

THE PROCESS FOR LOGISTICS DISTRIBUTION OF DIENG CULTURE FESTIVAL EVENT

Salsabila Firdausi Dzulhianty^{1*}, Mohamad Rifky Habibie², Didiet R Hidayat³, Lut Mafrudoh⁴

^{1, 2, 3, 4} Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia

*Corresponding author: salsabilahfirdausidz@gmail.com

Abstract. *The purpose of this research is to explain the role of logistics in preparing and distributing logistics needs for Dieng Culture Festival Event. This study elucidates more about the distribution of goods needed for the implementation of Dieng Culture Festival. The study used qualitative descriptive method with an in-depth interview analysis tool (DEPTH interview) and focused on how the organizer managed the distribution of goods to meet the needs of Dieng Culture Festival (DCF). The results of the Analysis towards distribution of goods needed can not be distributed on a large scale because of Dieng area which is a high plateau so that it requires transportation that is more possible to pass through hilly areas at an affordable cost.*

Keywords: *Dieng culture Festival, Logistics management, distribution, transportation*

1. Introduction

The local culture-based festival is one of the ideas in creative tourism, in Indonesia. Several local cultural festivals have become an attraction for both domestic and foreign tourists, one of which has been successful and attracting a lot of attention is Dieng Culture Festival (DCF).

DCF has been a regular annual event since 2012 in Dieng Plateau with a variety of arts and culture of Dieng itself, one of which is the children's dreads-cutting. In addition, it does not only show the traditional performances of Dieng community, but this event is also filled with various other performances, such as the jazz music performance above the Clouds, lantern festivals, dance performances, and others.

In other words, DCF is a program that will be done in a planned order for a purpose. The event is very much dependent on the idea relating to the pre-compiled plans.

Therefore, many things have to be prepared in organizing this event. Maturity in preparing all aspects needed in organizing the event is the main influence that can make the festival run well, including in the preparation of the exhibits that will be used during the event so that the need for a good logistics management to supply the goods or equipment for the exhibition that are utilized at the time of the event can be monitored properly.

Moreover, logistics is the process of managing, transferring, and storing goods and related information from the source of goods, effectively and efficiently. The benefits of logistics for the implementation of DCF is to facilitate the team to know the available logistics information which is related to DCF.

In actual practice, DCF is usually carried out within 3 days. The following schedule is the implementation of DCF.

Tabel 1. DCF Time Schedule

2012	30 June – 01 July
2013	29 - 30 June
2014	30 - 31 August
2015	01 - 02 August

2016	05 - 07 August
2017	04 - 06 August
2018	03 - 05 August
2019	02 - 04 August

Source: www.diengkulon-banjarnegara.desa.id

Then, the application of the problem that will be discussed is: a) How is the process of determination of goods-logistic goods for Dieng Culture Festival? b) How is the process of distributing logistics to get to Dieng Culture Festival? c) What are the constraints encountered during the process of logistics in delivering goods in Dieng Culture Festival?

2. Literature Review

A. Logistics

Logistics is about getting the right product, to the right customers, in the right amount, in the right conditions, in the right place, at the right time, and at the right cost. (Bizuaen, 2019)

B. Distribution

Distribution Logistics is a part of the entire supply chain process. It is more concentrated on how to deliver finished products to the end which is customer's hands. The process of delivering final goods to end customers can be called physical distribution. (Xu Miaoer 2017)

C. Tourism

Tourism is a journey from somewhere else that is temporary, which is done individually or in groups as an effort to achieve balance or harmony and happiness with the environment. Meanwhile, according to (Koen Meyers, 2009), tourism is a travel activity that takes place temporarily from the residence to the destination area for reasons not to settle or to make a living but only to fulfil curiosity, spend leisure time, or holiday and other purposes.

D. Event

As explained by Van der Wagen (2000), the characteristics of the event or activities are as follows:

1. An exciting experience or a once-in-a-lifetime experience for participants.
2. A generally expensive show.
3. a usual short-lasting time.
4. Requiring long-term and precise planning.
5. Generally executed once, or held usually at the same time every year.
6. Having a high risk in financial terms and security.
7. Involving many people, including the event management team.

From the characteristics above, it is known that activity requires mature preparation and coordination among good teams. In general, an activity is carried out at the same time and routinely once a year. Therefore, it should be better to conduct activities year after year. In addition, in conducting activities should consider the safety and the risks that will be faced during the implementation of activities, so that the constraints during activities can be reduced.

3. Research Methodology

The study used qualitative descriptive method with an in-depth interview analysis tool (DEPTH interview) and focused on how the organizer managed the distribution of goods to meet the needs of Dieng Culture Festival (DCF). Information and data sources were obtained from the interview activities to the subject that had the knowledge on the elegance of DCF so that the

information could be obtained credibly and fitted in the needs needed in this research. The resource in this study was the organizers of DCF who regulated how the distribution of the Festival needed to be held in order to run well.

Data acquisition was done by way of interviews and directed group discussions. This research used the approach of data analysis techniques developed by Miles, Huberman, and Saldana (2014) by reducing data, then splitting the unfocused data so that the data showed patterns or themes. Furthermore, it presented the data that had been reduced to help understand and analyze it easily. The last process was conclude the research results that had been done.

4. Discussion & Result

4.1 *Process of determining the necessary goods for the activities of Dieng Culture Festival*

1. The Organizer did list what the research needed from each division. Then, it was adjusted to rundown of the event.
2. The organizing committee conducts simulation events to know more about the needs of items to host the event.
3. Communication with the experienced organizers is done through asking the organizers of Ngayog Jazz, Prambanan Jazz, Bromo Jazz, and others to get a reference to the providers of the sound goods or event tools that are experienced in organizing the tools needed for the events.
4. Making offers to some of the providers of the goods to cooperate is performed.
5. The Committee ensures the providers that the goods need to be in a good condition and well-functioning because the temperature factor is quite cold so that the sound system and so on in order to prevent malfunctions during the event.
6. The Committee determines which providers of the goods will be used to cooperate.
7. Agreement between the Committee and the providers of the goods needed for the event is on the price, the duration of the rental of goods, and the distribution of the goods.

Hence, for the process of determination of the goods-logistics event activities of the DCF, the organizer must be very selective to determine the vendor of goods needed for DCF because the temperature is very cold that can cause the malfunctions of the goods. Furthermore, the organizers must choose a vendor that is prepared with the cold conditions in DCF location so that the equipment can function optimally and does not interfere with the course of the event.

4.2 *Needs required in the implementation of DCF*

1. Stage needs: Soundsystem, musical instruments, stage frame, backdrop, electrical properties, lighting, artistic properties.
2. Communication needs: BTS towers, HT's, computers, generator set, radios, traffic properties.
3. Safety Requirements: fences, emergency light towers, explosive detectors, fire extinguishers, temperature monitoring equipments, anti-terrorism properties.
4. Health needs: oxygen, stretchers, first aid kits, ambulances.
5. The need for Documentation: cameras, CCTV cameras, drones.
6. Transportation needs: Vehicle Mobilization Committee (motorbikes, cars).
Other needs: Participant properties (custom clothes, makeup tools, consumption), a public kitchen, merchant tents, public toilets, Committee's uniforms etc.

4.3 *Distribution of goods needed for the events*

1. *Source of the needed items*

All the tools needed for the event are largely chartered from the providers of the goods and equipment. Additionally, the stage and soundsystem come from areas in Central Java such as Purwokerto, Solo, and Yogyakarta.

2. *The time required for distribution*

- a. Delivery of goods to the event location is scheduled at night in order to not disturb the citizen activities due to narrow street conditions.
- b. The time for distributing all the tools needed for the event takes more than two days from the place of origin to the location of the event.
- c. Maximum Equipment readiness is within two days before the event. So, the providers of the goods and organizers have the most time, at least five days, before the event begins. The purpose is to distribute the goods up to the set up of the goods.

3. *Transportation*

The referred transportation is a vehicle that can deliver goods to the destination of Dieng Culture Festival. The main use of transportation is to deliver the goods quickly and on time. The other factors that affect the selection of transport is that it needs to be connected with the minimum cost, namely looking for cheap but reliable transportation and the speed has to be maximal and timely or not too late. The transportation selection is done by the provider and is adjusted to the capacity of the goods transported to the event location.

4. *Tool Installation*

The installation of the tools will be carried out by the providers of the goods themselves and will be disassembled after the event is completed by the providers of the goods.

4.4 *Constraints arising in the distribution of goods*

1. *Path:*

Easier route selection should be noticed including the distance, travel time, the consumption of fuels, and safety of the travel route. All of these things should be noted so that the risk of such error selection can be minimized in order to not inflict too much harm. Understanding a route characteristic can be prioritized to reduce any cost. DCF location is in the village of Dieng that has a winding and uphill terrain, so it becomes a challenge for the providers of the goods to ensure that the goods are carried at the right time and in a good condition.

2. *Transport vehicles :*

The use of transportation or vehicles is also worth noting. According to Aprilianto, one of the members of the Group (conscious tourism) of Dieng Pandawa as the organizer, the use of large vehicles to transport goods needed by the event will be really impeded because of the path factor to the event location.

Therefore, the providers of the goods and organizers themselves need to prepare a smaller vehicles when the transport of the goods needed by the event is hard to pass the path to DCF. The logistics distribution requires 5-10 small pickup cars and one large truck for one time distribution. In addition to the additional transporters, it needs manual resources that can bring these vehicles to the venue so that the providers of the goods must prepare drivers who are accustomed to passing the lines to bring the pickup transport vehicles to the location of the event. This usually relies on the help of local residents or the organizers themselves.

3. *Cost:*

Due to narrow, winding and uphill mountain path factors, the used transportation cannot pass the path to the location of the event so that the vehicles must pass through the line, which adds to the costs such as:

- a. The cost of renting smaller vehicles to transport goods to the event location.

- b. The cost of paying the additional transporters' drivers to deliver the goods has been changed to a smaller truck if the transport vehicle is prepared by the providers of the goods.

In 2013, the committee faced problems in distributing goods needed, importantly the bridge that was broken in the area of Wonosobo to Dieng at the time of distribution so it forced the transport vehicle to look for another alternative line through Banjarnegara and forced to change the transport vehicle to the smaller ones by the calculation below:

- 1) At the beginning, the number of vehicles consisted of 5 large trucks with the plan to pass the Wonosobo line.
- 2) Then, there was a problem that the bridge broke down between Wonosobo and Dieng.
- 3) Transporting vehicles turned back and changed their route through Banjarnegara.
- 4) The condition of the narrower and twined Banjarnegara line forced the committee and the providers to move the luggages to the smaller transport cars.
- 5) The goods in five large trucks were transferred to ten small carry-on (pickup) vehicles.
- 6) Late arrivals occurred at the event location.
- 7) The Committee needed more time to set up or install the tools and goods.
- 8) This problem caused a delay in the first day of the early morning event, so that new events began at night.
- 9) The visitors decreased to about 40%-60%

5. Conclusion

Based on the results of the descriptive qualitative study with interview techniques towards the organizers of Dieng Culture Festival, is concluded that:

1. The Committee determines what items are needed in organizing the Dieng Culture Festival by listing each division. Each division makes records of what necessities are needed in organizing the event. The Committee also conducts simulation implementation of the event to know in detail the goods or tools of what is needed.
2. Selecting a vendor located not far from the event venue location is important. The venue, at height of 2060 above the sea level, makes distribution process of event equipment of DCF need special management because the path to the venue is narrow and uphill so that equipment carried by the transporter truck from the origin needs to be transferred to the smaller transport cars like the pickup cars when it has entered the lane that cannot be passed by large vehicles to get to the event venue. The time required to perform the distribution of equipment takes more or less two days.
3. The main obstacle encountered in the process of distributing equipment needs is narrow and uphill, so the large transport vehicles cannot access the mainline because of road conditions, and more cost arises because it is necessary to rent smaller transport vehicles (pickup) to bring equipment that is carried by big trucks to the venue.

References

- Ali, F., Ryu, K., & Hussain, K. (2016). Influence of Experiences on Memories, Satisfaction and Behavioral Intentions: A Study of Creative Tourism. *Journal of Travel and Tourism Marketing*, 33(1), 85–100. <https://doi.org/10.1080/10548408.2015.1038418>
- Amaral, G., Bushee, J., Cordani, U. G., KAWASHITA, K., Reynolds, J. H., ALMEIDA, F. F. M. D. E., de Almeida, F. F. M., Hasui, Y., de Brito Neves, B. B., Fuck, R. A., Oldenzaal, Z., Guida, A., Tchalenko, J. S., Peacock, D. C. P., Sanderson, D. J., Rotevatn, A., Nixon, C. W., Rotevatn, A., Sanderson, D. J., ... Junho, M. do C. B. (2013). No 主観的健康感を中心とした在宅高齢者における健康関連指標に関する共分散構造分析Title. *Journal of Petrology*, 369(1), 1689–1699.

<https://doi.org/10.1017/CBO9781107415324.004>

- Azhar Melati Putri, D., & Nurhidayati, H. (2018). Faktor Pendorong Dan Penarik Wisatawan Terhadap Jazz Gunung Bromo Sebagai Atraksi Music Tourism Di Jawa Timur. *Journal of Tourism Destination and Attraction*, 6(1), 26–38. <https://doi.org/10.35814/tourism.v6i1.761>
- Bizuayen, R., In, C., Fulfillment, P., The, O. F., For, R., Degree, T. H. E., Masters, O. F., Art, O. F., Logistics, I. N., & Chain, S. (2019). *THE ROLE OF LOGISTIC MANAGEMENT INFORMATION SYSTEM PRACTICE ON THE LOGISTIC OPERATIONAL PERFORMANCE IN THE CASE OF ALLE BEJIMILA ETHIOPIAN TRADING ENTERPRISE*.
- Donovan, D. (2016). Mental health nursing is stretched to breaking point. *Nursing Standard (Royal College of Nursing (Great Britain): 1987)*, 30(25), 33. <https://doi.org/10.7748/ns.30.25.33.s40>
- Galvagno, M., & Giaccone, S. C. (2019). Mapping Creative Tourism Research: Reviewing the Field and Outlining Future Directions. *Journal of Hospitality and Tourism Research*, 43(8), 1256–1280. <https://doi.org/10.1177/1096348019862030>
- JORN.LEE. (2017). Distribution Logistics and Logistics Customer Services of B2C E-tailing Industry in the Chinese Market. *Journal of Business Research*.
- Lesmini, L., Didiet, R., Hidayat, R., & Firdaus, M. I. (2018). *Peranan Inland Port Dalam Meningkatkan*. 4(3), 281–288.
- Lis Lesmini, Raden Didiet Rahmat Hidayat, Mohammad Iqbal Firdaus, J. K. L. (2017). the Role of Railway Integrated Distribution Centers. *Proceedings of the Conference on Global Research on Sustainable Transport (GROST 2017)*, 147(Grost), 36–46. <https://www.atlantis-press.com/proceedings/grost-17/25889368>
- Priyanto, S. E. (2016). Dampak Perkembangan Pariwisata Minat Khusus Snorkeling Terhadap Lingkungan : Kasus Destinasi Wisata Karimunjawa. *Kepariwisataan*, 10(3), 13–26.
- Rabazauskaitė, V. (2015). Viešųjų Erdvių Gaivinimas Kūrybinio Turizmo Kontekste. *Creativity Studies*, 8(2), 124–133. <https://doi.org/10.3846/23450479.2015.1053543>
- Rohmah, V. (2017). *Bab ii kerangka konseptual 2.1*. 6–32. [http://eprints.walisongo.ac.id/7099/3/BAB II.pdf](http://eprints.walisongo.ac.id/7099/3/BAB%20II.pdf)
- SOFRONOV, B. (2018). Millennials: a New Trend for the Tourism Industry. *Annals of Spiru Haret University. Economic Series*, 18(3), 109–122. <https://doi.org/10.26458/1838>
- Sukasari, G. A., Parma, P. G., & Mahardika, A. A. N. Y. M. (2018). Strategi Penanganan Event Pada Hotel The Laguna, A Luxury Collection Resort & Spa, Nusa Dua, Bali. *Jmpp*, 2(1), 15–29.
- Tanford, S., & Jung, S. (2017). Festival attributes and perceptions: A meta-analysis of relationships with satisfaction and loyalty. *Tourism Management*, 61, 209–220. <https://doi.org/10.1016/j.tourman.2017.02.005>