Enhancing Social Cohesion where Festival as a Media, is it Possible?

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Abstract—**Festival is the gathering of society from many places and different backgrounds as the form of citizen's commitment. The festival provides a place for people, stakeholders, industry, artist, volunteer, and participants to interact in a space which is dynamic and give beneficial. The successfulness of festival can create a harmonious togetherness for the visitor and community and establish the personal satisfaction to be a good citizen. The purpose of this research is to find out the citizens' active participation, cooperation between government and stakeholder, and connectivity between individuals in creating successful festival and able to create a social cohesion. This qualitative research with ethnography method was done during the implementation of Krakatau Festival XXVII. Result of the research showed that festival gave a space for citizen's participation, increase the knowledge, getting social experience and increase personal skills to the environment as a shape of citizenship's civilization and strengthen social cohesion.**

Keywords— engagement; festival; Lampung Krakatau Festival; participation; social cohesion

I. INTRODUCTION

The festival with cultural approach is a way to keep culture intergenerational continuity dan and in-group community values and aesthetics [1,2,3,4]. Cultural festivals are ubiquitous, impressively diverse, and strongly connected to local communities through employment, volunteerism, and participation [5,3]. Culture and cultural life for Indonesian is a soul that has been attached and applied in daily life, therefore it takes a space where is component society with various cultural backgrounds can meet and interact to make a social harmony in their life [6]. Culture has been synergized and implemented not only as their own identity as the bearer of their respective culture, but also gives impact on the development and strengthening the social interaction in community [7].

Lampung province has diversity cultural background which are from different provinces in Sumatera, Java, and Bali that has merged in daily activity. Krakatau Festival presents various series of activities that are followed by various agencies, district / city delegation in Lampung Province, schools, communities, stakeholders and volunteers. It was done from 25 until 27 Augustus 2017 and it has brought 30,000 visitors during three days program in Saburai Square in Bandar Lampung City. The event series of LKF 2017are; cooking demo, traditional games, handicraft exhibition, bazaar Lampung traditional clothes, tapis woven, fashion show, music show and Lampung traditional dance, and music competition.

Festival is a tool for every individual and society to gather and interact as positively [7]. This is in line with human needs in the fulfillment that is called "affiliation", there is a need to live together in their social life. This festival can provide understanding and experience to the community for gathering and see that despite there is diversity around the community, but they still can work together, respect each other, grow the mutual responsibility, and conscious as part of the community.

II. THEORITICAL

A. Participation and Civic Virtue

Lampung community had diverse backgrounds, especially when transmigration program was implemented many people who came from Java, Madura and Bali in the 1930s, then transmigration was done in the 1970s and 1980s under President Soeharto [8]. Therefore, Krakatau Festival is an important moment to unite people in the public space so they can interact each other and able to strengthen social capital. Society is the basic power that is an integral part of the festival itself, they are not objects, they are subjects or actors, owners and cultural heritage.

Active participation is a responsible person and able to act as intelligently in social activities. Active citizen means a person who is continuously able to develop social skills and competence of citizenship or improve social skills, competence citizenship, to be a person who has a good character [9, 10]. Citizenship in the context of a person's behavior (civic virtue behavior) is based on a good relationship among human beings, based on the satisfaction of the maximum achievement that has been done by individuals who are marked by the emergence of attitude/behavior that is better due to what is expected has been fulfilled, paying attention to the balance of rights and duties [11].

Citizen civilization is a guide for every individual and society to be able to actively participate in daily life and be responsible as a member of society. Government, social capital and civilization are an integral part [12], meaning that all

components must be able to work together well and create a better society [13,14,15] and wiser [16]. The citizen's credibility which should be done is how citizens have a sense of responsibility. Virtue based on ethics aims to citizens who are able to put themselves as individuals, involve with voluntary work, and have the ability to respond to what is happening in the surrounding environment. Civic virtue that is meant a citizens who are able to do a moral substance considerations with regard to the rules, paying attention to the side of thought by controlling to things that are positive. Every citizen should to contribute in his or her active role through innovative, creative ideas, ideas and ideas that are useful to the wider community. Media such as festivals can be maximally utilized to maintain the intensity of the interaction of citizens who come from different cultures, and occupations.

III. METHOD

This research used a qualitative research design with is meant to make the researcher more flexible in analyzing various phenomenon which was found comprehensively [17] who said that with qualitative data we can follow and understand the flow of events chronologically. The research method was done by using ethnography method. Ethnography approach focuses on groups that share the same culture [18]. Ethnographic research is conducted to explore the involvement of volunteers in the preparation and implementation of the event. The research procedures are research design, group identifications, the problems, collect the information, analysis, and theories [19].

The data was collected by observation and interview to 14 respondents during the 27th of Lampung Krakatau Festival XXVII 2017 event in Bandar Lampung, Indonesia. The qualitative research with ethnographic methods involved the extensive observation of the group, sometimes through the participant observation, whose researchers immerse themselves in the daily life of the community, observing and interviewing the participants in the group [18]. The data completed by obtaining information from the Office of Tourism Lampung Province, and then conducted a depth interviewing to respondents. Researchers got information related to the Krakatau Festival's trip from year to year, especially regarding the implementation of Krakatau festival in the last two years. A synergistic collaboration between Lampung Provincial Tourism Office and agencies, communities and volunteers is run together to succeed the Krakatau Festival.

IV. RESULT AND DISCUSSION

A. *Festival as a Media, Engaging Society to Involve*

Krakatau Festival is one of the main cultural event in Lampung Province which is held every year since 1990 that raise the culture and tradition. The event is enlivened by carnivals, traditional art attractions, exhibitions, and some competitions. Krakatau Festival has many variations of activities in several times on its implementation.

Festival is an opportunity for local people to meet and interact from different backgrounds. Society has the responsibility to participate [6] in both of small and large

activities as an effort to create and strengthen community cohesion [20]. Cultural festival activities in particular can be used as a space for expression from all components of society to get a common awareness of cultural preservation and for the next generation [1]. At the same time can make the citizens to be more active [21].

Fig. 1.   Lampung Culture Tapis Carnival

Fig. 2.   The bridegroom customs withcomplete clothing

Dynamic, fun and warm interactions can grow through the festival events. Today's festival has become a different medium from the other forms of activity, because the full support of government, stakeholders, and society as massively participate in promoting and making it happen [6]. Society in principle expects to be given a space Stephen Henderson and James Musgrave [22] where they can creative and expressive as well as the skills that they have [23,24]. The stronger support of the community will be the more awake the characteristic values [25,26] festivals and messages to be conveyed through the festival can be received well by the visitors and the community itself [27]. Based on some opinions above, it can be reflected that an event can give a sense of pride for the organizers and society "civic pride" [28] and develop social capital [29], and they can also impact on individuals by providing a sense of belonging and identity [25,30]. The festival can be seen from the perspective of citizens' civilization (civic virtue), civic engagement, and volunteerism. These three indicators are part of the study of Citizenship Education. This article gives an understanding of a festival which can be seen based on the point of view from those three indicators.

A festival activity needs the support and active participation of the community [30,31], therefore "civic engagement" is a

central to build a good social life [32,33]. Based on research which was conducted at three universities in the United States, Doolittle and Faul [34] revealed that in order to engage individuals, then individuals and communities should be given the trust that they are capable of performing tasks or activities which related to build a society community and regardless of age, gender, and race [35]. The closeness between citizens with a good open public space is a form of social interaction that has been run in accordance with the function of the open space public itself. The emotional bond of the citizens is also important in planning the development of the next public open space as it is seen from its historical roots, so the function of public space can be useful for the artists to have contemplation space [21].

The provision of public space becomes very important in urban areas as a means of interacting with citizens and seeing the environment. With the interactions that occur among the community will grow a sense of brotherhood, mutual respect and grow the nature of empathy that occurs in the public space. Intention to keep each other a public space and maintain discipline and orderliness are things that must be paid attention and be maintained with the aim to generate harmonization in the intercommunity of citizen. Public space as a place where citizens meet and socialize should be arrangement well and give priority to social function where the public space area becomes a common place that can be accessed by all levels of society [21].

Public involvement in the public sphere should be done optimally, it needs to be done in addition to this space is "owned by the community" as well as to build a sense of ownership from the beginning, so the society can participate to maintain it. Community involvement should be started from the planning, implementation and maintenance phase. The examples of participation at the planning stage are public space design contests, interactive dialogs or seminars about the region. The participation form in the implementation phase is the involvement of private sector as a sponsor of the provision or elements construction of the public space. Therefore, as in the maintenance phase, the community must participate in maintaining the cleanliness and beauty of the environment.

B. The Impacts of Society's Participation

Based on the social experience, the literature which discussed about aspects of community residents' attitudes of social, cultural, economic, and environmental impacts of community-based events or festivals is still lack [36]. Most research concerning impacts of festivals considers economic aspects but ignores the social and cultural impacts experienced by community residents [37,38]. This is certainly in accordance with human needs in the fulfillment which is called as "affiliate", there is a need to live together in a social life. In the interaction and communication relationships which is done by each individual in an event is able to generate a sense of self-confidence, motivation for self-actualization, and feeling accepted as part of social activity [39,40].

Krakatau Festival is a big cultural event in Lampung Province since 1990. The gathering of citizens is aimed to further relationship between individuals and communities

[41,20] as urban society [42] in cultural meetings, and it is the individual's duty to preserve culture as a member of society [25,26,43,44,45,46]. Therefore, the fundamental concern is how to provide an understanding of the benefits and meaning of culture, that culture is very meaningful local peoples' life, national, and international communities. Supported by the development of science and technology as human civilization that moves very fast, it should give a positive contribution in maintaining Indonesians' culture.

Designing a festival that can bring many citizens to come together is very important because the community participation and local people is a support for the success of a festival [6]. The festival as a "social event" should be able to build strong relationships among fellow citizens (social cohesion), groups, and communities to preserve culture, communicate, interact, cooperate, and provide benefits in strengthening social relationships among them. Media such as festivals can be maximally utilized to maintain the intensity of the interaction from citizens who come from different cultures, occupations to create a good "engagement".

The following benefits are identified by Packham: Voluntary work experience can increase the range of skills and knowledge of a volunteer to their future; Engaging in a voluntary capacity within communities and neighborhoods contributes to social and individual well being; Social well being contributes toward social cohesion and a reduction in crime, antisocial behavior; Engagement in voluntary activity as part of a group can be an empowering and transformational experience leading to change and improvement (e.g. as part of a pressure or campaign group); Voluntary activity, particularly at the neighboring level, can improve the delivery of services and impact of initiatives at local level; Active involvement can increase civic and civil engagement.

The next festival format should pay attention to matters which has widespread impact in the future. Each activity should be planned with due regard to its impact for the community. We have to be common with strategic think, but work as practically. It means that we can start from the strategic plan which involves entrepreneurs in their entirety and create the prosperity through their hand. The society's involvement in public space should be obtained optimally, it should be done because not only this space belongs to the community but also to build a sense of belonging from beginning, so the society can participate to maintain it. The involvement of society should be begun from the planning session, implementing and maintaining [21].

V. CONCLUSION

The urban space, festivals are a device to promote a coherent, healthy picture of the city planned well in advance of the festival. Creating experiences requires organizers, stakeholders, visitors and society to give their best participation to achieve a physical transformation and social cohesion through the festival. Where knowledge, abilities and needs of human beings are always growing, then the culture is always changing. Strengthening intercultural and inter-ethnic identity relationships within the community, it is necessary to have the media gathered through positive activities and building a

"social capital" that generates a sense of care, and respect among individuals. Civic engagement is urgency to be applied in daily life to create smart and good citizens. The aim of civic engagement is to prepare and motivate every individual and society to participate well in society and at the same time to give experience for them as well as to create a leadership attitude. Then the next concern is how the individuals and societies understand civic engagement and the process its implementation in the real life of society.

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