

THE ROLE OF LOCAL GOVERNMENT AND COMMUNITY EMPOWERMENT IN ORGANIZING REGIONAL EVENTS IN BALOLI VILLAGE, NORTH LUWU REGENCY

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Abstract

The Role of Local Government and the Community in Involving Village Officials and the Local Government, Academics, and Society in Supporting the Cultural Event "Masamba Fair 2023" amidst Changing Societal Trends and Technological Advancements. The government plays a significant role in supporting the cultural event "Masamba Fair 2023" by involving village officials, the local government, academics, and society. This event aims to incorporate unique cultural practices, traditions, and expressions within the community, driven by changing societal trends and technological advancements. The research employed a qualitative descriptive approach, utilizing observation, interviews, and documentation. The findings highlight the training program that covers various aspects such as event operations and equipment, event ideas and concepts, and supporting cultural events. During the training, participants are trained to organize and design outbound activities and camps. This training aims to enhance their capabilities and skills. The accompanying initiatives for the Masamba Fair encourage the local government and the community to continually improve their capabilities and foster innovation to welcome future and sustainable events. This collaboration ensures the event's continuous success and sustainability.

Keywords: Role of the government, community empowerment, technical guidance.

Introduction:

Baloli Village, formerly known as Baleboi Village, is a village located in the Masamba District of North Luwu Regency. It is situated in Masamba, with a total area of 1,068.85 square kilometers, right in the heart of North Luwu Regency. This strategic location makes Masamba an ideal district to be the capital of North Luwu Regency. Baloli Village is bordered by Maipi Village and Masamba Village to the north, Tua Sub District to the east, Bone Sub District to the south, and Kamiri Village to the west (Data source: Baloli Village, 2021). Meanwhile, the Masamba District itself is bordered by Rampi District to the north, Mappedeceng District and Malangke District to

the east and south respectively, and Baebunta District to the west (Wikipedia, 2023). With its strategic location and diverse geographical features, including flatlands, mountains, and fertile waterways, the area has great potential to become a popular tourist destination.

Constraints in community empowerment related to efforts to preserve culture and traditions in the face of modernization include the attitudes of the community, limited human resources, availability of tourist accommodations, and a lack of promotional activities. Factors inhibiting community participation include low motivation, limited human resources, difficulties in the political sphere, and regulations regarding the licensing of traditional food production. Supporting factors include community care and effective communication (Prabowo, Hamid, & Prasetya, 2016;1).

Empowering the community through the development of a tourism village has implications for the social and cultural resilience of the region, including strengthening and bringing about changes in social, cultural, and environmental values (Andayani, Martono, & Muhamad, 2017). With the potential it possesses, Baloli Village engages in agricultural and agribusiness activities, as well as tourism. This includes river rafting along the Kula Masamba river, the natural attraction of Batusoroan with its equipped camping grounds and multipurpose hall, ATP activities, outbound programs, and garden tours showcasing rambutan and durian produce. These activities have attracted both local and international tourists over the past few years and have had a significant impact on grassroots economic growth. In the empowerment of rural communities, companies implement an approach based on the utilization of natural resources and human resources to create new sources of improvement in the social, economic, and environmental quality of community life (Nabilla & Hamid, 2021;1).

Community Empowerment in the village aims to enhance self-reliance and welfare by improving knowledge, attitudes, skills, behaviours, abilities, and awareness, as well as utilizing available resources through the establishment of policies, programs, activities, and guidance that address the essence of community issues and prioritize their needs (Estu Nadya¹, Agus Nurulsyam Suparman², 2007;3433).

The implemented programs in the field of economic development, particularly in the sub-field of assistance for community development and economy, along with the impact of empowerment programs on the economic self-reliance of poor communities, are expected to improve the welfare of the society (Kurniawati, Supriyono, & Hanafi, 2013;1). Optimal and sustainable tourism management, controlled by the local government, plays a crucial role in enhancing the welfare and local economy. Therefore, tourism development becomes important in order to uplift the well-being of the community and the regional economy (Kurniawan, 2022). In the era of the new normal, the government encourages all economic sectors to revive and restore the tourism industry by reopening tourist attractions while implementing procedures that involve various stakeholders (Kristina, 2020;1).

The measurement of village development is regulated by Minister of Home Affairs Regulation No. 81 of 2015 and Minister of Village Regulation No. 2 of 2016 concerning the Village Development Index. According to these regulations, the levels of village development include rapid development, developing, and less developed. Additionally, Minister of Village Regulation No. 2 of 2016 categorizes the levels of village development as Independent Village, Advanced Village, Developing Village, Backward Village, and Highly Backward Village. In this

context, Baloli Village falls under the category of Rapidly Developing Village and is classified as an Independent Village.

Table 1.
Development of Baloli Village Masamba Subdistrict,
North Luwu Regency

Years	Village Development		Remark
	Minister of Home Affairs Regulation No. 8 of 2015	Minister of Home Affairs Regulation No. 2 of 2016	
2019	Developing Village	Developed Village	
2020	Developing Village	Developed Village	
2021	Developed Village	Self-Reliant Village	

Source: Baloli Village Office, 2020

In terms of demographics, the population in Baloli Village is 1,390 people, with 40 households. The number of males is 686, while the number of females is 704.

Tabel 2.
Occupational Status based on Age Groups Baloli Village, Masamba
Sub-District, North Luwu Regency

No	Aged Group	Years 2020		Total
		Male	Female	
1	0 – 5	65	59	124
2	6 – 10	92	84	176
3	11 – 15	39	45	84
4	16 – 20	35	33	68
5	21 – 60	416	434	850
6	60 – years and above	39	49	88
	Total			1.390

Source: Baloli Village Office, 2020

However, since 2020, during the COVID-19 pandemic, the tourism industry has also been heavily impacted and suffered significant losses. Many workers were laid off without pay, resulting in job losses (Kusuma, Mutiarin, & Damanik, 2021;54). The COVID-19 pandemic has disrupted the global supply chain, domestic economy, financial market volatility, consumer demand shocks, and had negative impacts on key sectors such as travel and tourism (Elistia, 2020;3). COVID-19 is a global epidemic that has had adverse effects on human and social dimensions (Sugihamretha, 2020:2). The practical activities came to a halt and were completely immobilized after the COVID-19 outbreak. This was followed by a devastating flash flood that hit Baloli village, causing immense devastation. All infrastructure, including public and social facilities such as gazebos, bridges, and other amenities, were swept away by the floodwaters, leaving widespread destruction. In mid-July 2020, specifically on Monday night (July 13, 2020) at around 7:00 PM local time in Masamba and surrounding areas of North Luwu Regency, South Sulawesi, a flash flood occurred, resulting in dozens of fatalities and many missing persons. This

flood event also forced approximately 15,000 local residents to evacuate. After the flood receded, the houses of the residents were submerged in mud left by the floodwaters (Syaifullah, 2020;1).

Image 1
Condition of Baloli Village After the Flash Flood



Source: Condition of public facilities in Baloli Village after the flash flood, 2023.

After the COVID-19 pandemic and the flash flood, Baloli Village is starting to recover by reactivating cultural tourism activities. The community is actively involved in revitalizing cultural activities, with the collaboration of various stakeholders including the Government, Academics, Practitioners, and the local community. Together, they are working hand in hand to revitalize cultural activities and promote various cultural events.

In this study, we examine the forms of technical guidance in involving the government, academics, and the community to support the Masamba Cultural Fair Event in 2023. This includes the specific forms of technical guidance used to engage the government, academics, and the community in supporting the Masamba Cultural Fair Event in 2023, as well as the forms of assistance provided during the event.

The research question in this study is focused on the forms of involvement of the government, academics, and the community, as well as the forms of assistance provided during the Masamba Cultural Fair Event in 2023. The objective of this research is to identify the needs and potentials of the community through research and community engagement activities, involving interactions with the government, academics, and non-governmental organizations in Masamba. This includes understanding the cultural needs, aspirations, and potentials in order to leverage opportunities for cultural events.

Method

This research employs a qualitative descriptive approach with an inductive method. Data collection techniques involve observation, detailed interviews, documentation study through

exploration and analysis of documents related to cultural events in Masamba, such as past event archives, local cultural regulations, activity reports, and other relevant documentation. Additionally, surveys are conducted to gather information by surveying the community regarding their perceptions, participation, and expectations towards the cultural event in Masamba. Qualitative research is descriptive in nature and tends to utilize an inductive analysis approach, emphasizing the processes and meanings based on the perspectives of the subjects involved. The qualitative research design employed in this study can serve as a method for research, as it is comprehensively outlined and easily understandable by researchers and academics (Wahyudin, 2017;1). Surveys can be conducted by using structured interview questions to representative respondents from the local community.

Secondary data analysis involves using existing data, such as statistical data on tourist visits, local economic data, or data related to community participation in cultural events. Secondary data can provide contextual information that supports understanding of the management of cultural events in Masamba.

Results and Discussion

The role of the government in organizing cultural events is highly demanded to be able to collaborate with all existing components. The Local Government, specifically the Department of Youth, Sports, and Tourism of North Luwu Regency, can synergize all the components, including village officials, youth organizations, academics, and the private sector, to support the annual Cultural Event. This serves as the main foundation for revitalizing the Tourism sector as the driving force of sustainable development in the local government. With the support and efforts of the Local Government, community empowerment institutions, such as tourism awareness groups, along with other stakeholders, are making more efforts to involve the community fully in restoring tourism activities that contribute significantly to development, particularly in revitalizing small and medium enterprises in the local tourism industry.

During the series of Cultural Event activities held in Masamba Subdistrict, Baloli Village, the Community Service activities took place from May 13th to May 15th, 2023, including:

1. Community Empowerment Workshop on Regional Event Organization in Masamba, North Luwu Regency.
2. Outbound and camping activities for students and local communities.
3. Assistance in the Masamba Affair event with the Government and the community.
4. Technical guidance in community empowerment for the organization of Regional Events in Masamba, North Luwu Regency.

During the implementation of the Technical Guidance event held at the Batu Sosoan Multipurpose Hall in Baloli Village, 40 participants consisting of government officials, academics, practitioners, and local community members attended. The event encompassed various trainings on the technical implementation and design of cultural-based events that uphold local wisdom, including:

- Event Operations and Equipment

The technical guidance provided in this training involved equipping participants with the knowledge to identify operational needs for organizing events. This included determining the types of events to be held and inventorying all operational requirements associated with them, such as location, timing, capacity, permits, infrastructure, and other supporting facilities. Participants were trained on the various aspects of event operations and equipment management, ensuring a comprehensive understanding of the necessary logistics and resources needed for successful event execution.

Furthermore, in planning the flow of activities, the interviewee, Mr. Darma Kuba, emphasized the importance of developing a detailed plan outlining the sequence of events from beginning to end. This includes determining the order of activities, the time required for each segment, and ensuring coordination between these segments. It is crucial to have clarity on when and where each operational aspect will take place. By having a well-defined plan, organizers can effectively manage the event's timeline and ensure smooth transitions between different program elements.

Ensuring the necessary equipment by creating a list of the required equipment to successfully run the event. This includes sound systems, lighting equipment, decorations, stage setup, projection screens, communication devices, presentation equipment, catering equipment, and others. Additionally, it is important to determine the manpower needed to operate the event equipment in the area. To determine the sources of the required equipment, options include renting from vendors, utilizing internal resources if available, or collaborating with partners or sponsors. It is crucial to ensure that all equipment is in good condition before the start of the event.

In this activity, scheduling and coordination are carried out, including determining the delivery, installation, and testing schedules of the equipment. It is important to ensure good coordination between the technical team, equipment providers, and event organizers to ensure that all operational preparations are carried out in a timely manner. In certain situations, the organizers should prepare backups for crucial equipment and identify emergency plans in case of any technical issues that may arise during the event. For event organization preparations, please refer to the following Table 3:

Table 3 Event Operations and Equipment

No	Activity	Work Instruction	Responsible Person
1	Identify operational needs	Determine the type of event to be held and identify all related operational requirements. This includes aspects such as location, timing, capacity, permits, infrastructure, and other supporting facilities	Darma Kuba
2	Plan the flow of activities	Create a detailed plan outlining the flow of the event from start to finish. Determine the sequence of activities, time required for each segment, and coordination between the segments. Ensure clarity on when and where each operational aspect will occur.	Surya Dewi

3	Identify required equipment	Compile a list of equipment needed to successfully run the event. This includes sound, lighting, decorations, stage, projection screens, communication equipment, presentation tools, catering equipment, and others. Identify the manpower needed to operate the equipment.	Syafruddin
4	Equipment sources	Determine sources to acquire the necessary equipment. This may involve renting from vendors, using internal resources if available, or collaborating with partners or sponsors. Ensure that the equipment is available and in good condition before the start of the event.	Nyoman Siryayasa
5	Scheduling and coordination	Create a schedule for equipment delivery, setup, and testing. Ensure good coordination between the technical team, equipment providers, and event organizers to ensure all operational preparations are completed on time. 6 Training and testing Provide training to the technical team on how to operate the equipment correctly. Conduct testing prior to the event to ensure all equipment functions properly and is properly connected.	Nur Farah F. Muchlis
6	Training and Assessment	Provide training to the technical team on how to operate the equipment correctly. Conduct testing prior to the event to ensure all equipment functions properly and is properly connected.	Mursidin

Source: Primary Data Analysis, 2023

Ideas and Event Concepts

In the series of Technical guidance activities, speaker Mr. Amiruddin Hamzah explained a process designed to assist individuals or teams in developing creative ideas and unique concepts for upcoming events or activities. This technical guidance aims to help participants master the skills and knowledge required to plan and organize a successful Cultural Event. The list of activities can be seen in the following table, Table 4.

Table 4 Ideas and Event Concepts

No	Activity	Activity Achievement	Responsible Person
1	Identifying Objectives	The training starts with identifying the objectives of the event to be held. Participants will be guided to understand the client's needs or target audience and identify the goals to be achieved through the event. The objectives can range from promoting a product, building customer relationships, to raising funds for charity.	Amiruddin Hamzah

2	Brainstorming	Participants will engage in a brainstorming session where they can freely share their ideas regarding the theme, concept, and elements of the event. The training facilitator will facilitate the discussion and encourage active participation from each participant.	Nyoman Siryayasa
3	Market Analysis	Participants will learn about the latest trends in the event industry, identify the preferences of the target audience, and conduct competitor analysis to understand the strengths and weaknesses of similar events. This will help in generating relevant and innovative concepts.	
4	Mood Board Creation	Participants will learn about creating a mood board, which is a collection of images, colors, text, and other design elements that reflect the event's concept. In this training, participants will learn how to create a mood board that represents the ambiance, style, and message to be conveyed through the event.	Surya Dewi
5	Event Planning	Participants will learn the steps involved in planning an event, including planning phases, budgeting, venue selection, activity scheduling, and vendor or service provider selection. They will learn how to create a comprehensive and detailed event plan.	Syafuddin
6	Decoration and Experience	Participants will learn about the essential elements of decoration and the participant's experience in an event. They will learn about space arrangement, lighting, decoration, and the use of technology or other creative innovations to create an atmosphere that aligns with the event's concept.	Nur Farah F. Muchlis Mursidin

Source: Primary Data Analysis, 2023

The Ideation and Concept

Development Training is a designed process to assist participants in the Technical guidance program in developing creative and innovative ideas and unique concepts for upcoming events or activities. This training is part of a series of activities aimed at helping participants acquire the skills and knowledge necessary to plan and organize a successful event. The technical implementation details of the training can be seen in the table below (Table 5).

Table 5. Supporting Cultural Event

No	Activity	Work Instructions	Responsible person
1	Objective Identification	The training begins by identifying the objectives of the event to be organized. Participants will be guided to understand the needs of the participants or target audience and identify the goals to be achieved through the event. The objectives can range from promoting a product, building customer relationships, to fundraising for charitable purposes.	Andi Hasbi
2	Brainstorming	Conduct a brainstorming session where participants can freely generate their ideas related to the theme, concept, and elements of the event. The training facilitator will facilitate the discussion and encourage active participation from each participant.	Andi Hasbi Surya Dewi
3	Market Analysis	Participants will study the latest trends in the event industry, identify target audience preferences, and conduct competitor analysis to understand the strengths and weaknesses of similar events. This will aid in generating relevant and innovative concepts.	Syafruddin
4	Mood Board Creation	Participants will learn about creating a mood board, which is a collection of images, colors, text, and other design elements that reflect the event concept. In this training, participants will learn how to create a mood board that depicts the atmosphere, style, and message to be conveyed through the event.	Mursidin Nur Farah
5	Event Planning	Participants will learn the steps involved in planning an event, including the planning stages, budgeting, venue selection, scheduling, and vendor or service provider selection. They will learn how to create a comprehensive and detailed event plan.	Nyoman Sirayasa
6	Decoration and Experiential Design	Participants will study the essential elements of decoration and creating a memorable experience for event attendees. They will learn about spatial arrangement, lighting, decoration, and the use of technology or other creative innovations to create an atmosphere that aligns with the event concept.	Amiruddin Hamzah

7	Risk Evaluation	Participants will learn the importance of conducting risk evaluation in event planning. They will learn how to identify potential issues or obstacles and develop effective risk mitigation strategies.	Dharma Kuba
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Source: Primary Data 2023

In this activity, it is expected that in the village of Baloli, where tourism activities are actively held, the participants will be able to independently organize cultural events. Research conducted by Prasetyo and Syafrini (2023;1) shows that the involvement of the local community is a driving factor in developing cultural tourism. The Technical guidance model implemented in Baloli Village, North Luwu Regency, provides experiential and technical training that can contribute to the management of events in the area.

- Outbound and Camping for Students and Local Community

In the series of Technical Guidance and Cultural Event Assistance in Baloli Village, Masamba District, North Luwu Regency, there is also an outbound activity where participants engage in outbound and camping combined to create a fun learning experience and adventure for the training participants.



Image 2. Outbound and Camping Activity, 2023

During the outbound activity combined with camping, participants are assessed on their understanding and knowledge of concepts, principles, and practices related to infrastructure management in an event. This assessment may cover topics such as event planning, venue management, technical requirements, and event regulations. Participants may engage in activities involving case studies that reflect real-life situations in managing the infrastructure of a Cultural Event. Participants are expected to analyse the case, identify problems, and develop effective action plans. This will test participants' ability to apply their knowledge and skills to overcome potential challenges.

For the outbound activity itself, it can be designed as a simulation or role-playing game where participants are asked to take on the role of event managers for a Cultural Event. They can create different scenarios, such as dealing with sudden technical issues, rearranging room layouts, or interacting with event participants. Observing and evaluating participants during these simulations will help measure their skills in managing event infrastructure for Cultural Events.

During this activity, the outbound and camping participants can design and manage a cultural event project in groups. This activity encompasses all stages, from planning to execution and evaluation. The evaluation of the activity can cover technical aspects, creativity, effective time management, and the achieved outcomes.

In addition, throughout the outbound and camping activities, participants are involved in practical activities that involve managing the infrastructure of a cultural event. This may include setting up rooms, handling technical equipment, communicating with vendors and service providers, and dealing with emergency situations. The observation assessment will help measure participants' practical skills and work attitude.

The forms of support for the Masamba Fair Cultural Event

During the implementation of the Masamba Fair Cultural Event in 2023, the aim of the accompanying activities is to promote local culture, boost regional tourism activities, and celebrate the cultural richness of the area. The accompanying activities for Masamba Fair are organized by the North Luwu Regency Government. These activities span three days, starting from May 13th to 15th, 2023, and include various events such as UMKM (Micro, Small, and Medium Enterprises) Expo, Historical Re-enactment Competition, Fun XC Mountain Bike, 10K Run, 5K Run, Creative Dance Competition, Nusantara Fashion Contest, and Theatrical Competition. These events are attended by a diverse range of participants, including both local and international communities.



Image .3. Fun Bike Masamba Fair, 2023

Based on the interview conducted by the author, an inventory of cultural activities was carried out, obtaining information from the Head of Baloli Village, Mr. Solihin, S.Sos. Besides the Masamba Fair, there are several other supporting activities in Baloli, including:

- 1) *Pagelaran Budaya Masamba*: Cultural performances showcasing traditional dances, music, and theatrical performances representing the local culture of Masamba.
- 2) *Pameran Budaya Masamba*: Cultural exhibitions displaying various artifacts, handicrafts, traditional costumes, and artworks that represent the cultural heritage of Masamba.
- 3) *Pasar Rakyat*: A local market where people can gather and trade various agricultural products, handicrafts, and local products, promoting local economy and entrepreneurship.

- 4) *Syukuran Pesta Panen Rakyat*: A celebration and gratitude event held to commemorate the bountiful harvest season, expressing gratitude for the agricultural abundance and involving the participation of the community.
- 5) *Pembersihan Benda Pusaka To Makaka*: A ceremonial cleaning and preservation activity for the sacred heritage objects of To Makaka, a cultural tradition aimed at maintaining and honouring the cultural artifacts of the community.

The information you provided from the interview with Mr. H. Jumail Mappile, S.IP., M.Si., the Head of the Department of Youth, Sports, and Tourism of North Luwu Regency, strengthens the fact that various tourism activities contribute to the vibrancy of the Masamba Fair. Apart from the natural beauty of the rivers, waterfalls, and the religious and cultural tourism of Datu Suleman, they serve as potential tourism assets. Furthermore, the existence of Pokdarwis (Tourism Awareness Groups) in the area requires guidance to enhance community-based economic development.

One of the efforts to improve the region's capacity in implementing regional autonomy is the ability to innovate in local governance. The progress of a region is heavily influenced by the innovations it undertakes. Therefore, it is essential to provide protection for innovative activities carried out by civil servants in the region to advance their respective areas. Efforts to stimulate the creativity of the region to enhance its competitiveness involve the roles of the regional government, community participation, academia, and community organizations, as they mutually support and contribute to the revitalization of tourism in North Luwu Regency in general and Baloli Village in Masamba District specifically, following the challenges of COVID-19 and flash floods, aiming for better tourism development.

Conclusion

The involvement of the local government, academia, and the community in supporting the Masamba Fair Cultural Event in 2023 through technical assistance plays a crucial role. The collaboration includes the operational and equipment aspects of the event. It involves identifying operational needs, planning the flow of activities, identifying necessary equipment, sourcing the equipment, scheduling and coordination, training and testing. Furthermore, the event is supported by the development of ideas and concepts, including identifying objectives, brainstorming, market analysis, creating a mood board, event planning, decoration design, and creating a memorable experience. Additionally, supporting cultural events are also identified, brainstormed, market analysed, mood boards created, event plans developed, decorations designed, experiences created, and risk evaluations performed. During the technical guidance program, participants are trained to implement and design outbound activities and camping.

The forms of support for the Masamba Fair Cultural Event include various activities such as UMKM Expo (Small and Medium Enterprises Exhibition), *Napak Tilas Competition*, Fun XC Mountain Bike, 10K Run, 5K Run, Creative Dance Competition, Nusantara Fashion Competition, and Theatrical Competition. These activities are attended by diverse layers of the community, both local and international. These activities encourage the local government and the community to

continuously enhance their capabilities and innovations in preparation for upcoming and sustainable events. It is hoped that future research will conduct a study on the efforts of the local government in supporting Baloli Village to become a tourist destination.

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