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The Influence of "Kuta Karnival" Event against Image of Bali as Tourism Destination

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Abstract

Tourism is often relied as a source of foreign of the states. In Indonesia tourism is the 4th largest source of foreign exchange and therefore many countries continues to promote their tourism to earn local and international tourists. As the most developed tourism destination in Indonesia, tourism of Bali had a decline in tourist numbers which caused by 1st Bali Bombing. The balinese and the government make some strategies to rebuilding image of Bali as a tourism destination. One of the strategies is KutaKarnival events. This research aims to determine The Influence of Event KutaKarnival against Image of Bali as a Tourism Destination.

This research used quantitative research with causality method. Researchers had 400 respondents with incidental sampling technique, as well as with simple linear regression analysis technique that is the attitude of the independent variables and the dependent variables.

The resulted of this study can concluded that KutaKarnival event's had been conveyed properly, with percentage of 77,4%, and the image of Bali as a tourism destination with a percentage of 66,6%. There is also some significant effect of this event against image of Bali as one of Tourism Destination.

Based on the analysis and discussion, the regression models were used to predict attitude that is affected by advertising the message is applicable. The count table above in this research showed that tcount>ttable (12,398>1.966). The decision is H0 is rejected and H1 is accepted. It can be concluded that event KutaKarnival had a significant effect against image of Bali as Tourism Destination.

Keywords : Tourism, Event KutaKarnival, Image.

Introduction

Tourism is one of an important things that human needs in their life. Tourism is one of recreation things or holiday that peoples leave their own hometown to others hometown to get their various objective to fullfill their needs. Many definition of tourism are standardized

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by laws No.10 in a year 2009 about tourism. Tourism is many kinds of tourism things that supported by many kinds of facilities and services that prepared by community, entrepreneur, and government.
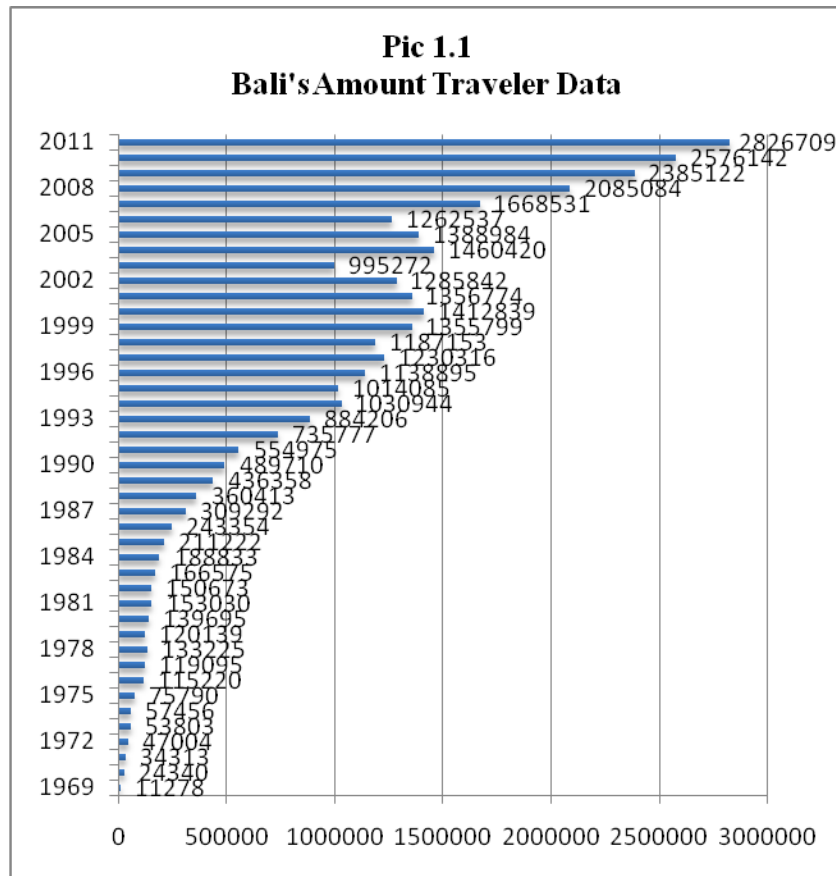
Based on definition of tourism, we can said that if traveler in some country increasing in amount of it, their need many kinds of facilities and vehicle which in destination country,certainly all those things will make some advantages for government during travelers still come to those town and spending their money over there. It can start from transportation cost, accomodation cost, food and beverages cost, attraction cost, souvenirs cost, and many more. Beside those things, there're many kinds of things that can get from travelers related to which countries they will come to. Oka A. Yoeti (1996:22) said that "Those advantages are job opportunities, increase national income, tax cost, and non domestic balance of payments. *"Tourism profit can make perception for tourism paradigm as economic machine to foreign exchange for economic development, no exception for Indonesia country"* (Suryo Sakti Hadiwijoyo, 2012:54).

First step of archopelago tourism start from a year 1908, when King's of Bali collapse in front of Netherlands army. In that year, Bank's delegation, Insurance companies delegation, airlines delegation and many mores build some association in Jakarta that organize tourism traffic in Hindia-Belanda, it called *VereeegingToeristenVerkeer.* Working space for that tourism agen evolve to Bali (Picturesque Dutch East Indies, 1925), but travelers start come to Bali especially in a year 1924, after weekly cruise was opened between Singapura, Batavia, Semarang, and Surabaya, to Buleleng (Singaraja harbour), and to Makassar (Michel Picard, 2006: 30).

Beautiful nature and unique culture of Bali steal the show of peoples around the worlds (balinter.net yang diaksespada 21 Maret 2014 pukul 16.22).
Information spreading using many kinds of media with foreign peoples become an effective way to make peoples come to Bali, their experience to Bali make them give a title degree for Bali as *The Island of Gods, The Island of Paradise, The Island of Thousand Temples, The Magic of The World.* Denpasar, In a year 1930 build a hotel to accomodate travelers in that time, Bali hotel, today we said Inna Bali Hotel, is some building with colonial architecture become historical tourism in Bali and still exist and looks like original architecture.Not only accepted travelers but they're accepted cultural tourism.

Research Background

In 1st August 1969, President of Indonesia was announce officialy Ngurah Rai International airport, Tuban. Effect of those moment tourism of Bali terpusat at Kuta, Sanurand Nusa Dua. Not just only in accomodation sector that evolved, but in transportation sector feel the same way too, and It make increased Bali's travelers. Based on data from BadanPusatStatistikProvinsi Bali, travelers amount to Bali from year to year are :

Pic 1.1
Bali's Amount Traveler Data

Year	Value
2011	2826709
	2576142
2008	2385122
	2085084
	1668531
2005	1262537
	1388984
	1460420
2002	995272
	1285842
	1356774
1999	1412839
	1355799
	1187153
1996	1230316
	1138895
	1014088
1993	1030944
	884206
	735777
1990	554975
	489710
	436358
1987	360413
	309292
	243354
1984	211222
	188833
	166575
1981	150873
	153030
	139695
1978	120139
	133225
	119095
1975	115220
	75790
	57456
1972	53805
	47004
	34313
1969	24340
	11278

Source: bali.bps.go.id access on April 8th 2014, 01.32 am

Many kinds of promotion ways already done by government and peoples to build Bali become the best tourism destination town in Indonesia. One of promotion way that had been done by them is event. In Bali, there're so many annual events was held to attract travelers, domestic or foreign travelers, such as Bali Art Festival, Bali Kite Festival, Nusa Dua Fiesta, KutaKarnival, Denpasar Festival, Legian Festival, danSanur Village festival. From those kinds of events, there's one event that called KutaKarniva event, is an event that had jingle like *"KutaKarnival – a Celebration of life". It was held after Bali Bombing I tragedy, in September 2003.* Year by year , this event was held with amount of audiences about thousand peoples per year. In 2010, Kuta Karnival event had some appreciation from *Indonesian Tourism and Travel Award (ITTA)* (sumber: http://bali-travelnews.com/ access on April 8th 2014 at 01.37 am). Lots of peoples from embassy, companies, non government organization, travelers and local peoples contributedto this event every year.

At First, goals of this event are rebuilding Bali tourism that already had high decrease, impact of Bali Bombing I. Based on data in tabel 1.1 said that in a year 2003, there's decrease amount of traveler about 29,2% from totally amount of travelers in 2002. This tragedy involved 202 people dying, 164 peoples is foreign peoples from 24 countries, 38 others peoples are Indonesian suffered wounds.

"Tragedy Bali Bombing I make image of Bali not good anymore in worlds opinion. Frank Jefkins (2003: 20) said image that framework on others peoples about some organization is *Current Image.* KutaKarnival's event organizer hope that after this event was held can rebuilding image of Bali being positively and make Bali as tourism destination town like before, remember that in tourism sector, Bali such a one of developing sector to Indonesia. (www.indonesia.go.idaccess onMei 31, 2014 at 01.21 am). So, this research want

to know about are there significant influence between Kuta Karnival Event and Image of Bali as tourism destination town after tragedy Bali Bombing.

Marketing Communication

Based on Kotler & Keller (2009: 172) *marketing communication* is a tools that companies informed, persuade, and remind customer directly or non directly about products and brand that companies sale to. The point are, marketing communication presented "voice" and branding of companies and tools that companies can make dialog and building relationships with customers.

Warren J. Keegan (1995) (in Machfoedz, 2010 : 16) said : marketing communication are all marketing elements which given values for customers and stakeholder from all companies. From 2 (two) definitions about marketing communications we can said that marketing communications are companies activities about communicate products or services to persuade customers doing transactions.Marketing Communication Mix, based on Kotler & Keller (2009:174) be composed by 8 (eight) primary communication model, there are :

1. Advertising : every kinds of presentation model that did not doing by human and products or services promotion thinking with techincally sponsored.
2. Sales Promotion : many kinds of short term incentive to pushing peoples try or buy products or services.
3. Event : activities and program that being sponsored by companies that arrange to create daily interaction or interaction that connected with picky brand.
4. Public Relation/Publicity : Many kinds of programme that arrange to promote or guarding some image of companies or their products.
5. Direct Marketing : Using mail, telephone, faximile, email, or internet to communicate directly to customers and than it need some feedback or build dialogical communication from loyal customers and prospectly.
6. Interactive marketing : activities and online programme that arrange to loyal customers and prospectly directly on non directly to increase kesadaran, image recovery, or create products and services buying activities.
7. Word Of Mouth : verbal communication, written and electronic between peoples that conected with keunggulan or buying experience or using some products or services.
8. Personal sales : face to face interaction with one or more prospective customers to doing presentation with questions and answers session.

Event

Event is kinds of activities that helding to celebrate important thungs in a whole life of humanity as individual or as groups that corelated with culture, tradition, religius that held to some kinds of destination and doing with peoples in their living space in one times. (Any Noor, 2009:7).

Tabel 2.2

Positif and Negative Effects from Events

Effects	Positive Effects	Negative Effects
Social and Culture	Change Experience Tradition bounding Building groups of peoples Introduce new ideas Cultural spreading	Isolation and Manipulation to peoples Negative image for peoples Bad habbit Anarchy

		Unusual social habbit Loosing identity and originality some countries
Area	Viewing beautifully of panoramic Role model event's location to other event organizer Area care awareness Infrastructure building Increase transportation and telecomunication Fixing new area	Broken area Polution Broken history site Voice polution Traffic Jam
Politics	Image of international world Increase contries's profiling Invest and promotion Promotion to invest International Social togetherness Increase skill of event organizer	Fail risk False cost aloccation Lower accountability Losing owner and control to peoples Ideology legitimation Bad reputation
Tourism and Economic	Promotion of tourism town Increase amount of travelersp Increase travelers time to stay Increase salary Increase salary from tax\ Build job fair	Peoples just hope to tourism sector to increase economic Town exploitation Unstable price and cost

Souce: Noor, Ani (2009)

Image

G. Sach in Soemirat and Elvinaro Ardianto (2007:171) saidimage is our perception about us and respons to us that having different ideas.Katz in Soemirat and Elvinaro Ardianto (2007: 113) said image is way of peoples looking to some companies, individual, some commitee and about some activities

Frank Jefkins said in Soemirat and Elvinaro Ardianto (2007:114), image is peoples perception or individual about something coming from their knowledge and experience.JalaludinRakhmadin SoemiratandElvinaroArdianto (2007:114), image is perspective about reality and not always same with reality, image is world's of perception.

Frank Jefkins (2003: 20) said, there're many kinds of image. Here are 5 (five) kinds of image, such as:

1.*Mirror Image*.

2.*Current Image* (others perception)

3.*Multiple Image*
4.*Corporate Image*
5.*Wish Image*
In this research we *Current Image*as sub-variable from image.

Tourism
James J Spillane (Suryo Sakti Hadiwijoyo, 2012:42) said : tourism is a journey from one to other places and non permanent, doing by individual or goups.Mathieson and Wall (I Gde Pitana & I Ketut Surya diarta, 2009:46) said that tourism had about 3 (three) primary elemt, there're :
1. *A dynamic element*, is travelling to some destination
2. *A static element, transit in destination town*
3. *A consequential element*

Methodology

The method of this research is quantitative descriptive, with konstrutivism paradigm. Sugiyono (2013: 35) said about descriptive research is some problem research that connected with questions about independent variable position, with one or more than one variable (independent variable). So, in this paper research, researcher didnt looking for comparation from corelation from one to other variables.

To knowing aboutt the effects of Kuta Karnival event against Bali Bombing as tourism destination, researcher using causality corelated. Sugiyono (2013: 37) said that causality corelated is about cause and effect. So, there're independent variables and dependent variables.

Independent Variabel (X) : *Ku*ta Karnival event
Sub variabel :
    1. Uniquely
    2. Perishability
    3. Intangibility
    4. Ambience and Services
5. Personal Interaction

Dependent Variable (Y) : *image*bali as tourism destinationwith sub variable "current image".

In this research, researcher just only used 4 (four) scoring steps, with erasing "netral" scoring, it reason doing to spare about unbalance finding scoring.

Population in this research are Australian travelers who come to Bali especially in South Bali who ever come to Kuta Karival event.This paper research just only using Australian as population because Australian are the most victims (88 victims) on Bali Bombing I tragedy.

Amount of population of this research is not known for certain, so researcher using Bernouli formula to determine amount of (Wibisono, 2003):

$$n = \frac{Z^2.p.q}{e^2}$$

$$n = \frac{(1,96)^2 .0,5.0,5}{0,05^2} = 384$$

Notes:
n = minimun amount of samples

e = error rate

Z = value of standard normal to the level of significan α/2

p = amount of true quesioner proportion

q = amount of false quesioner proportion

Amount of minimum sampe are 384 respondent and we used 400 respondent. Sampling technique of this research is nonprobability sampling.To get data for quesioner, researcher used *insidental.sampling.*
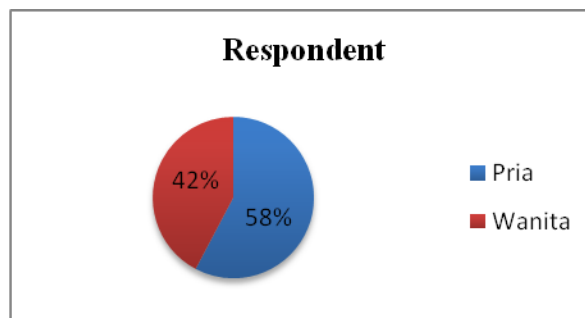
Finding And Discussion

Data result from quesioner are :

1. Respondent charachteristic based on gender

Tabel 4.1

Gender

No	Gender	Amount	%
1	Pria	231	58%
2	Wanita	169	42%
Total		400	100%

Pic 4.1

Gender

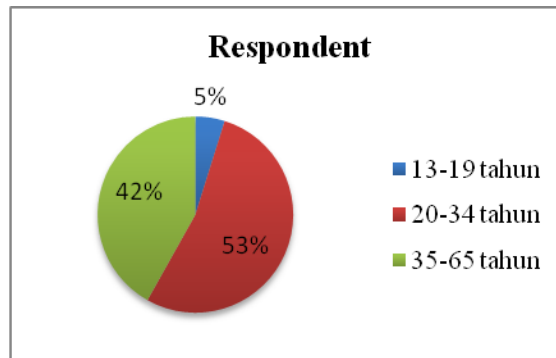Based on the data result, from 400 respondent, 231 peoples (58%) are man gender and 169 peoples (42%) are woman gender. So, we can said that Kuta's Australian travelers mostly are Man gender.

2. Respondent characteristic by age

Tabel 4.2

Age

No	Age	Amount	%
1	13-19 years	19	5%
2	20 - 34years	209	53%
3	35 - 65years	172	42%
Total		400	100%

Pic 4.2
Age

Based on data result age of respondent are 19 peoples (5%) are 13-19 years old range and 209 peoples 20-34 years old range, 172 peoples (42%) baetween 35 - 65 years old. So, we can said that Kuta's Australian travelers mostly are between 20-34 years old.

Resulted

Descriptive Analysis
Responden feedback about Kuta Karnival event

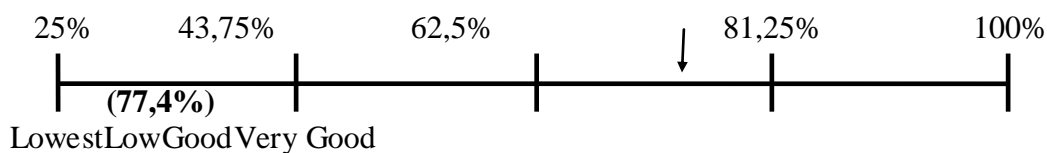Tabel 4.3
Responden's feedback about Kuta Karnival event

No	Questions	4	3	2	1	Amount	Total Score	Ideal Score
1	item 1	225	166	9	0	400	1416	1600
		56,3%	41,5%	2,3%	0,0%	100,0%	88,5%	
2	item 2	105	245	38	12	400	1243	1600
		26,3%	61,3%	9,5%	3,0%	100,0%	77,7%	
3	item 3	146	230	24	0	400	1322	1600
		36,5%	57,5%	6,0%	0,0%	100,0%	82,6%	
4	item 4	142	227	24	7	400	1304	1600
		35,5%	56,8%	6,0%	1,8%	100,0%	81,5%	
5	item 5	140	229	31	0	400	1309	1600
		35,0%	57,3%	7,8%	0,0%	100,0%	81,8%	
6	item 6	175	199	26	0	400	1349	1600
		43,8%	49,8%	6,5%	0,0%	100,0%	84,3%	
7	item 7	81	198	114	7	400	1153	1600
		20,3%	49,5%	28,5%	1,8%	100,0%	72,1%	
8	item 8	130	230	33	7	400	1283	1600
		32,5%	57,5%	8,3%	1,8%	100,0%	80,2%	
9	item 9	22	171	163	44	400	971	1600
		5,5%	42,8%	40,8%	11,0%	100,0%	60,7%	
10	item 10	31	275	87	7	400	1130	1600

		7,8%	68,8%	21,8%	1,8%	100,0%	70,6%	
11	item 11	59	297	44	0	400	1215	1600
		14,8%	74,3%	11,0%	0,0%	100,0%	75,9%	
12	item 12	124	262	14	0	400	1310	1600
		31,0%	65,5%	3,5%	0,0%	100,0%	81,9%	
13	item 13	74	230	89	7	400	1171	1600
		18,5%	57,5%	22,3%	1,8%	100,0%	73,2%	
14	item 14	41	279	78	2	400	1159	1600
		10,3%	69,8%	19,5%	0,5%	100,0%	72,4%	
Total Score amount							17335	
Score percentage							77,4%	

Source : Based on resulted data processin

Based on tabel 4.1 researcher outlining each items based on Event's variable, there are :

1. Item 1 :88,5%. (very good)   13. Item 13 73,2% (good)
2. Item 2 :77,7% (good)   14..Item 14 72,4%. (good)
3. Item 3: 82,6% (very good)
.4. Item 4 81,5% (very good)
5. Item 5 81,86 (very good)
6. Item 6 84,3%. (very good)
7. Item 7 72,1%. (good)
8. Item 8 80,2% (good)
9. Item 9 60,7%. (low)
10. Item 1070,611 (good)
11. Item 11 75,9% (good)
12..Item 12 81,9%. (good)

```
 25%      43,75%       62,5%           81,25%        100%
                                    ↓
 ├────────┼────────────┼─────────────┼─────────────┤
   (77,4%)
LowestLowGoodVery Good
```

Pic 4.3
Event's continum line
Source : Based on data processing resulted

Based on resulted of descriptive statistic we can said that Event's variables are in "good" category and got the resulted about 77,4 %

Respondent feedback about image
Tabel 4.4
Respondent feedback about image

No	Questions	4	3	2	1	Amount	Total Score	Ideal Score
1	item 1	18	220	140	22	400	1034	1600
		4,5%	55,0%	35,0%	5,5%	100,0%	64,6%	
2	item 2	33	235	132	0	400	1101	1600
		8,3%	58,8%	33,0%	0,0%	100,0%	68,8%	
3	item 3	19	225	153	3	400	1060	1600
		4,8%	56,3%	38,3%	0,8%	100,0%	66,3%	
Total score amount							3195	
Score percentage							66,6%	

Source : Absed on data processing resulted

Based on tabel 4.4 researcher oulining each item based on image variables, there are :

1. Item 1 :64,6% (good)
2. Item 2 :68,8% (good
3. Item 3 66,3% (good)

| 25% | 43,75% | 62,5% | 81,25% | 100% |

(66,6%)
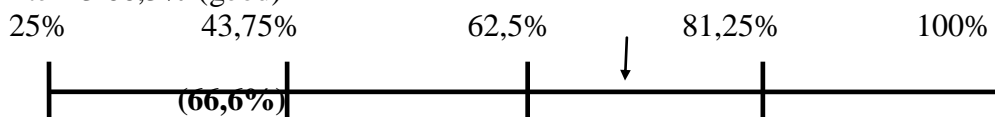
Pic 4.4
Image Continum line

Lowest   Low**Good**   Very Good

Based on resulted of descriptive statistic we can said that Image's variables are in "good" category and got the resulted about 66,6%.

In this research, we used simple linear aggression to knowing corelation degree between X variables (Event) and Y variables (Image) simultaneously. Researcher used SPSS version 13, and get the resulted :

Tabel 4.6
SimpleLinear
Aggression

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.706	.183		3.858	.000
	Event (X)	.696	.056	.528	12.398	.000

a. Dependent Variable: Image (Y)

Source : Data processing resulted

Based on tabel data, resulted of similar regresion are :

$Y=a+bX$

Wherein :
Y   : Image
a   : Constanta values
X   : Event
b   : Coefficient regression
Based on SPSS software resulted we can get a= value and b= value, so we can get the resulted of simple linear aggression such as :
Y= 0.706 + 0.696.X

It means :
a = 0,706 if X variables had 0 value, so Y variables had 0,706 value, we can said that if there's no "Event" so Image just only about 0,706.
b= 0,696 if Event (X) variables increasing one unit, so Y variables will increase about0,696 unit. So, we can said that if the Event will enchanced, it will be positive influence for image.

T-Test (Uji-T)
Hypotesis test doing to looking are there significant influence or none between both variables in this research :
$H_0 : \beta = 0$, it means no significant influence between Evenet and Image
$H_1 : \beta = 0$, it means there;re significant influence between Event and Image

Tabel4.7
T-Test resulted

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.706	.183		3.858	.000
	Event (X)	.696	.056	.528	12.398	.000

a. Dependent Variable: Image (Y)

Source :Data processing resulted
Resulted of SPSS software find that t_{hitung}resulted 12,398, with α=5% and derajatkebebasan (dk)=n-2=392, so based on it tabel resulted about thitung value and ttabel, we can said thatit$_{hitung}$value >t$_{tabel}$(12,398>1.966). H_0rejectedand H_1 accepted, so we can said that Event has been significant influenced to Image .

Consclusion
     Based on resulted statistic and resulted analyze of this research, there're many conclusion of this research. Based on 400 respondent, event get resulted in high category, so we can said that this event has been well organized with 77,4%. Percentage, and based on descriptive statistic data we can said that image in high category, so Bali image as tourism destination town has been well with 66,6 % percentage respondent feedback. Based on The count table above in this research showed that tcount>ttable (12,398>1.966). The decision is H0 is rejected and H1 is accepted. It can be concluded that event KutaKarnival had a significant effect against image of Bali as TourismDestination, Based on determinant coeficient R square

0.279 or 27,9%, from this resulted we can said that iamge Bali as tourism destination influnced by KutaKarnival event. Another influences factors will be explained on others reason is about 72,1%, and not being research variables on this paper research.

Limitations And Implications On Future Research

For future research, we hope that next researcher can research about another influences factors that finding about 72,1% based on quesioner respondent feedback and not being research variables on this paper research.

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