

The Impact of Ubud Food Festival on the Social and Economic Aspects of the Community in Banjar Penestanan Kaja, Ubud, Bali

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ABSTRACT

Bali is one of the provinces in Indonesia that carry out festival activities in various regions. One of the regular festivals held annually since 2015 is the Ubud Food Festival which is held in Banjar Penestanan Kaja, Ubud District, Gianyar Regency, Bali, Indonesia. Ubud Food Festival is a culinary festival featuring various Indonesian specialties. This research focuses on the social and economic impacts caused by the organizers of the Ubud Food Festival in Banjar Penestanan Kaja Ubud, Gianyar Bali, and expected to be useful for the organizers and the local community of Banjar Penestanan Kaja to find out all kinds of economic and social changes resulting from the implementation of the Ubud Food Festival which has been held for the past five years. The sampling technique in this research is purposive random sampling. Based on the results of the research, it can be concluded that the implementation of an activity or event, especially the implementation of the Ubud Food Festival in Banjar Penestanan Kaja, has impacted the social and economic aspects for the community. Positive impacts from social aspects are: Ubud Food Festival is a place to socialize and exchange experiences between the people of Banjar Penestanan Kaja. raises awareness of the local community, fosters the creativity of the people of Banjar Penestanan Kaja, and makes people feel more special and satisfied. The positive impact from the economic aspect are: Ubud Food Festivals are directly or indirectly a promotional medium for Banjar Penestanan Kaja as a venue for events and also as a tourist destination, increasing income, especially in the tourism sector, increasing the employment opportunities during the Ubud Food Festival. While, the negative impact of the social aspect is the influx of culture brought by tourists visiting Banjar Penestanan Kaja causes the loss of identity and cultural authenticity in Banjar Penestanan Kaja, and the negative impact from the economic aspect is people tend to rely on the tourism sector as a livelihood.

KEYWORDS: Events, Ubud Food Festival, Impacts on Social and Economic Aspect

INTRODUCTION

The potential of the island of Bali today is not only about natural beauty but has also begun to lead to culture and MICE (Meetings, Incentives, *Conventions, and Events*). The series of MICE activities are in the form of meetings, incentives, conferences, and exhibitions. In addition to MICE activities, Bali is also one of the places to hold special events. According to Larasati (2019), special events are a phenomenon of non-routine activities which has leisure, personal or organizational culture and goals, which are separate from the activities of daily life, with the aim of enlightening, celebrating, entertaining, or challenging the experiences of a group of people. These special events are held ranging from simple individual events to other large events.

These special events consist of private events and public events. (Hasan et al., 2021) Private events include private celebrations such as birthdays, wedding anniversaries, and other private parties. While public events include cultural or artistic celebrations as well as entertainment and festivals. Festivals are identical activities carried out from year to year which is very unique in their implementation with community culture. According to Noor (2013:30), the festival is held to improve the image of an area and preserve the existing culture by collaborating with existing modernization without changing the culture itself.

Bali is one of the provinces in Indonesia that carry out festival activities in various regions. One of them is holding a festival in the Ubud area as a tourist attraction. Several festival activities which are held regularly every year in Ubud are the Ubud Writers & Readers Festival, Ubud Village Jazz Festival, Ubud Food Festival, Bali Vegan Festival, and Ubud & Beyond.

One of the regular festivals held annually since 2015 is the Ubud Food Festival which is held in Banjar Penestanan Kaja, Ubud District, Gianyar Regency, Bali Province, Indonesia. Ubud Food Festival is a culinary festival featuring various Indonesian specialties. This festival is known to present innovations that have been developed by renowned chefs from all over Indonesia. This attracts the attention of many tourists who love traditional culinary because the food has been processed innovatively and creatively by the chefs. Indonesian food is the main star of this festival.

The attraction possessed by this festival causes tourist visits each year to always increase. Tourist visits to the Ubud Food Festival were first held in 2015 with 1,558 visitors. Then, in the following year, 2016 it increased by 80% to 7,912 visitors. After that, in 2017 tourist visits to the Ubud Food Festival again increased by 12% to 9,000 visits and again increased in 2018 by 25%, reaching 12,000 visits and in 2019 as many as 15,000 visits from local and international tourists, an increase of 25%.

In addition to promoting the culinary arts and the Ubud area as a tourist destination, the Ubud Food Festival also involves the local community around Banjar Penestanan Kaja. The opportunity given to local communities to join in the development of Banjar Penestanan Kaja tourism is a very good step. I Made Gede Cahyadi as Kelian Banjar Penestanan Kaja Ubud said that the Ubud Food Festival was held as a form of participation and collaboration between the people of Banjar Penestanan Kaja and the organizers of the Ubud Food Festival. However, the success of organizing the Ubud Food Festival still generates various responses from various parties, especially the local community in Banjar Penestanan Kaja.

This research is expected to be useful for the organizers and the local community of Banjar Penestanan Kaja to find out all kinds of economic and social changes resulting from the implementation of the Ubud Food Festival which has been held for the past five years. It is also expected that this research can help the organizers of the Ubud Food Festival in maximizing the positive impacts that arise and

minimizing the negative impacts that can harm the people of Banjar Penestanan Kaja.

METHODOLOGY

This research was conducted in Banjar Penestanan Kaja Ubud, Gianyar Regency, Bali Province. This research focuses on the social and economic impacts caused by the organizers of the Ubud Food Festival in Banjar Penestanan Kaja Ubud, Gianyar Bali. In this study, the qualitative data obtained were interviews with Mr. I Gede Made Cahyadi as a client of Banjar Penestanan Kaja, documentation, and observation data. Thus the data was obtained from the primary sources as it was gathered directly from the respondents (Afrilian, 2021). The data were analyzed qualitatively through several procedure, namely data verification, data reduction, data presentation, and deriving conclusion (Koeswiryono and Tunjungsari, 2022).

Quantitative data needed in this research is data in the form of numbers or numbers (Amirul, 2007). In this study the data in the form of the number of tourist visits to Bali, the number of tourist visits to the Ubud Food Festival, the number of residents, and the results of calculating the questionnaire score. The sampling technique in this research is purposive random sampling. The validity of the instrument was obtained by using the Pearson's Product Moment formula with 5% of significance level and the reliability of the instrument was obtained by using Cronbach's Alpha formula.

RESULT AND DISCUSSION

Sayan Village Tourism, Ubud

Sayan Village is one of the tourist villages that has been developed into a tourist destination in the Ubud area. As a nature-based tourist village, Sayan Village offers natural beauty that can attract tourists to carry out tourism activities. The most prominent potential of this village is water tubing tourism, nature tourism, and Puri Sayan as a heritage tourist attraction. Due to the great influence of culture in Bali as a driving factor for tourist arrivals, Puri Sayan has the potential to become a strong tourist attraction. Thus, it is important to research the strategies and programs of Puri Sayan as a heritage tourism attraction. In addition to presenting beautiful natural beauty, culinary tourism is one of the types of tourism favored by tourists visiting Sayan Village.

Various types of traditional culinary delights are appetizing

and interesting that making Sayan Village visited by tourists from various types of circles. Sayan Village is also supported by tourism facilities such as accessibility, availability of tourism attractions, accommodation facilities, and the preservation of cultural arts which makes Sayan Village increasingly known and in demand by both foreign and domestic tourists.

Ubud Food Festival Overview

Ubud Food Festival is one of the annual activities by a non-profit foundation called the Mudra Swari Saraswati Foundation. This foundation houses the Ubud Writers and Readers Festival, the Bali Emerging Voices Festival, and the Ubud Food Festival. The three festivals are focused and have the aim of promoting Indonesian culture, intending to restore the image of the island of Bali as before and convince many parties, especially foreign tourists, that the island of Bali is still an island with various kinds of wonders because of what Indonesia and the island of Bali need is a positive activity that celebrates the uniqueness and diversity of the Indonesian culture itself. This is the main reason the Mudra Swari Foundation was founded in 2002 as a non-profit organization whose mission is to support and promote the nation as well as Indonesian culture through literature and art. Ubud Writers and Readers Festival (UWRF) is the main event of the Mudra Swari Saraswati Foundation. The event, which is held annually, aims to showcase the diversity of Indonesian culture to the world and promote Ubud as a meeting point for writers and artists from around the world to create.

In 2015, the Mudra Saraswati Foundation introduced the Ubud Food Festival (UFF), a three-day culinary exploration with a variety of Indonesian food as the main star. The main mission of the Ubud Food Festival is to raise awareness of the culture and history of Indonesian food which is being replaced by western dishes, to support local food entrepreneurs and culinary community groups through collaboration, discussion, and at the same time creating a way for Indonesian cooks to grow. The Mudra Swari Saraswati Foundation has a vision of building a community by promoting program activities that have elements of Indonesian culture. Ubud Food Festival was founded by Janet DeNeefe, he is the founder and director of the Ubud Food Festival as well as the Ubud Writers and Readers Festival who has a long-standing love and interest in traditional Indonesian food. This festival is held for three days which usually starts from the weekend, namely Friday as the opening day, Saturday which is filled with various program activities, and Sunday as the closing day of the

festival activities.

The Ubud Food Festival has the aim of elevating the richness of traditional Indonesian cuisine without compromising the culinary arts of Indonesia. Visitors' enthusiasm for culinary at this event is always welcomed because this festival is an opportunity to accommodate Indonesian cuisine so that it can be known globally. The following is the program of events at the Ubud Food Festival:

Kitchen Stage

Ubud Food Festival provides an experience by presenting 15 access cooking demos which include three cooking competitions. Starting at 10 am to 5 pm where visitors will be given access for one day at the kitchen stage in Indus Restaurant.

Think, Talk Taste

In this segment of the event, the Ubud Food Festival ensures the spirit and sustainability of the Indonesian culinary industry.

Bringing business innovators to environmental pioneers, coffee roasters, and chocolate makers to join together to discuss major issues and new ideas in the culinary fields of Indonesia and Southeast Asia.

Culinary Theater

This segment of the event focuses on Indonesian cuisine by taking visitors on a culinary journey featuring one of Indonesia's culinary delights, namely herbs, chili sauce, and lawar which are made through the hands of skilled chefs in their fields.

Day Market

Ubud Food Festival also has a market that is open from 9 to 10 am or what can be called the Day Market. This market provides more than 70 booths which are opened by providing snacks and various foods to satisfy the visitors.

Corner Coffee

Ubud Food Festival has more than 100 events held in it. In addition, there are three coffee corners which are opened starting at 8 am with the best brews that can be enjoyed by visitors.

Bars Festival

During its implementation, the Ubud Food Festival also opened three bars inside it. Open from 11 a.m. to midnight. This bar provides a variety of Balinese wines, various beers, and various types of side dishes that are suitable for accompanying drinks in the bar.

Wooden house

The Wooden House is one of the places provided by the Ubud Food Festival for visitors to children. This wooden house is located right next door to the theatre. Inside there are lunch boxes for children visitors as well as event organizers for masterclass activities.

Film Screening

One of the activities that are no less fun is the screening of films that can be enjoyed by all visitors while enjoying the previously purchased food and drinks.

Live Music

The performances of musical bands provided by the organizers of the Ubud Food Festival can be enjoyed by all visitors.

Night Market

After sunset, the Ubud Food Festival has an activity, namely the Night Market or what can be called the senggol market. Arranged in such a way and has various types of food and drinks for sale, this Night Market is open from five to ten at night.

Impact of Organizing Ubud Food Festival

After doing testing to the existing sample, followed by an explanation related to the analysis of the impact of the Ubud Food Festival on the social and economic aspects of the community in Banjar Penestanan, all data collected through the distribution of questionnaires were processed in a quantitative descriptive manner with a Likert Scale reference. The Likert scale has 5 (five) levels ranging from the most negative to the most positive. In this study, point 1 (one) describes the statement as very poor, point 2 (two) is lacking, point 3 (three) is sufficient, point 4 (four) is good, and point 5 (five) is very good.

The people of Banjar Penestanan Kaja expressed their

agreement with the social impact caused by the implementation of the Ubud Food Festival. This can be seen through the average social aspect variable index, which is 3.72. This value is in the range of 3.41-4.20. The statement most approved by the community regarding the positive impact of the social aspect, namely in question number 6 regarding the Ubud Food Festival is able to help introduce local culture to the general public has the largest index value among other questions, which is 4.46. While the negative impact of the social aspect that is most felt by the community is in question number 8 regarding the implementation of the Ubud Food Festival which causes a decrease in local community interest in traditional food. The question items get an average index value of 2.08 which is in the range of 2.61-3.40 which means that the respondents do not agree with the statement. The following is an explanation of each social aspect variable index resulting from the implementation of the Ubud Food Festival.

The impact of the Festival can give satisfaction to the local community.

Respondents agree with the question item about "Ubud Food Festival can provide satisfaction to the local community". The question item has an index of 4.17 which is in the range of 3.41 – 4.20. Most of the respondents strongly agree with 65 people (65%) then 29 people (29%) agree, 5 people (5%) choose neutral and 4 people (4%) strongly disagree. The people of Banjar Penestanan Kaja are satisfied with the implementation of the Ubud Food Festival because the event can be carried out in full in three days and is able to provide entertainment to the community outside of their daily activities. Besides that, both local and foreign tourists who visit the Ubud Food Festival feel entertained.

Ubud Food Festival can raise the image of Banjar Penestanan Kaja.

The second question item has an index value of 4.0 which is in the range of 3.41 – 4.20. This shows that respondents agree that the implementation of the Ubud Food Festival can raise the image of Banjar Penestanan Kaja. 55 people (55%) of respondents agree, 31 people (31%) strongly agree, 8 people (8%) choose neutral, 3 people (3%) choose to disagree and 3 people (3%) strongly disagree with the second question regarding the Ubud Food Festival, it can raise the image of Banjar Penestanan Kaja. This is because every year the Ubud Food Festival provides something different from the implementation in previous years by

providing a theme and series of events that always introduce many Indonesian specialties.

Local people feel special (feel valued) for participating in the Ubud Food Festival.

Respondents agree with the question item about "Ubud Food Festival can provide satisfaction to the local community". The question item has an index of 4.11 which is in the range of 3.41 – 4.20. 52 respondents (52%) answered agree, 33 respondents (33%) answered strongly agree, 9 respondents (9%) answered neutral and 3 people (3%) answered disagree while 3 other respondents (3%) answered strongly disagree with the question item that the community feels special (felt appreciated) for participating in the Ubud Food Festival and being able to invite local people to come or be part of the Ubud Food Festival.

Can be a forum for socializing and exchanging experiences between communities.

The fourth question item has an index value of 3.88 which is in the range of 3.41 – 4.20. Related things show that respondents agree that the implementation can be a forum for socializing and exchanging experiences between communities. 56 people (56%) agreed, 37 respondents (37%) answered strongly agree, 3 respondents (3%) answered neutral, 1 respondent answered disagree, and 3 other respondents (3%) answered strongly disagree with Ubud's statement Food Festival can be a place to socialize and exchange experiences between people. Most people give a positive view of the Ubud Food Festival. implementation of the activity. Thus, the public and the organizers of the Ubud Food Festival are more motivated to make the Ubud Food Festival better than before and foster a sense of pride from the activities that have been carried out.

Able to raise public awareness for preserving traditions and culture.

The fifth question item has an index value of 4.38 which is in the range of 4.21 – 5.00, which shows that respondents strongly agree that the implementation can be a forum for socializing and exchanging experiences between communities. A total of 47 respondents (47%) chose to strongly agree, 44 respondents chose to agree, 7 respondents (7%) chose neutral, 2 respondents (2%) strongly disagreed and no respondents chose to disagree with the implementation of the Ubud Food Festival. able to raise public awareness to preserve traditions and culture

amid the rapid pace of tourism so that existing traditions and cultures are maintained and cannot be replaced by existing modernization. The community realizes that tourists want to learn about the local culture that is part of the life of the local community.

Help introduce local culture to a wide audience.

The sixth question item gets an index value of 4.46 which is in the range of 4.21 – 5.00, which shows that respondents feel strongly agree that the implementation can be a forum for socializing and exchanging experiences between communities. Respondents strongly agree with the number of 54 respondents (54%), then 42 respondents answered agree and 2 (2%) respondents answered neutral and 2 respondents (2%) answered strongly disagreed and no respondents answered disagree regarding the statement points regarding the Ubud Food Festival can help introduce local culture to a wider audience. This is due to the presentation of various types of local culinary that are included in the sustainability of the Ubud Food Festival. With this activity, many people know about local culinary.

Provide opportunities for the community to develop talents in developing traditional foods.

The seventh question item has an index value of 4.43 which is in the range of 4.21 – 5.00, which shows that respondents strongly agree that the implementation can be a forum for socializing and exchanging experiences between communities. 49 respondents (46%) chose strongly agree, 46 respondents (46%) chose to agree, 2 respondents (2%) chose neutral, 1 respondent chose to disagree and 2 other respondents chose strongly disagree with the statement items Ubud Food Festival can provide an opportunity for the community to develop talents in the development of traditional foods. This is due to the implementation of the Ubud Food Festival which has a different theme each year. The local communities involved in organizing this activity develop and have unique ideas in serving food at the Ubud Food Festival. This can develop the talents of local communities through the Ubud Food Festival.

It has a negative effect on the culture that exists in society, such as reduced public interest in traditional foods.

The seventh question item has an index value of 2.08 which is in the range of 1.81 – 2.60. This shows that respondents do not agree that the implementation can have a negative effect on the culture contained in the community such as reduced public interest in traditional food. 56 respondents

(56%) disagreed, 20 (20%) respondents disagreed, 20 respondents (20%) answered strongly agree, 9 (9%) respondents agreed and 10 other respondents (10%) answered neutrally. The entry of modernization and globalization era accompanied by the very rapid development of tourism, bringing many new cultures which were initially collaborated with local culture, and the longer it can replace the local culture that has existed before.

The emergence of bad behavior, violence, deviant social behavior in Banjar Penestanan Kaja.

The seventh question item has an index value of 2.01 which is in the range of 2.61 – 3.40. This shows that respondents feel quite agree that the implementation can have a negative effect. Bad behavior, violence, and deviant social behavior in the community in Banjar Penestanan Kaja. From Figure 4.9 it can be seen that the majority of respondents disagreed with 61 people (61%) then 23 respondents (23%) felt strongly disagree, followed by 11 respondents (11%) who answered neutrally 2 respondents (2%) answered strongly agree, and 3 other respondents (3%) answered strongly agree about the emergence of violent bad behavior, deviant social behavior in Banjar Penestanan Kaja because during the implementation of the Ubud Food Festival it was very comfortable, orderly, and never caused any deviant social behavior,

The people of Banjar Penestanan Kaja give their opinion in agreement that the impact on the economic aspects arising from the implementation of this Ubud Food Festival. Related things can be seen from the results of the average index value of the economic aspect variable, which is 4.02. This value is in the range of scores from 3.41-4.20. The statement that was most approved by the public was contained in statement number 1 regarding the implementation of the Ubud Food Festival, which could be a promotional media, especially for the culinary, cultural, and arts tourism sector, amounting to 4.88. While the negative impact of the economic aspect that is most felt by the community in Banjar Penestanan Kaja is contained in statement number 5 regarding people who tend to rely on activities or the tourism sector as the main livelihood of the community. The statement gets an average index value of 3, 46 which is in the range of 3.41 – 4.20. The following is a description of each economy variable index resulting from the implementation of the Ubud Food Festival.

Ubud Food Festival can be a promotional medium, especially cultural tourism, culinary, and arts.

Respondents strongly agree with the statement points regarding the Ubud Food Festival can be a promotional media, especially cultural tourism. This can be seen from the percentage of the average index value which reached 4.88 which was in the range of 4.21 – 5.00. The following is a graph based on the values obtained based on the index values. Some of the respondents strongly agree that 49 people (49%) then 47 people (47%) agree, 2 people (2%) feel neutral and 2 other people (2%) feel strongly disagree. The community strongly agrees that the Ubud Food Festival can be a promotional medium, especially for cultural and artistic culinary tourism. The implementation of this event itself is one of the indirect promotional media that can be felt by the public, especially in the field of promotion of cultural and artistic culinary tourism.

Lead to an increase in the number of tourist visits.

Respondents strongly agree with the statement items regarding the Ubud Food Festival can increase tourist visits. This can be seen from the percentage of the average index value which reaches 4.30 which is in the range of 4.21 – 5.00. From Figure 4.11 above, it can be seen that the respondents who agree with statement number 3 are 49 people (49%) 46 other respondents (46%) feel strongly agree, 2 respondents (2%) feel neutral, 2 other respondents (2%) feel strongly disagree and 1 respondent (1%) disagrees about the implementation of the Ubud Food Festival which can lead to an increase in tourist visits. The statement above is felt to hold an activity, namely attract attention or interest from the community, both local and foreign. The positive image of the event itself is due to the increasing number of visitors every year, as happened at the Ubud Food Festival.

The community is aware that the implementation of the Ubud Food Festival has an impact on increasing local people's income.

Respondents strongly agree with the statement regarding the Ubud Food Festival, which can have an impact on increasing local people's income. This can be seen from the percentage of the average index value which reached 4.33 which was in the range of 4.21 – 5.00. Figure 4.12 shows most of the respondents agree with 55 people (55%), then 41 (41%) of the respondents feel strongly agree, followed by 2 other respondents (2%) who chose neutral 2 respondents (2%) others chose very disagree and no respondents disagree. The community agrees that holding the Ubud Food Festival can have an impact on increasing local people's income, which can be seen from

accommodation that is always fully occupied, user vehicles, and other rental services that are never empty of visitors during the Ubud Food Festival. In addition, the increase in income affects the number of residents who are able to finance their children's education up to undergraduate and diploma levels.

Ubud Food Festival can create jobs for the local people of Banjar Penestanan Kaja.

Respondents strongly agree with the statement regarding the Ubud Food Festival can create jobs for local communities in Banjar Penestanan Kaja Ubud. This can be seen from the percentage of the average index value which reached 4.32 which was in the range of 4.21 – 5.00. Figure 4.13 shows that 41 respondents (41%) strongly agree, 52 (52%) respondents agree, 3 respondents (3%) answered neutrally, 2 respondents (2%) disagreed, and 2 other respondents (2%) answered strongly disagree with statement number 4 regarding the implementation of the Ubud Food Festival, which can create jobs for local people in Banjar Penestanan Kaja,

and the participation of youth organizations as one of the tenants at the Ubud Food Festival. This participation can also be a place for learning for the local community which in the future can be used as a reference to make a small activity other than the Ubud Food Festival.

Can provide an increase in the price of community products.

Respondents agree with the statement about the Ubud Food Festival that it can increase the price of community products. This can be seen from the percentage of the average index value which reached 3.56 in range 3.41 – 4.20. It can be seen from Figure 4.14 respondents agree with a total of 58 people (58%), 25 respondents (25%) strongly agree, 12 respondents (12%) feel neutral, 2 respondents (2%) answer disagree, and 3 other respondents (3%) answered strongly disagree with the statement about the Ubud Food Festival can increase the price of community products.

Increase business opportunities for residents both small and large businesses.

Respondents strongly agree with the statement items regarding the Ubud Food Festival can improve. This can be seen from the percentage of the average index value which reached 4.40 which was in the range of 4.21 – 5.00.

From Figure 4.15, the majority of respondents agree with 56 people (56%), then 40 respondents (40%) chose the answer strongly agree, 2 respondents (2%) answered neutral, 2 other respondents (2%) answered strongly disagree, and none of the respondents who answered disagreed with the questions regarding the implementation of the Ubud Food Festival which could increase business opportunities for residents, both small and large businesses. This is because during the Ubud Food Festival activities, Banjar teruna are allowed to open food stands and by participating in this activity, of course, helps increase existing business opportunities. In addition, the implementation of the Ubud Food Festival is also able to increase room sales, both from homestays, villas,

People tend to rely on tourism activities or sectors as their main livelihood.

Respondents agree with the statement items regarding the Ubud Food Festival can improve. This can be seen from the percentage of the average index value which reached 4.40 in the range of 3.41–4.20. From Figure 4.16, most respondents strongly agree as many as 4 people (4%) 10 respondents (10%) agree, 29 respondents (29%) answered neutrally, 11 respondents (11%) answered strongly disagreed, 46 respondents (46%) answered strongly disagree with the statement that people tend to rely on tourism activities or the sector as a livelihood main. This is because Banjar Penestanan Kaja is located in Ubud District. Ubud itself is a very busy tourist destination visited by tourists traveler so many people make their homes as guest houses or make tourism one of the main livelihoods.

Can provide price reductions for public products.

Respondents did not agree with the statement items regarding the Ubud Food Festival which could reduce the price of community products. Related things are known from the percentage of the average index value which reached 2.49 which was in the range of 1.81 – 2.60. It can be seen from Figure 4.17 respondents disagreed as many as 46 people (46%), 29 respondents (29%) felt neutral, 11 respondents (11%) strongly disagreed, 10 respondents (10%) agreed and 4 other respondents (4%) feel strongly agree. This is because, with the implementation of the Ubud Food Festival, the community did not experience a decrease in prices. The price increase occurred because of the high interest of tourists to come to visit the Ubud Food Festival. The enthusiasm of tourists is so strong that even this has led to many accommodations, tourism services,

CONCLUSIONS

Based on the results of the research, it can be concluded that the implementation of an activity or event, especially the implementation of the Ubud Food Festival in Banjar Penestanan Kaja, has impacted the social and economic aspects for the community. Banjar Penestanan Kaja community, both positive and negative impacts. Positive impacts from social aspects are as follows:

1. Ubud Food Festival is a place to socialize and exchange experiences between the people of Banjar Penestanan Kaja.
2. Ubud Food Festival raises awareness of the local community in terms of preserving traditions and culture.
3. Ubud Food Festival fosters the creativity of the people of Banjar Penestanan Kaja to be involved in organizing the Ubud Food Festival.
4. The implementation of the Ubud Food Festival makes people feel more special and satisfied.
5. The positive impact from the economic aspect is as follows:
6. Ubud Food Festivals are directly or indirectly a promotional medium for Banjar Penestanan Kaja as a venue for events and also as a tourist destination.
7. There was an increase in the number of tourist visits at Banjar Penestanan Kaja during the Ubud Food Festival which also had an impact on increasing income, especially in the tourism sector.
8. Increasing the employment opportunities during the Ubud Food Festival.
9. The negative impact of the social aspect, is as follows:
10. The influx of culture brought by tourists visiting Banjar Penestanan Kaja causes the loss of identity and cultural authenticity in Banjar Penestanan Kaja.

While, the negative impact from the economic aspect is people tend to rely on the tourism sector as a livelihood.

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