



The Effectiveness of the Semarapura Festival to Attract International Tourists to Klungkung Regency

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Abstract

Purpose: This study aims to examine the effectiveness of the Semarapura Festival in attracting international tourists to visit Klungkung Regency, Bali Province, Indonesia.

Research methods: Utilizing a mixed-method approach, the research combines quantitative analysis through a structured questionnaire survey of international tourists with qualitative insights obtained via in-depth interviews with representatives from the Klungkung Tourism Office.

Findings: The findings reveal that the Semarapura Festival serves as a strategic cultural promotion tool, introducing Balinese culture, particularly that of Klungkung, to a global audience. Based on the AIDA model (Attention, Interest, Desire, Action) and the Theory of Planned Behavior, the results of the SEM-PLS analysis indicate that each component of the AIDA model significantly influences tourists' intention to visit, with Attention emerging as the most dominant factor.

Implication: This suggests that enhancing public awareness through creative and targeted festival promotions plays a crucial role in increasing international tourist interest in the region.

Keywords: effectiveness, festival, foreign tourist, interest to visit

INTRODUCTION

Indonesia is a country renowned for its rich cultural diversity. This cultural heterogeneity serves as a significant attraction for tourists visiting the nation. Many visitors perceive Indonesian culture as unique and worthy of exploration. Bali is one region in Indonesia particularly distinguished by its unique culture, which captivates tourists, especially those from abroad. The island's cultural offerings are varied, ranging from artistic performances to crafts. One prominent method for introducing Balinese culture is through the organization of festivals.

Currently, Bali hosts several festivals that serve as platforms for cultural introduction, typically organized by region. Among these, the Semarapura Festival stands out as a key event for cultural promotion. Held annually and organized by the Klungkung Regency Government, the Semarapura Festival encompasses four main activities: the preservation of customs, culture, and arts; economy-boosting initiatives; traditional arts-based competitions; and entertainment events (Dinas Pariwisata Kabupaten Klungkung, 2024). The



festival has two primary objectives: to introduce the tourism potential of Klungkung Regency and to serve as a space for cultural education, preservation, and the empowerment of the creative economy (Dinas Pariwisata Kabupaten Klungkung, 2025). The Semarapura Festival is held in the heart of Klungkung city, chosen for its proximity to several key tourist attractions in Klungkung Regency, such as Kerta Gosa, Klungkung Thematic Tourist Market, Puri Agung Klungkung, Goa Lawah, Semarajaya Museum, Goa Jepang, Tukad Unda, and the Puputan Klungkung Monument.

The Semarapura Festival has been held since 2015, and in 2025, it will mark its seventh iteration. This festival is an annual series of events commemorating the anniversary of Klungkung Regency. For 2025, the Semarapura Festival adopts the theme "Nayaka Maetala Udaya," reflecting the spirit and resurgence of Klungkung, driven by wise leadership capable of bringing positive change to the community. The Semarapura Festival 2025 is scheduled to take place from Sunday, April 27, 2025, to Thursday, May 1, 2025. The festival itself has become a tourist destination for international visitors. According to the report from the sixth Semarapura Festival in 2024, at least 653 international tourists attended. This indicates the festival's potential to attract visitors. With its arts and culture-based activities, it aligns clearly with its objective of introducing the culture of Klungkung Regency.

Based on the preceding description of the Semarapura Festival, it is evident that such events possess the potential to serve as a means of introducing culture to tourists, particularly international visitors. This assertion is supported by several existing studies, as outlined below.

Extensive research has been conducted worldwide on the role of cultural events in attracting tourists. Getz (2008) posits that events, including cultural festivals, are integral to a destination's strategy for creating travel motivation, shaping destination image, and reinforcing cultural identity. In this context, festivals serve not only as entertainment but also as a medium for cultural exchange, stimulating tourist interest.

Similarly, Lee *et al.* (2012) emphasize that cultural festivals can provide emotional and social benefits to visitors, thereby strengthening positive perceptions of the destination and fostering an intention to revisit or recommend it to others. Both studies indicate that experiences at cultural events play a significant role in shaping tourist interest and behavior.

Nevertheless, studies specifically examining the effectiveness of local events in Indonesia, particularly the Semarapura Festival, in attracting international tourists remain limited. Therefore, this research aims to bridge this gap by employing the AIDA model to analyze the influence of event organization on tourists' visitation interest, specifically using SEM-PLS analysis techniques.

RESEARCH METHODS

This study employs a mixed-methods approach, combining quantitative and qualitative methods to gain a more comprehensive understanding of the effectiveness of the Semarapura Festival in attracting international tourists. This approach was selected for its ability to concurrently leverage the strengths of numerical data and contextual meaning (Creswell, 2018).

Quantitative data were collected through the distribution of structured questionnaires to international tourists attending the Semarapura Festival. The questionnaire was designed based on the AIDA model (Attention, Interest, Desire, Action) and linked to the Theory of Planned Behavior (Ajzen, 1991) to measure the festival's influence on tourists' intention to visit. Data analysis was performed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the aid of SmartPLS software. This technique was chosen for its advantages in analyzing predictive and exploratory models, and its ability to perform optimally even with relatively small sample sizes (Hair *et al.*, 2017).

Respondents were selected using a quota sampling technique, a non-probability sampling method where the researcher determines a quota of respondents from the relevant population—in this case, international tourists present during the festival. This technique is considered appropriate when random sampling is difficult to implement and allows the researcher to control for specific characteristics in the respondent distribution (Sugiyono, 2017). A total of 50 respondents were successfully gathered, and this number is considered adequate in the context of PLS-SEM, as Hair *et al.* (2021) state that models of moderate complexity can be validly analyzed with 30 to 100 respondents.

In addition to quantitative data, this research also involved the collection of qualitative data through in-depth interviews, direct observation, and document analysis. Interviews were conducted with representatives from the Klungkung Regency Tourism Office to understand the objectives and development of the Semarapura Festival from the organizers' perspective. Observations were carried out during the festival to record tourist behavior, the event atmosphere, and the cultural potential displayed. Through the integration of these quantitative and qualitative approaches, it is anticipated that the research findings will not only illustrate the extent of the festival's influence on tourist interest but also provide a more in-depth explanation of how visitor experiences and perceptions are formed while attending the festival.

FINDINGS

Based on the results of the questionnaire distributed to 50 international tourists during the Semarapura Festival, the following findings were obtained. Before presenting the SEM-PLS analysis test results, a descriptive analysis of

the questionnaire results will be conducted. This analysis is based on trip descriptors and tourist descriptors. Table 1 will present data on the distribution of international tourists visiting the Semarapura Festival by gender. The data are as follows.

Table 1. Number of Tourists by Gender
[Source: Research results, 2025]

No.	Gender	Number
1.	Male	28
2.	Female	22
Total		50

The research results indicate that international tourists visiting the Semarapura Festival were predominantly male, with 28 individuals. In contrast, only 22 female international tourists visited the festival. Table 1 shows that more male tourists were interested in attending the Semarapura Festival, which is a culture-based event. According to a study by Alshammari *et al.* (2019), male tourists are more inclined to attend cultural festivals for personal reasons, such as seeking entertainment and an atmosphere they have not previously experienced. Alshammari *et al.* (2019) also state that besides personal reasons, other motives for male tourists to visit cultural festivals include the festival's conditions and how they can independently enjoy the event.

The next descriptive analysis concerns the distribution of tourists visiting the Semarapura Festival by age. This data is presented in Table 2.

Table 2. Number of Tourists by Age
[Source: Research results, 2025]

No.	Age Group	Number
1.	19 - 30 years	8
2.	31 - 40 years	22
3.	41 - 50 years	8
4.	51 - 60 years	8
5.	> 60 years	4
Total		50

Based on the data presented in Table 2 regarding the age of tourists visiting the Semarapura Festival, it was found that tourists in the 31 to 40-year age range were the most numerous, with 22 individuals. Previous research by Smith *et al.* (2021) indicates that tourists around 30 years old tend to be interested in cultural tourism due to several factors, such as social interaction experiences and their desire to experience entertainment through cultural

attractions. This also shows that if cultural introduction is packaged as a festival, where the culture is presented through various artistic performances and other activities, it can attract relatively young tourists. This refutes the stereotype that cultural tourism has thus far only appealed to older tourists. The data in Table 2 show no tourists under the age of 19 visiting the festival. This suggests that younger tourists currently prefer other activities unrelated to cultural tourism.

Table 3 will present data on the country of origin of tourists visiting the Semarapura Festival. The data will be presented as follows.

Table 3. Number of Tourists by Country of Origin
[Source: Research results, 2025]

No.	Country of Origin	Number
1.	Italy	11
2.	Netherlands	8
3.	Germany	7
4.	Denmark	4
5.	UAE	4
6.	France	4
7.	United Kingdom	4
8.	Poland	3
9.	Czech Republic	2
10.	USA	2
11.	Spain	1
Total		50

Table 3 shows that the largest number of international tourists visiting the Semarapura Festival by country of origin was from Italy, with 11 out of 50 tourists. Table 2 also indicates that tourists attending the Semarapura Festival were predominantly from European countries. Given that the Semarapura Festival is a culture-based event, this demonstrates that European tourists indeed tend to seek unique and authentic experiences by directly observing the arts and culture in Bali (Utama, 2017).

Next, a descriptive analysis of trip descriptors will be conducted to understand the distribution of tourists based on their travel characteristics. Table 4 will present data on the distribution of tourists visiting the Semarapura Festival based on their length of stay.

Table 4. Number of Tourists by Length of Stay
[Source: Research results, 2025]

No.	Duration	Number
1.	1 Week	18
2.	2 Weeks	23
3.	3 Weeks	9
4.	1 Month	2
Total		50

Based on the length of stay, it was found that the most common duration for tourists visiting the Semarapura Festival was 2 weeks, with 23 individuals, followed by tourists staying for 1 week, totaling 18 individuals.

Table 5 will present data regarding the distribution of tourists visiting the Semarapura Festival based on their accommodation area. The data are presented as follows.

Table 5. Number of Tourists by Accommodation Area
[Source: Research results, 2025]

No.	Accommodation Area	Number
1.	Canggu	1
2.	Klungkung	2
3.	Kuta	12
4.	Sanur	3
5.	Sidemen	9
6.	Ubud	23
Total		50

Based on the data presented in Table 5, it was found that the largest number of tourists visiting the Semarapura Festival were those staying in the Ubud area. Geographically, this indicates that the distance between Ubud and the venue in Klungkung is not too far, approximately ± 20 KM, which can be covered in about 1 hour. In terms of research, Collins and Potoglou (2019) state that tourists tend to choose accommodation close to the festival venue due to the travel time required to reach it.

Table 6 will present data related to the purpose of travel for tourists visiting the Semarapura Festival. The data are presented as follows.

Table 6. Number of Tourists by Purpose of Travel
[Source: Research results, 2025]

No.	Purpose	Number
1.	Holiday	49
2.	Visit Family	1
Total		50

Based on Table 6, it is known that tourists visiting the Semarapura Festival were primarily those whose purpose was for a holiday. Only one person had the travel purpose of visiting family.

The final descriptive analysis within the trip descriptor analysis concerns the mode of transportation used by tourists visiting the Semarapura Festival. The data are presented as follows in Table 7.

Table 7. Number of Tourists by Mode of Transportation
[Source: Research results, 2025]

No.	Mode of Transportation	Number
1.	Car	41
2.	Motorcycle	9
Total		50

Based on the data presented in Table 7, it is known that many tourists used cars as their mode of transportation when visiting the Semarapura Festival. According to interviews with several tourists, they chose cars, often rented with a driver. This was because many tourists visiting the Semarapura Festival had other activities planned besides attending the festival. Based on a previous study, Hermawati *et al.* (2019) state that tourists who choose cars usually have a packed itinerary and often need to travel more than 40 km in a day, leading them to prefer comfortable transportation options such as cars.

After conducting the tourist descriptor and trip descriptor analyses, the results of the SEM-PLS data processing will now be described. The first step taken is the evaluation of the outer model. The outer model evaluation aims to test the validity and reliability of the constructs through several indicators, namely convergent validity, internal reliability, and discriminant validity. Table 8 presents the results of the convergent validity test. The data are presented as follows.

Table 8. Convergent Validity
[Source: Research results, 2025]

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Value
act1 <- ACT	0.772	0.749	0.138	5.597	0.000
act2 <- ACT	0.832	0.859	0.050	16.897	0.000
act3 <- ACT	0.903	0.907	0.028	32.385	0.000
act4 <- ACT	0.698	0.673	0.135	5.174	0.000
att1 <- ATT	0.935	0.935	0.023	39.816	0.000
att2 <- ATT	0.927	0.928	0.030	30.987	0.000
att3 <- ATT	0.902	0.901	0.040	22.480	0.000
att4 <- ATT	0.899	0.896	0.049	18.442	0.000
des1 <- DES	0.889	0.889	0.025	34.956	0.000
des2 <- DES	0.916	0.916	0.020	44.824	0.000
des3 <- DES	0.880	0.877	0.043	20.447	0.000
des4 <- DES	0.812	0.803	0.077	10.597	0.000
int1 <- INT	0.926	0.921	0.035	26.797	0.000
int2 <- INT	0.909	0.904	0.033	27.596	0.000
int3 <- INT	0.923	0.920	0.027	33.729	0.000
int4 <- INT	0.736	0.735	0.087	8.470	0.000
itv1 <- ITV	0.743	0.735	0.098	7.582	0.000

Table 8 shows the outer loading analysis results, indicating that all indicators have values > 0.70 and are statistically significant ($p < 0.05$). The lowest loading value of 0.698 (for indicator act4) is still within the tolerable limit and does not need to be eliminated. Furthermore, the Average Variance Extracted (AVE) for all constructs exceeds 0.50, with the highest value for the Attention construct (AVE = 0.839) and the lowest for the Action construct (AVE = 0.656). This indicates that each construct can explain more than 50% of the variance in its indicators. The next test conducted is the construct reliability test. Data for the construct reliability test are presented in Table 9 and Table 10.

Table 9. F-Square
[Source: Research results, 2025]

	f-square
ACT -> ITV	0.065
ATT -> ITV	0.950
DES -> ITV	0.054
INT -> ITV	0.057

Table 10. Construct Reliability and Validity
[Source: Research results, 2025]

	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
ACT	0.825	0.854	0,883	0.656
ATT	0.936	0.938	0.954	0.839
DES	0.897	0.906	0.926	0.766
INT	0.898	0.915	0.930	0.769
ITV	0.901	0.911	0,932	0.776

In Table 9 and Table 10, the Composite Reliability (CR) values for all constructs are above 0.70, ranging from 0.883 to 0.954, indicating very good composite reliability. All Cronbach's Alpha values are also > 0.7 , signifying high internal consistency among indicators within the same construct.

Next, an inner model test of the research data will be conducted. The structural model will be presented in Figure 1.

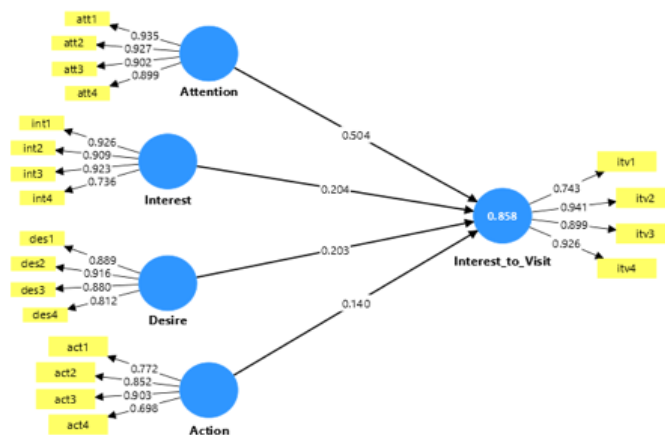


Figure 1. SEM-PLS Construct Model
[Source: Research Results, 2025]

Figure 1 shows the SEM-PLS structural model after bootstrapping. All paths between the AIDA constructs and Intention to Visit have p-values < 0.05, indicating significant relationships. Attention shows the largest influence ($\beta = 0.504$). After understanding the construct model from the SEM-PLS test results, it is also necessary to know the R-Square value. The R-Square data will be presented in Table 11.

Table 11. R-Square
[Source: Research Results, 2025]

	R-Square	R-Square Adjusted
ITV	0.858	0.845

Based on Table 11, the R-square value for Intention to Visit is 0.858. This means that 85.8% of the variation in Intention to Visit can be explained by the four AIDA constructs, indicating a very strong explanatory power of the model. After determining the R-square value, a data analysis of the model fit will be performed. The model fit analysis will be conducted as shown in Table 12.

Table 12. Model Fit
[Source: Research results, 2025]

	Saturated Model	Estimated Model
SRMR	0.095	0.095
d_ULS	1.891	1.891
d_G	2.663	2.663
Chi-square	558.040	558.040
NFI	0.605	0.605

The analysis results in Table 12 show that the model fit SRMR = 0.095 is still within the tolerable limit. An NFI of 0.605 indicates a moderate fit. The identical d_ULS and d_G values suggest model stability between the saturated and estimated models.

After conducting the SEM-PLS data testing, the results empirically support the AIDA theory in the context of tourism event promotion. All four AIDA variables significantly influence Intention to Visit, with Attention being the dominant factor. Thus, the findings of this study are consistent with previous research affirming the important role of cultural events in increasing tourists' intention to visit. As stated by Getz (2008) and Lee *et al.* (2012), cultural festivals can create a unique attraction that shapes a positive perception of the destination. In the context of the Semarapura Festival, the research results show that all elements in the AIDA model—namely, attention, interest, desire, and action—significantly influence the intention of international tourists to visit.

Therefore, this research not only fills a literature gap in the context of the Semarapura Festival but also broadens the understanding of how local events

can be used as a strategic tool in building destination image and increasing international tourist arrivals. Furthermore, implications are recommended for the organizers of the Semarapura Festival for future events. This implication is how organizers can focus on building and increasing tourist awareness for the festival. In enhancing awareness for the festival, organizers can undertake various efforts such as effective promotion, creating attraction through social media content, and providing easy access to information for prospective visitors to the Semarapura Festival.

CONCLUSION

This research demonstrates that the organization of the Semarapura Festival is proven effective in attracting international tourists to visit Klungkung Regency. Using the AIDA model (Attention, Interest, Desire, Action) and supported by the Theory of Planned Behavior (Ajzen, 1991), the SEM-PLS data processing results indicate that all four AIDA elements significantly influence tourists' intention to visit, with the Attention variable being the dominant factor.

The R-square value of 0.858 indicates that over 85% of the variation in tourists' intention to visit can be explained by the AIDA variables collectively. This finding suggests that promotional strategies based on increasing awareness, the appeal of cultural content, and ease of access to event information are crucial aspects in designing and organizing cultural festivals.

The implications of these research findings encourage the local government, particularly the Klungkung Regency Tourism Office, to continuously optimize promotional and communication approaches that capture tourist attention. Digital promotion, the utilization of social media, and the strengthening of cultural narratives are important strategies in building the image of the Semarapura Festival as a valuable cultural destination worthy of visits by international tourists.

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