



Tourism Color Run Party Event Management in Ngawi

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Abstract. With every city, big or small, hosting a steady schedule of fresh events each year, events or festivals have become an integral element of Indonesian culture. A prime example is Ngawi City, East Java's Color Run Party. Even then, this event brings up several concerns, including the buildup of trash and the degradation of Indonesian culture due to the absence of regional components. The impact of the Color Run Party on society and culture, as well as destination and visitor management, are covered in this article. A qualitative technique is employed as the primary instrument in this research method, which describes the object's natural state. Findings indicate that although destination management and other event-related factors have been well-organized, some areas, such as trash management and the absence of regional cultural components, still need improvement. So that this event not only concentrates on quantity but also considers the effects on the environment and culture, more cautious management is required. **Keywords:** local culture, tourism destination management, Color Run Party, festival, and event management.

Keywords: Festival, Party, Popular, Tourism

INTRODUCTION

In Indonesia, celebrations and events are all the rage. Both large and small towns host recurring events or brand-new ones annually. As an illustration, consider the Colour Run event, which is held in numerous locations, including Ngawi City, East Java. The cleanup after the event featured much trash because so many people attended, which contributed to the event's holding; also, Indonesian culture was weakened because the Color Run Party was seen as being firmly at odds with it. Color Run Party is a 5 km event emphasizing pleasure and freedom. It originated in Arizona, United States, and then spread to Indonesia in 2014. Holi, an Indian festival, inspired the event. Pop culture and popular trends typically originate elsewhere and are seen as too easy for Indonesian society to embrace, which is sometimes seen as unprepared for globalization.

As per Alastair M. Morrison's (2012) approach, which revolves around destination products comprising physical things, programs, people, and packages, the event organizer is hoping for many participants to ensure that the attempted Tourism Destination Management

feels comprehensive. Beginning with the theme, like the Color Run Party, the program includes music entertainment, a schedule of events from the opening to the closing, and amenities given to enthusiasts who purchase tickets for Rp. 50,000–65,000 (in the form of t-shirts and typical color-run merchandise). Additionally, the organizers worked with the government. They were eventually given full support because they were able to create an event that was seen as developing and having the potential to improve the image of Ngawi Regency. The event was implemented in the middle of the city, namely Ngawi City Square, and there were promotions through popular social media accounts about Ngawi, Ngawi tourism accounts, and promotional activities. Since the Ngawi Regency Government is supporting the Color Run Party, the management of tourist destinations has, in theory, been carried out accurately. This is because the event's target audience is students or those living far from the downtown square. News of the event is spreading, and an increasing number of people are interested in attending.

It does not follow that there are still gaps from this event, especially with its excellent management as a tourist destination. Indeed, facility administration and visitor control could be more organized, positively impacting the surrounding area. Since guest control appears to be merely ceremonial and visitor limitations are not enforced, the organizer anticipates as many participants as possible, as was previously stated. Approximately 10,000 individuals took part in this event in 2019. Consequently, many crops were crushed, trash piled up, and traffic made the locals uncomfortable and polluted. The event's quality is neglected because it is exclusively focused on quantity, which needs to be addressed. Consideration should be given to visitor restrictions because, despite the event's large venue, a stampede is inevitable due to the large number of participants. Additionally, visitors' uncontrollable oxygen and carbon dioxide intake will cause breathing difficulties. If the organizers still desire many attendees, time division is required, such as using Color Run batch one and Color Run batch two participants.

METHOD

With the researcher serving as the primary tool, this study employs a qualitative method to characterize the objects' natural state. Researchers opt for descriptive study to precisely and methodically describe the facts and features of the population or a specific field. Here, the researcher aims to present a synopsis of a specific currently occurring social phenomenon. Researchers may find it simpler to apply this strategy to examine, comprehend, and draw conclusions from each data set.

DISCUSSION

The large number of motor vehicles causes significant air pollution. The district administration has completely backed this event. Therefore, waste management is also crucial because it needs to address any issues that may occur afterward. Since waste management is a significant issue today, enlisting volunteers to process waste and recycle it into more valuable materials is one way to address it. In exchange for their labor, these volunteers would receive pocket money and be guaranteed job or internship protection from the Ngawi Regency Government.

Next is Event Management; as was previously noted, Color Run Parties are thought to have the potential to destroy Indonesian customs. This is due to the need for Indonesian culture during the event. Pop music abounds in the entertainment, and the concept of the American people is presented throughout the event. The organizer is forced to focus primarily on the interests of people in that age range rather than considering the value that should be placed on the intended target because the aim is a community of students.

Even if the event is being held in conjunction with the promotion of Indonesian culture, such as through traditional dance performances as one of the entertainment options or the batik or puppet-themed key chain given out with tickets as ticket holders, the organizers did not include even the slightest hint of Indonesian culture in this event. Nevertheless, when the booth stand featuring traditional Indonesian or Ngawi food opens, it will make a significant impression, especially given that 10,000 people attended the Color Run Party. Attendees' perceptions of Color Run Party, which is thought to undermine Indonesian culture, are primarily influenced by event management because each event leaves a lasting impression on attendees. The impact that guests acquire is not just Color Run culture in general but also Indonesian culture, which is promoted thanks to the innovative administration of events that support Indonesian culture. Regarding other elements, like the Sunday event schedule, the colorful flour, booths, and stages, the square locations, the marketing that hits the mark, and the event schedule, everything seems appropriate and flawless if visitor control measures like time limits or restrictions are in place.

Running 5 km with bursts of color flour every 1 km is one of the possible attractions for Tourism Attraction Management at this event. Other attractions include food stalls, door prizes, music, and games. In light of the number of Color Run enthusiasts in Ngawi Regency, as previously mentioned, tourist attractions that concurrently promote Indonesian culture should be developed. Examples of such attractions include door prize distribution through the completion of nationality-related quizzes, stage entertainment featuring traditional dances and musical

instruments, painting exhibitions, batik, traditional Indonesian food, and miniature traditional houses. Suppose Generation Z is living in this era of technology and has easy access to everything. In that case, these measures are taken to prevent culture eroding in the memory of participants, the majority of whom are young.

CONCLUSION

As a result of globalization, several American customs, including the Color Run Party, made their way into Indonesia. The management of Ngawi City appears to be still focused on quantity, as seen by their counterarguments concerning the deterioration of Indonesian culture by the Colour Run Party. So that the execution of this event will not have a positive impact on the environment or culture, proper planning is required. The two most crucial management aspects are providing attractions that simultaneously connect visitors with Indonesian culture and managing garbage properly. This could lead to the Colour Run event being replaced by a cultural event that attracts just as many spectators.

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