility that available to the place where BEC was held	41	3,05	,773
5. The distance from public transportation facility to the place where BEC was held	41	3,10	,970
6. The accessibility secure level to the place where BEC was held	41	3,63	,767
7. The properness level of the location where BEC was held	41	4,05	,865
8. The comfort level in the location where BEC was held	41	3,54	,951
9. The security level of the location where BEC was held	41	3,59	,948
10. the properness of location with the concept of BEC	41	3,98	,880
11. the strategically level of the location where BEC was held	41	4,17	,704
12. The level of availability of the public facility where BEC was held	41	3,17	,863

13. the properness level of the public facility where BEC was held	41	3,12	,748
14 The accommodation level around the location where BEC was held	41	3,27	,895
15 . The diversity level of accommodation around the location where BEC was held	41	3,49	,870
16 The properness level of accommodation around the location where BEC was held	41	3,41	,865
17 The availability level of attraction area around the location where BEC was held	41	3,80	1,005
18 The preparation level of the committee in enforcement of BEC	41	4,07	,905
19 The satisfaction level that earned by the visitor when visit BEC from the amount of money they pay	41	3,95	,921
20.The availability level of supporting facility service where BEC was held	41	3,51	,898
21 The suitability level between decoration and theme where BEC was held	41	4,27	,742
22 The beauty level of decoration where BEC was held	41	4,17	,919
23 The suitability level between decoration and image where BEC was held	41	4,10	,831
24 The impact of BEC to Banyuwangi Regency's image enhancement	41	4,39	,802
25 The support level of government to BEC	41	4,49	,711
26 The involvement level of the role of tour players	41	4,39	,802
27 The development level of city in Banyuwangi after BEC was held	41	4,12	,842
28. The acceleration level of changes in physical appearance of the infrastructure in Banyuwangi Regency	41	4,17	,946

Sources : Research Team, 2015

From the table it obtained a minimum value of 2.93 is the factor components Availability of public transport towards the implementation of Banyuwangi Ethno Carnival. While the maximum values of 4.49 are category level of government support for the implementation of BEC are in the very good category. While the average value obtained at 3.7411. This value is in good category, or in quantity has reached 74.8%. The general implementation of Banyuwangi Ethno Carnival can already be said to be good and the quantity has reached 74.8%.

Analysis and Discussion Event as Attractions, Animator, Image Maker, Place Marketing and Catalyst

Table 2
Picture or description
Factors Event Tourism

No	Factor	Results	Description
1	Event as Attraction	3,51 (70,2%)	Quite Good
2	Event as Animation	3,93 (78,7%)	Quite Good
3	Event as Image Maker	4,39 (87,8%)	Good
4	Event as Place Marketing	4,49 (89,8%)	Very Good
5	Event as Catalyst	4,23 (84,5%)	Good

Sources : Research Team, 2015

Of the five factors that exist when sorted, the best results are obtained is as Place Event Marketing obtained a yield of 89.8%, this can be considered very good. The results of the field studies show the indicators in Place Marketing namely local government and Tour Agency showed excellent performance.

While the factors that have the lowest performance is Event as Things to Do with the acquisition of 70.2% results. The results of the field studies showed that the indicators contained in the Event as Things are Accessibility, centrality and new clustering can only be said enough.

Discussion and Analysis of linkages between factors in Event Carnival Ethno Tourism in Banyuwangi in Banyuwangi

Here below is an analysis and discussion of the factors as a tourism event which consisted of factors - factors Event as Attractions, Events as Animator, Event as Image Maker, a Place Event Marketing and Event as the catalyst. The results are as follows

Table 3
Event Correlation Matrix Tourism
Carnival in Banyuwangi Ethno

Correlations			Attraction	Animator	Image Maker	Place Marketing	Catalyst
Spearman's rho	Event as Attraction	Correlation Coefficient	1,000	,864**	,675**	,705**	,742*
		Sig. (2-tailed)	.	,000	,000	,000	,000
		N	41	41	41	41	41

Event as Animator	Correlation Coefficient	,864**	1,000	,631**	,679**	,596*
	Sig. (2-tailed)	,000	.	,000	,000	,000
	N	41	41	41	41	41
Event as Image Maker	Correlation Coefficient	,675**	,631**	1,000	,613**	,579*
	Sig. (2-tailed)	,000	,000	.	,000	,000
	N	41	41	41	41	41
Event as Place Marketing	Correlation Coefficient	,705**	,679**	,613**	1,000	,702*
	Sig. (2-tailed)	,000	,000	,000	.	,000
	N	41	41	41	41	41
Event as Catalyst	Correlation Coefficient	,742**	,596**	,579**	,702**	1,000
	Sig. (2-tailed)	,000	,000	,000	,000	.
	N	41	41	41	41	41

** . Correlation is significant at the 0.01 level (2-tailed).

Sources : Research Team, 2015

It can be seen that the correlation between the event as an attraction to the event as an animator obtained a value of 0.864. This correlation can be categorized to have a strong enough relationship and is positive.

It can be seen that the correlation between the event as an attraction to the event as an image maker obtained a value of 0.675. This correlation can be categorized to have a strong enough relationship and is positive.

It can be seen that the correlation between the event as an attraction to the event as a marketing place obtained a value of 0.705. This correlation can be categorized to have a strong enough relationship and is positive.

It can be seen that the correlation between the event as an attraction to the event as a catalyst obtained a value of 0.742. This correlation can be categorized to have a strong enough relationship and is positive.

It can be seen that the correlation between the event as an animator with the event as an image maker obtained a value of 0.631. This correlation can be categorized and have enough relationship is positive.

It can be seen that the correlation between the event as an animator with the event as a marketing place obtained a value of 0.679. This correlation can be categorized and have a good enough relationship is positive.

It can be seen that the correlation between the event as an animator with the event as a catalyst obtained a value of 0.596.

This correlation can be categorized and have a sufficient relationship is positive.

It can be seen that the correlation between the event as an image maker with the event as a marketing place obtained a value of 0.613. This correlation can be considered to have a good enough relationship and is positive.

It can be seen that the correlation between the event as an image maker with the event as a catalyst obtained a value of 0,579. This correlation can be categorized as having enough relationship and is positive.

It can be seen that the correlation between the event as a marketing place with the event as a catalyst obtained a value of 0,702. This correlation can be categorized as having a relationship is quite good and is positive.

Table 4

Priority Scale Factor linkage between Event Tourism

No.	Linkage between Factors	Score	Results	Description
1	Event as Attraction with Event as Animator	86,4%	Significans	Strong
2.	Event as Attraction with Event as Catalyst	74,2%	Significans	Strong
3.	Event as Attraction with Event as Place Marketing	70,5%	Significans	Strong
4.	Event as Animator with Event as Place Marketing	67,9%	Significans	Quite Strong
5.	Event as Image Maker with Event as Animator	63,1%	Significans	Quite Strong
6.	Event as Place Marketing with Event as Image Maker	61,3%	Significans	Quite Strong
7.	Event as Catalyst with Event as Animator	59,6%	Significans	Quite Strong
8.	Event as Image Maker with Event as Catalyst	57,9%	Significans	Quite Strong

Sources : Research Team, 2015

From the above table, it can be seen that the degree of relatedness between variables is highest on variables with Event Event as Things as Animator, which amounted to 86.4% it can be said there is a strong relationship. It can be seen from

indicators such as accessibility, centrality and others which if improved would be a positive influence to the indicator of the event as an Animator is attraction and facilities.

As for the Event as Attraction and Event as catalyst in the amount of 74.2% it can be said there is a strong relationship. It can be seen from indicators such as accessibility, centrality and others which if improved would be a positive influence to the indicator of the event as the catalyst that is urban renewal, physical redevelopment, and image enhancement.

While the Event as Image Maker with Event as the catalyst have an affinity for very low at 57.9% it can be said there is no strong relationship. It can be seen from indicators such as increased publicity which, if not very influential positive to the indicators of the Event as the catalyst that is urban renewal, physical redevelopment, and image enhancement.

While the event as a catalyst to the event as an animator in the amount of 59.6% it can be said to be the second lowest, and it can be said there is no strong relationship. It can be seen from indicators such as urban renewal, physical redevelopment, and image enhancement which, if not very influential positive improved the indicators of the Event as Animator with indicators such as accessibility, centrality and others.

There is one thing that is important about image enhancement, other variables that influence it relates very low on the image. This shows that the event as an attraction cannot determine with certainty the image formed on the holding of the event Banyuwangi Ethno Carnival and is supported by data that have the value of 67.5%.

IV. CONCLUSION AND SUGGESTION

Conclusion

1. Retrieved from factors Event as a result Things can be said with the quality, please. It can be said that the existing theories are not fully used in the implementation of this Carnival. Hal Ethno Banyuwangi seen from indicators - indicators in the field such as Accessibility, centrality, clustering obtain sufficient performance results.

2. Retrieved from factors Animator Event as a result it can be said with the quality of the Self. It can be said that the existing theories are not fully used in the implementation of Banyuwangi Ethno Carnival. .It Is visible from indicators - indicators in the field such as Attraction, facilities get enough performance results

3. Obtained from the Event as Image Maker factors result can be said with Good quality. It can be said that almost completely the existing theories used in the implementation of Banyuwangi Ethno Carnival. .It Is visible from indicators - indicators such as the publicity field get good performance results.

4. Retrieved from factors Place Marketing Event as a result it can be said with Very Good quality. It can be said that the existing theories used fully in the implementation of Banyuwangi Ethno Carnival. .It Is visible from indicators - indicators in the field such as local authorities and tour agency to get the excellent performance

5. Obtained from the Event as a catalyst factor the result can be said with Good quality. It can be said that almost completely the existing theories used in the implementation of Banyuwangi Ethno Carnival. It is visible from indicators - indicators such as urban renewal field, physical redevelopment, image enhancement get good performance results.

Suggestions

1. For Event factor as Things need to be improved, especially in terms of the availability of public transport facilities to the implementation of BEC. Thus the need to increase the holding of a physical form. For additional physical workable additional fleets for public transport to the venue which is Town square Banyuwangi district which is an open space that can accommodate visitors BEC and supported by facilities located around the venue, such as the procurement of the diversity of transportation had their arrangement in the category of public transport facilities with the data that has the city transportation dr hours of operation at 4:00 a.m. to 5:00 p.m., namely public transport, taxis, rickshaws and others. This was supported by the addition of support facilities such as public transport in the city, houses of worship, gas station, restaurant and other ancillary facilities. Of excess facilities located around the journey to the venue for the event, will have an impact on the comfort of tourists on their trek BEC organizing events, has made a permanent decor is right in the middle of Temple Park Blambangan. Decor that is permanent is able to synergize with the concept of the BEC on the theme of culture in the implementation, it may also help the organizers in the settlement layout and decoration BEC. For the construction of supporting facilities should be held on the road - a main road in Banyuwangi.

2. For the Event as Animator factors need to be improved in terms of development Banyuwangi Ethno Carnival as a new tourist attraction to be used as one of the leading tourist attraction to provide a different experience that is more communicative and attract the attention of tourists with the way the selection of themes that are aligned to the original culture of Banyuwangi not found in other areas. For example in the event content, for the moment content Banyuwangi Ethno Carnival event to be similar to Parade fashion show in other areas so that no more appeal. Here, researchers are trying to suggest in terms of content event there should be a different event that their theatrical performances tells about the social situation of indigenous Banyuwangi at the time. From there, the community in recognizing the native culture and more efficient in delivering the message of local culture. So it will affect the increase in tourist attraction. It must be supported by particularly in terms of level of availability of support services at the place where the BEC. Thus the need holding an improvement in the construction sector related infrastructure.

3. For the Event as Image Maker factors need to be maintained and improved, especially in terms of Influence event BEC towards improving the image of Banyuwangi. To date, the implementation of Banyuwangi Ethno Carnival already helped

to build a new image for Banyuwangi. This was obvious at the time of implementation of Banyuwangi Ethno Carnival, where there are many visitors who come from outside the area Banyuwangi even arrive from abroad for various purposes. And the public was very enthusiastic in organizing invented Banyuwangi Ethno Carnival each year. For the future, the organizers have to keep improving the quality of Banyuwangi Ethno Carnival to be known not only among the local community, but also to the general public and even international scope. This will certainly have a positive impact to lift the name of Banyuwangi and local wisdom in national and international arena. To make improvements to the organizers should expand cooperation with various sectors in terms of improving related infrastructure, increased marketing and improvement of the concept of the show.

4. For a Place Marketing Event factors need to be maintained, especially in terms of level of government support for the implementation of BEC. For now, the government is very supportive in organizing invented Banyuwangi Ethno Carnival. This can be seen from the implementation of Banyuwangi Ethno Carnival which has been held to five times her and will be held for years in the future. This strongly suggests how strong the government to lift the name through the organization Banyuwangi Banyuwangi Ethno Carnival. The success of Banyuwangi Ethno Carnival is not only because of the full support of the government only, but full support tourism stakeholders who contribute to the success of the implementation of the Carnival Ethno Banyuwangi. This of course should remain on hold and on the increase in cooperation between the government and tourism businesses to remain together in optimizing the organization of Banyuwangi Ethno Carnival.

5. For Event factors as catalyst need to be maintained and improved, especially in terms of level of development of the city in Banyuwangi development after the implementation of BEC. In this case, should be improved in terms of infrastructure development of the city in terms of reform and expand a public space, increased development in the accommodation sector, the increase in the construction sector support facilities, and an increase in the transport sector. It certainly cannot be done just by one party alone, but must cooperate to the relevant parties. And in this case the government must also create strategies to attract investors to Banyuwangi. This will certainly impact on increasing public appeal to Banyuwangi.

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