

IMPLEMENTATION OF EVENT MANAGEMENT IN COMMUNITY PARTICIPATION IN SUKAJADI VILLAGE, BOGOR REGENCY

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Abstract

Bogor Regency is one of the favorite destinations in the Greater Jakarta area. One of the tourism developments in the countryside is the Sukajadi Village area. The form of development of the Sukajadi village area that can be done is community participation in implementing an event. In addition, with the existence of an event, the promotion of Sukajadi village as an alternative tourist village can be maximized. The method of implementing event management in Sukajadi village is done by involving the participation of students and the community participation in designing these activities. The implementation plan starts from the Event planning stage by determining the theme that will be raised in the event. The participation used in this "reunite people with nature" activity is a form of symbolic community participation (tokenism) including Placation, Consultation, and Informing.

Keywords: Event Management, Sukajadi Village, Community Participation.

INTRODUCTION

Bogor Regency is one of the favorite destinations in the Greater Jakarta area. This condition is supported by the existing tourism potential including natural tourism, cultural tourism, and artificial tourism. The tourism potentials known in Bogor district are TWA Gunung Pancar, Cimorydairyland thematic tours, Gunung Mas tea plantations, and the Indonesian Safari Park in Cisarua. However, the district is currently developing its tourism focus on rural areas.

One of the tourism developments in the countryside is the Sukajadi Village area. Sukajadi Village is one of the potential tourist villages in the Bogor Regency area. Sukajadi Village itself is located in the Tamansari sub-district, Bogor Regency with an area of 304.14 hectares. The Sukajadi village area has several tourism potentials including the Lake area, KRL Rancage, and Butterfly Park.

The form of development of the Sukajadi village area that can be done is community participation in implementing an event. An event is an event that occurs only occasionally outside of human activities in general. (Getz, 1997) in (Wijaya, Kristanti, Thio, & Jokom, 2020). Meanwhile, according to Wijaya and Rifa'i (2016) (Adhitama & Asnur, 2019), they must be met to achieve the success of an event, namely planning (planning), organizing (organizing), actuating (implementation) and controlling (supervision). Meanwhile, in carrying out an event, good management is needed. Management itself is the achievement of predetermined goals by

using the activities of others (Sadikin, Misra, & Hudin, 2020).

Meanwhile, participation itself according to (Slamet, 1994) is the active participation of a person or community group from the process of needs, and planning, to the stage of implementing activities either through thought or directly in physical form. Meanwhile, (Utami and Sofyan, 2013) in (Indraswari & Rahayu, 2021) state that community participation is community involvement in government activities so that this involvement will have an impact on the process of evaluating and controlling government performance and also minimize abuse of authority.

Referring to the previous theory, event activities are very important in Sukajadi village. This condition certainly makes an alternative program that can be enjoyed by tourists. In addition, with the existence of an event, the promotion of Sukajadi village as an alternative tourist village can be maximized. The purpose of holding events in Sukajadi Village is to introduce Sukajadi Village as a leading tourist attraction in Bogor Regency. In addition, with the event, it is hoped that the community in Sukajadi village will understand and be aware of the importance of being active in the management of tourist villages.

IMPLEMENTATION METHOD

The method of implementing event management in Sukajadi village is done by involving the participation of students and the community participation in designing these activities. Meanwhile, the implementation plan starts from the Event planning stage by determining the theme that will be raised in the event. The chosen theme is "reunite people with nature" in conjunction with World Environment Day which falls on June 5th. This event is planned to start on May 5, 2022, and will be held on June 4, 2022. The following is the flow of the "reunite people with nature" event design. Table 1.

Table 1. Event Design Flow

Stages	Activity	Remarks
1	Event proposal draft	H-30
2.	Potential survey and event location selection	H-27
3.	Event planning and budget	H-25 - H-3
4.	Training and preparation of events with the community involving lecturers, students	H-7
5.	Rehearsal for event activities	H-1
6.	Event Implementation	H

The expected participants are level 2 students from the Bogor Tourism High School with a total of 80 participants. Meanwhile, community empowerment is applied to "reunite people with nature" activities. referring to Arnstein (1969) (Kumendong, Kaawoan, & Rengkung, 2019) determines the eight levels of participation into three parts. The largest participation is called non-participation, the second is what is called tokenism and the third is citizen power. Meanwhile, Arnstein divides it into 3 major parts in the form of participation, namely, (1) there is no public participation (non-participation) including Manipulation, Therapy; (2) symbolic forms of community participation (tokenism) include Placation, Consultation, and Informing; (3) forms of participation that are fully controlled by the community (citizen power) include

Citizen Control, Delegated Power, Partnership. The participation used in this "reunite people with nature" activity is a form of symbolic community participation (tokenism) including Placation, Consultation, and Informing.

RESULTS AND DISCUSSION

The “reunite people with nature” activity was well held on June 4, 2022. By the flow of the event design, in this case, representatives of class 6A&5HM STP Bogor students with their lecturers made their first visit to Sukajadi Village. At this stage, the community participation model is symbolic (tokenism).) namely consultation. As for the consultation, the public is not only notified but invited to share their opinions. The visit was intended to design an activity proposal that would involve the community in Sukajadi Village in this case in collaboration with Pokdarwis as shown in Figure 1.



Figure 1. Discussion of the draft proposal

Source: Lecturer Documentation

In the next stage, the committee of 6B&5HM class students conducted a potential survey and selected a location for the event to take place. This survey activity was carried out 3 days after the first meeting with the Sukajadi village was held. The survey activities involved representatives of the 5HM&6B class committee, Bogor STP Lecturers, and the Sukajadi Village Pokdarwis. At this stage, community participation is included in symbolism (tokenism) which is informing. This is indicated by the committee only providing information to the community, in this case, the Sukajadi Village Pokdarwis regarding the determination and selection of the location for the activity, shown in Figure 2.



Figure 2. Survey of activity locations

Source: Personal documentation

Meanwhile, in the next stage, the committee for class 5HM&6B formulates the budget needed for the "reunite people with nature" activity. The budget was also discussed further with the relevant lecturers, resulting in the final budget for the "reunite people with nature" activity.

In general, the existing budget is fully financed from participants' money in the form of activity package prices and funding from the committee. In addition, the "reunite people with nature" activity is supported by the campus in budgeting and several sponsors. As for the budget, Rp 7,912,500 was allocated for Sukajadi Village. These costs were allocated to accommodate volunteers from the pokdarwis, Pencak silat welcomes, light snacks and nutmeg drinks typical of Sukajadi Village, typical village lead rice, cake Noga demonstrations, cleaning of the seedling planting area, and transportation from the village.

The volunteers from the Pokdarwis are intended to be local guides when the "reunite people with nature" activity will take place. Meanwhile, regarding the welcome in the form of Pencak silat, children from Sukajadi Village will do it. It is different with light snacks and nutmeg drinks which are accommodated by PKK women from Des Sukajadi. Meanwhile, the Nuga cake demo activity utilized the Sukajadi Village SMEs. As for the transportation used by using public transportation owned by the community in Sukajadi Village. In this section, community participation is included in symbolism (tokenism) which is informing. This is because, in the process and determination of the budget, the committee only conveys to the Sukajadi Village Pokdarwis the budget that will be managed by the Pokdarwis party as shown in Figure 3.

Transportation Client					
1	angkutan umum	3	mod	IDR 390.000	IDR 3.040.000
MORE EQUIPMENT					
1	Plastik Sampah	3	pack	IDR 35.000	IDR 105.000
2	Toa	1	pcr	IDR 90.000	IDR 90.000
3	Sound/Speker	1	pcr	IDR 250.000	IDR 250.000
4	Sewa HT	12	unit	IDR 50.000	IDR 600.000
5	Totebag (semasa logo)	100	pcs	IDR 5.000	IDR 500.000
					IDR 1.695.000
MAN POWER SUPPORT					
1	Volunteer	4	org	IDR 100.000	IDR 400.000
2	Pencak silat	1	Group	IDR 300.000	IDR 300.000
					IDR 700.000
MEALS & Snack					
1	Snack Ringan + Minuman Pala	141	pcr	IDR 5.000	IDR 705.000
2	Makanan (Nasi Timbel)	141	pcr	IDR 17.500	IDR 2.467.500
3	Minuman botol	6	box	IDR 38.000	IDR 228.000
4	minum gelas	2	box	IDR 21.000	IDR 42.000
5	Pembuatan Noga	12	box	IDR 25.000	IDR 300.000
					IDR 3.742.500
OTHERS					
1	Berah Pohon Mahoni	100	pcs	IDR 5.000	IDR 500.000
2	Pembersihan area-bibit	1	pcr	IDR 700.000	IDR 700.000
3	Kertas logo	10	roll	IDR 5.000	IDR 50.000
4	Banner 4 x 1M	2	pcr	IDR 70.000	IDR 140.000
5	Stiker 4x4 (logo STP)	4	Lbr	IDR 13.000	IDR 52.000
6	Stiker 4x4 (logo Event)	4	Lbr	IDR 13.000	IDR 52.000
7	Oksigen	2	Pc	IDR 100.000	IDR 200.000
8	Cetak Gelang	130	pcr	IDR 1.500	IDR 195.000
9	ID Card (tempat)	30	pcr	IDR 5.000	IDR 150.000
10	ID Card (tak)	30	pcr	IDR 5.000	IDR 150.000
11	PKK	4	Set	IDR 100.000	IDR 400.000
12	makan supir angkot	8	pcr	IDR 25.000	IDR 200.000
13	Doornize (Totebag, Binder, Tumbek)	1	pack	IDR 50.000	IDR 50.000
14	Snack Group Pemenang	3	pcr	IDR 35.000	IDR 105.000
15	Amplong	1	box	IDR 22.000	IDR 22.000
16	Surat undangan	8	pcr	IDR 2.500	IDR 20.000
	Tissue box	3	box	IDR 10.000	IDR 30.000
	ilm	1	box	IDR 15.000	IDR 15.000
	kanang	1	set	IDR 5.000	IDR 5.000
	koran	1	set	IDR 32.000	IDR 32.000
	pasir, kapas, arang	1	set	IDR 50.000	IDR 50.000
	terigu	1	pcr	IDR 10.000	IDR 10.000
	lakban gunting outer	2	set	IDR 25.000	IDR 50.000
17	Sedotan wama - watti	10	pac	IDR 1.000	IDR 10.000
					IDR 3.188.000
Documentations					
1	Sewa Camera	1		Rp 250.000	IDR 250.000
					IDR 250.000
Total Pengeluaran					IDR 12.579.500
	peserta bayar	83		IDR 100.000	IDR 8.300.000
	paritisa	30		IDR 100.000	IDR 3.000.000
	donasi	1		IDR 3.200.000	IDR 3.200.000
total uang masuk					IDR 15.300.000
surplus					IDR 2.750.500

Figure 3. Breakdown of activities

Source: Documentation of activity reports

In the next stage, the community will be invited to be involved in activities on D-day. Before the process, the Bogor STP lecturers first provided training related to Sapta Pesona, tourism awareness, chse especially food and beverage, as well as the basics and practice of scouting. This is intended so that on the next occasion the Sukajadi Village Pokdarwis can organize an event independently. In this section, community participation is included in symbolic (tokenism) which is placation. This condition was marked by the appointment of some people from the Sukajadi Village community by the Pokdarwis. The appointment is intended as an effort to participate in the participation of the community in Sukajadi Village in the success of the "reunite people with nature" activity as shown in Figure 4.



Figure 4. Scouting practice
Source: Personal documentation

Meanwhile, on D-1 before the activity took place. The committee involved, namely students of class 5HM&6B together with the Sukajadi Village Pokdarwis, held a clean rehearsal together. This is to carry out cross-checks in the field, whether it is by the program that has been designed or needs improvement before the next day of activity implementation. At this stage, community participation is included in symbolism (tokenism) which is informing. This is related to the tasks and roles that were conveyed by the committee during the "reunite people with nature" activity which will take place in Figure 5.



Figure 5. Rehearsal activities

Source: Personal documentation

Meanwhile, during the event, participants have been informed regarding the itinerary for the "reunite people with nature" program. The agenda for these activities is shown in Table 2.

Table 2. Activity Rundown

Time	Activity	Information
07.00	Participants gather at the specified location	Bogor College of Tourism
07.30-08.30	Travel to Sukajadi Village	
09.00-	- Event Opening	- Message from the chairman of the committee, the head of the Bogor Tourism College, the head of the Sukajadi village
10.00	- Group distribution and distribution of local guides from the Sukajadi Village community	
10.00-	- Nuga and Ecobreak making visits and activities	
12.30	- Have lunch	
12.30-	-Symbolic activity of planting mahogany tree seeds	
13.30	- Fun games	
	- Closing	

At the beginning of the activity, all participants of level 2 students of STP Bogor as many as 80 people gathered at the campus location. This is done for participant registration and announcements related to the rules that participants need to follow during the activity. Figure 6.



Figure 6. Participants gather
Source: Personal documentation

As for arriving at the Sukajadi village location, the participants will be at the first site, namely the village hall. While at this site, the participants were welcomed by a jaipong dance performed by representatives of young people from Sukajadi village. Meanwhile, the committee, in this case, the collaboration between students and the Sukajadi village pokdarwis, began to re-register the participants. At the same time, the event was continued with remarks from the chairman of the committee represented by the students of STP Bogor, remarks from the Chairperson of STP Bogor, and remarks from the Head of Sukajadi Village. At this stage, community participation is included in symbolism (tokenism) which is informing. This relates to the division of tasks and roles conveyed by the committee on the implementation of the "reunite people with nature" activity as shown in Figure 7.



Figure 7. Message from the Chairperson of STP Bogor
Source: Personal documentation

Meanwhile, in the next stage, the participants were directed to an environmentally friendly area in the rancage alley, Sukajadi Village. The activities carried out by the participants were making eco breaks and making nuga. The activity is expected to provide experience to the participants. Meanwhile, for the community themselves, eco-break activities and the manufacture of nuga are expected as a means of promotion related to the superior products of Sukajadi Village. In this section, community participation is included in symbolism (tokenism) which is informing. This relates to the duties and roles conveyed by the committee during the

"reunite people with nature" activity as shown in Figure 8.



Figure 8. Eco break Activities

Source: Personal documentation

Meanwhile, at the end of the activity related to the "reunite people with nature" activity, a ceremonial ceremony was held regarding the peak of the activity in commemorating international environment day. The activities included planting tree seedlings by representatives of participants, the community, and lecturers of STP Bogor. The series of activities then closed with fun games. As for the stage of community, participation is included in the symbolic (tokenism) informing. This condition is supported by the roles and responsibilities of both the committee and the Sukajadi Village pokdarwis as shown in Figure 9.



Gambar 9. Ceremonial penanaman

Sumber : Dokumentasi pribadi

CONCLUSION

The "reunite people with nature" activity which was held on Saturday, July 4, 2022, went smoothly. This was supported by the collaboration between the committee and the Sukajadi Village Pokdarwis. Community participation in these activities is included in the symbolic (tokenism).

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