

IMPACT OF "PEKAN GAWAI DAYAK" CULTURAL EVENT ON TOURISTS' DECISION TO VISIT PONTIANAK

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ABSTRACT

This study aims to determine the impact of the "Pekan Gawai Dayak" cultural event on tourists' decision to visit Pontianak City. The subjects of this research are limited to tourists who attended the 37th Pekan Gawai Dayak Pontianak event in 2023. Data analysis techniques use correlation tests with the help of SPSS software version 25. Based on the research results, several conclusions can be drawn. First, the Spectacularisation dimension has a significant partial influence on the Decision to Visit. Second, the Theme dimension does not have a significant partial influence on the Decision to Visit. Third, the Immersion and Participation dimension has a significant partial influence on the Decision to Visit. Fourth, the "Pekan Gawai Dayak" cultural event has a positive and significant simultaneous influence on tourists' Decision to Visit Pontianak City. Furthermore, the coefficient of determination indicates that the cultural event influences 53.6% of tourists' decision to visit Pontianak City, while the remaining 46.4% is influenced by other factors not examined in this study.

INTRODUCTION

Tourism is one of the important sectors in boosting a country's economy. Moreover, tourism can also stimulate other sectors such as transportation, culinary arts, and other local industries (Y. Sari & Handayani, 2021). By promoting tourist destinations, a country can attract foreign investment and optimize its natural and cultural resources to support economic growth (Adwimurti et al., 2022). This is reinforced by the statement of Sari, et al. (2019) that tourism is a type of new industry capable of generating rapid economic growth through job creation, income enhancement, improved living standards, and the stimulation of other productive sectors (F. K. Sari et al., 2019).

West Kalimantan has proven to be a successful destination in attracting tourists. This is evidenced by official data from the Central Statistics Agency (BPS), which shows that domestic tourist visits to West Kalimantan in 2023 increased by 35.6% compared to the previous year (Siregar, 2023). By October 2023, the number of domestic tourist visits to West Kalimantan reached 3,280,250. This achievement placed West Kalimantan among the top 10 provinces with significant increases in domestic tourist visits. Meanwhile, international tourist visits to West Kalimantan in 2023 rose by 170.75% compared to the previous year, with total visits reaching 73,499, predominantly from Malaysia (Siregar, 2023).

According to the Chairman of the Association of the Indonesia Tours and Travel Agencies (ASITA) Kalbar, Mr. Ifan Ronaldo Baruso, the main attractions of West Kalimantan are its rich and unique cultural heritage. The beautiful natural scenery, such as Gunung Palung National Park and Danau Sentarum, also adds to the appeal. Research conducted by (Fajar et al., 2021) suggests that one of the factors driving people to travel is the desire to learn about other cultures and witness various ways of life.

Table 1. Number of Tourist Visits to Pontianak

No.	Year	Domestic Tourists	International Tourists	Total
1	2019	1,155,291	34,461	1,189,752
2	2020	695,068	12,998	708,066
3	2021	839,764	11,392	851,156
4	2022	971,147	14,350	985,497
5	2023	1,150,978	29,978	1,180,956

Source: Department of Youth, Sports, and Tourism of Pontianak

Based on the table above, the number of domestic tourist visits to Pontianak experienced a significant decrease from 2019 to 2020, but gradually increased from 2021 to 2023. Meanwhile, the number of international tourist visits to Pontianak also saw a significant decrease from 2019 to 2021, with a substantial increase in 2023, rising by 108.91% from the previous year. This achievement highlights the success of the Pontianak City Government in developing and promoting the tourism potential, arts, and culture to attract tourists (Cipta, 2019).

One effective way to market Pontianak's tourism appeal is through organizing events or festivals, especially cultural events as the main attraction. Festivals, art performances, and traditional celebrations provide unique experiences for tourists and serve as a magnet for both domestic and international tourists. Tourism focusing on cultural events not only creates economic opportunities but also helps preserve and maintain local cultural identity (Suparno et al., 2018).

As a city with cultural diversity, Pontianak hosts annual cultural events. Here is a list of annual cultural events held in Pontianak City:

Table 2. Annual Cultural Events in Pontianak

No.	Event Name and Date	Description
1	Pekan Gawai Dayak (May 20)	A cultural celebration held by the Dayak tribe, involving traditional ceremonies, art performances, dances, and communal festivities to celebrate Dayak traditions and cultural diversity.
2	Cap Go Meh Festival (15 days after Chinese New Year)	A Chinese celebration marking the end of Chinese New Year festivities, often featuring parades, lion and dragon dances, and other Chinese cultural activities.
3	Meriam Karbit Festival (Night before Eid al-Fitr)	A festival of carbide cannons held on the banks of the Kapuas River to welcome Eid al-Fitr.
4	Solar Equinox Event (March 21-23 and September 21-23)	A phenomenon when the sun is directly above the Equator, causing objects or people to cast almost no shadow. Held at the Equator Monument in Pontianak.
5	Pontianak Cultural Parade (September 29)	A procession showcasing the rich culture and traditions of Pontianak's people.

Source: Author's Compilation, 2024

In an effort to understand the extent to which cultural events attract potential tourists to Pontianak City, the author conducted brief interviews with 10 individuals who had previously visited Pontianak. Based on these interviews, it can be concluded that cultural events play a significant role in attracting tourists to Pontianak. Pontianak is known for its unique local cultural diversity, resulting in numerous cultural and artistic events held in the city. One of the most mentioned and well-known cultural events by the respondents is Pekan Gawai Dayak (Lita, 2022).

According to (Peterianus & Mastiah, 2020), the largest population of the Dayak tribe is in West Kalimantan, accounting for 72.90% or 2,194,009 people. This makes the

Pekan Gawai Dayak Kalbar a grand cultural event, as it involves Dayak people from various regions in West Kalimantan coming together to organize a vibrant and communal event while preserving and maintaining their traditions and cultural heritage.



Figure 1: Pekan Gawai Dayak Pontianak
Source: www.google.com (2024)

Pekan Gawai Dayak is the only Dayak cultural event held annually at the end of May at Rumah Radakng, Pontianak. According to the Head of the Youth, Sports, and Tourism Office (Kadisporapar) of West Kalimantan Province, Mrs. Windy Prihastari, Pekan Gawai Dayak has officially been included in one of the events in the Calendar of Event (CoE) Fest 2023. According to the Indonesian Ministry of Tourism, there are about 100 festivals included in the national Calendar of Events (CoE). These festivals are considered beneficial in attracting both domestic and international tourists. Moving forward, the Pekan Gawai Dayak event will be promoted to be included in the Karisma Event Nusantara (KEN) by the Ministry of Tourism and Creative Economy of the Republic of Indonesia (Siregar, 2023).

Pekan Gawai Dayak is not purely a traditional cultural event, either in terms of the venue or its content. Gawai Dayak is an advanced development of the Dayak art performances first organized by the Joint Secretariat of Dayak Arts (Sekberkesda) in 1986. This event is part of the intangible cultural heritage in West Kalimantan. Gawai Dayak itself is an expression of gratitude to Jubata (God) for blessings and presence during the 12-month period of farming and rice harvesting. To this day, Pekan Gawai

Dayak is held with the aim of preserving, exploring, and developing the Dayak arts and culture in West Kalimantan.

The 37th Pekan Gawai Dayak of West Kalimantan in 2023 was held from May 20-23, 2023. The festivities of the 37th Pekan Gawai Dayak involved 180 committee members and featured a variety of events, including art performances, competitions, and traditions of the Dayak community in West Kalimantan. Contingents from 14 regencies/cities in West Kalimantan participated in this celebration. The total number of competition participants was 327 people from 27 groups. The regional song competition was participated in by 88 contestants, the bujang dara gawai competition by 60 contestants, the children's fashion competition by 108 contestants, the rice pounding competition by 17 groups, the shield painting competition by 37 contestants, the tattoo competition by 34 contestants, and the cultural display competition by 10 groups.

At the 37th Pekan Gawai Dayak of West Kalimantan, there were 28 traditional Dayak culinary stands and 50 exhibition stands filled by MSME/SME actors. Additionally, the event was attended by foreign tourists, including 2 people from Thailand, 2 from Australia, 1 from Taiwan, and 627 from Sarawak and Sabah, Malaysia (Candri et al., 2023). The Governor of West Kalimantan, Mr. Sutarmidji, stated that the 37th Pekan Gawai Dayak aligns with the West Kalimantan provincial government's efforts to develop the economy through the cultural tourism sector. This is due to the unique local culture of West Kalimantan that is not found in other regions (PI, 2023).

Based on the data and phenomena previously described, the author is interested in researching the influence of the cultural event "Pekan Gawai Dayak" on tourists' decisions to visit Pontianak City. "Events can have a positive impact on boosting the local economy through tourist visits to specific destinations. The economic growth of a region can be observed from the increase in tourist visits and their spending levels. Events held should align with the potential and uniqueness of the region and should also educate tourists by showcasing the local culture, traditions, and customs.

This can influence tourists' decisions to visit the region."The cultural event in this study consists of three dimensions. Jennie (Hadinata et al., 2021) elaborates that three dimensions of cultural events, namely Spectacularisation, Theme, and Immersion and Participation, are relevantly reflective of the experiences gained by attendees at festivals or cultural events.

These dimensions can be described as follows: spectacularisation refers to the visual characteristics and uniqueness of a cultural event that set it apart from others. It involves striking presentations, often done with specific themes to convey particular messages or stories. Theme is the central idea or concept underlying an event. It encompasses the main message or story intended to be communicated to attendees, serving as the primary framework guiding their experiences. Immersion and participation depict the deep experiences provided to attendees, which significantly distinguish it from other events they have attended. It highlights the level of involvement and participation of attendees in the event, creating emotional bonds and memorable experiences (Dewi et al., 2024).

This research is conducted because the researchers believe that assessing the influence of a cultural event on the decision to visit a particular area is important to provide insights into the extent to which the "Pekan Gawai Dayak" Cultural Event influences tourists' interest and decision to visit a specific area, particularly Pontianak. This can help improve the effectiveness of promotion, cultural event management, and maximize its positive impact on tourism and the local economy for the Pontianak area. The purpose of this research is to determine the influence exerted by the "Pekan Gawai Dayak" Cultural Event on Tourists' Decision to Visit Pontianak City.

METHOD

This research adopts a quantitative research approach utilizing a questionnaire as the data collection tool. The subjects of the study are tourists who visited the 37th "Pekan Gawai Dayak" Cultural Event in West Kalimantan in 2023. Since there are no limitations regarding the population defined as the subjects of this study, purposive

sampling technique is employed, with a sampling error rate of $10\% = 0.1$, calculated using the Cochran formula. Based on the Cochran calculation, the sample size (n) is determined to be 96.04, thus the total number of respondents gathered to fill out the questionnaire in this study is 96 individuals. In gathering respondents, the researcher distributed the questionnaire via a Google Form-based platform through social media, specifying the criteria of having attended the 37th "Pekan Gawai Dayak" Cultural Event in West Kalimantan in 2023. The respondents eligible to fill out the questionnaire are those aged 18 and above.

The questionnaire employs the Likert scale as the measurement tool since it is used to gauge individuals' attitudes, opinions, and perceptions towards social phenomena. Each statement in the questionnaire will be accompanied by a Likert scale ranging from 1 to 5 for respondents to indicate their level of agreement. Data collected from the questionnaire will be analyzed using the SPSS (Statistical Package for Social Science) version 25. Hypothesis testing and data analysis will be conducted through partial testing (T-test), simultaneous testing (F-test), Correlation Analysis, and Coefficient of Determination analysis.

RESULT AND DISCUSSION

Respondent Characteristics Based on Gender

The author distributed questionnaires in the form of a Google Form to 96 respondents who attended the 37th "Pekan Gawai Dayak" Cultural Event in West Kalimantan in 2023. Some of the respondent profiles identified include gender, age, and domicile. The data collected from the questionnaire are as follows:

Table 3. Respondent Characteristics Based on Gender

Category	Number	Percentage
Male	51	53.1%
Female	45	46.9%
Total	96	100%

Source: Processed Primary Data (2024)

Based on Figure 4, it can be observed that out of 100% or 96 respondents, 53.1% or 51 individuals are female, and 46.9% or 45 individuals are male. This indicates that the number of female tourists is greater than male tourists. This could be attributed to the fact that the "Pekan Gawai Dayak" event might offer an appealing travel experience for females, such as dance performances and craft exhibitions. Additionally, women are often more active in social relationships and may invite their friends to participate in events like the "Pekan Gawai Dayak."

Respondent Characteristics Based on Age

Table 4. Respondent Characteristics Based on Age

Category	Number	Percentage
19 - 25 years old	49	51%
26 - 35 years old	31	32.3%
36 - 45 years old	13	13.5%
>45 years old	3	3.1%
Total	96	100%

Source: Processed Primary Data (2024)

Based on Figure 5, it can be concluded that out of the total 100% or 96 respondents, 51% or 49 individuals are aged 19-25 years old, 32.3% or 31 individuals are aged 26-35 years old, 13.5% or 13 individuals are aged 36-45 years old, and 3.1% or 3 individuals are aged over 45 years old. The conclusion is that respondents aged 19-25 years old are more dominant in attending the 37th "Pekan Gawai Dayak" Cultural Event in West Kalimantan in 2023. This is because young adulthood is an active age where individuals enjoy visiting specific places to fulfill their daily activities. Additionally, individuals in this age range tend to have more leisure time and flexibility for tourism activities.

Respondent Characteristics Based on Domicile

Table 5. Respondent Characteristics Based on Domicile

Category	Number	Percentage
Pontianak	55	57.3%
Outside Pontianak	41	42.7%
Total	96	100%

Source: Processed Primary Data (2024)

Based on Table 6, it can be inferred that out of 100% or 96 respondents, 57.3% or 55 respondents reside in Pontianak, and 42.7% or 41 respondents reside outside Pontianak. The majority of visitors are domiciled in Pontianak because the "Pekan Gawai Dayak" event is held in the city of Pontianak, and most visitors are local residents who wish to witness art performances and seek entertainment.

Hypothesis Testing T Test (Partial Test)

The T test is used to determine the significant influence of each independent variable on the dependent variable. The significance criterion is typically set at a significance level of 5% (0.05), where the calculated t-value is compared to the critical t-value. The critical t-value is determined using the formula $N - 2$. Since the respondents used in this study are 96, $N = 96$, so $N - 2 = 94$. Based on the distribution of t-table values, the critical t-value is found to be 1.986. With the following criteria:

1. If the calculated t-value < critical t-value or the Sig. value > 0.05, it means H_0 is accepted and H_a is rejected.
2. If the calculated t-value > critical t-value or the Sig. value < 0.05, it means H_0 is rejected, and H_a is accepted.

The following is the result of the T test:

Table 6. Partial T Test Output

Model	Coefficients ^a					
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1	(Constant)	10.559	4.270		2.473	.015
	Spectacularisation	.371	.159	.251	2.335	.022
	Theme	.178	.140	.143	1.276	.205
	Immersion and Participation	.247	.106	.247	2.324	.022

a. Dependent Variable: Keputusan Berkunjung

Source: Processed by the Author, 2024

Based on the table above, it can be observed that the Theme dimension obtained a t-value of 1.276, which is smaller than the critical t-value (1.98), and the significance value exceeds the threshold (0.05) at 0.205. Hence, it can be concluded that the Theme dimension does not have a significant partial effect on the Decision to

Visit. This means that respondents do not consider the Theme of the Pekan Gawai Dayak Cultural Event when deciding to attend. Meanwhile, the Spectacularisation dimension yielded a t-value of 2.335, exceeding the critical t-value (1.98), and the significance value is 0.022, which is less than 0.05. Similarly, the Immersion and Participation dimension obtained a t-value of 2.324, surpassing the critical t-value (1.98), with a significance value of 0.022, less than 0.05. From these results, it can be inferred that the Spectacularisation and Immersion and Participation dimensions have a significant partial effect on the Decision to Visit.

F Test (Simultaneous)

The F test is used to determine whether all independent variables have a significant simultaneous effect on the dependent variable. Assessment is made by comparing the calculated F-value and the F-table value, or its significance value. If the calculated F-value < the F-table value or its significance value > 0.05, then H₀ is accepted, and H_a is rejected, meaning that the independent variables do not have a significant simultaneous effect on the dependent variable. Conversely, if the calculated F-value > the F-table value or its significance value < 0.05, then H₀ is rejected, and H_a is accepted, indicating that the independent variables have a significant simultaneous effect on the dependent variable. Here are the results of the F test:

Table 7. F Test Output

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	217.310	3	72.437	10.809
	Residual	616.523	92	6.701	
	Total	833.833	95		

a. Dependent Variable: Keputusan Berkunjung
b. Predictors: (Constant), Theme, Immersion & Participation, Spectacularisation

Source: Processed by the Author, 2024

Based on the table above, the calculated F-value is 10.809, which is greater than the F-table value of 2.70, and its significance value is 0.000, which is less than 0.05. Therefore, H₀₄ is rejected, and H_{a4} is accepted. This indicates that there is a

positive and significant simultaneous effect on the cultural event variable "Pekan Gawai Dayak" with tourists' decision to visit Pontianak City.

Correlation Analysis

Pearson correlation analysis is used to assess the relationship between Cultural Events and Visitation Decisions. Below are the results of the correlation analysis concerning the relationship between the two variables in this study.

Table 8. Pearson Correlation Analysis

		Correlations	
		Event Budaya	Keputusan Berkunjung
Event Budaya	Pearson Correlation	1	.732**
	Sig. (2-tailed)		.000
Keputusan Berkunjung	N	96	96
	Pearson Correlation	.732**	1
	Sig. (2-tailed)	.000	
	N	96	96

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Processed by the Author, 2024

From the table above, it can be seen that the correlation value between cultural events and visitation decisions is 0.732. A positive correlation indicates a direct relationship between the two. This means that the better the cultural event, the higher the tourist's decision to visit. With a correlation value of 0.732, it can be categorized as a strong correlation, falling within the range of 0.60 to 0.799. Therefore, it can be concluded that the relationship between Cultural Events and Visitation Decisions has a strong level of association.

Coefficient of Determination The coefficient of determination is used to measure the extent to which the independent variable (cultural event) influences the dependent variable (visitation decision) in the form of a percentage. Below are the results of the coefficient of determination:

Table 9. Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.732 ^a	.536	.532	1.40982
a. Predictors: (Constant), Event Budaya				
b. Dependent Variable: Keputusan Berkunjung				

Source: Processed by the Author, 2024

The table above shows the correlation value (R) of 0.732. From these results, the coefficient of determination (R Square) is obtained as 0.536, or it can be calculated as follows:

$$CD = R^2 \times 100\%$$

$$CD = (0.732)^2 \times 100\%$$

$$CD = 53.6\%$$

The calculation results indicate that the coefficient of determination is 53.6%. This indicates that the cultural event variable contributes 53.6% to the visitation decision, while the remaining 46.4% is influenced by other variables not examined in this study.

Influence of the Spectacularisation Dimension on Tourists' Visitation Decision

In the Spectacularisation dimension, the obtained t-value is $2.335 >$ the t-table value (1.98), and the significance value is $0.022 < 0.05$. From these results, it can be concluded that the Spectacularisation dimension has a significant partial influence on the Visitation Decision. Based on respondents' responses regarding Spectacularisation, it is evident that visitors experience excitement and uniqueness at the Dayak Gawai Festival. This is due to the organization of the Dayak Gawai event using indigenous Dayak ceremonies and culture. The cultural uniqueness and traditions displayed in the Dayak Gawai Festival are also difficult to find elsewhere. Additionally, the Dayak Gawai Festival has a spirited atmosphere because Dayak people from all over West Kalimantan gather to celebrate and pass on their cultural heritage.

Influence of the Theme Dimension on Tourists' Visitation Decision

Based on the t-test, it is found that the Theme dimension obtains a t-value of 1.276, which is smaller than the t-table value (1.98), and the significance value exceeds the expected value (0.05) at 0.205. Thus, it can be inferred that the Theme dimension does not have a significant partial influence on the Visitation Decision. This implies that in this study, respondents do not concern or care much about the Theme of the Dayak Gawai Event when they intend to visit the event and are more enthusiastic about the performances presented at this event.

The theme of the Dayak Gawai Festival each year encourages people to build and maintain cultural values. For example, in the 37th Dayak Gawai Festival in 2023, the theme was "Maintaining Diversity for Dignified West Kalimantan," with a sub-theme of "Through the 37th Dayak Gawai Festival, we build inclusive, superior, and culturally caring Dayaks." Although the theme encourages building and maintaining cultural values, if not promoted well, tourists may not understand its relevance to the experience they seek.

Influence of the Immersion and Participation Dimension on Tourists' Visitation Decision

In the Immersion and Participation dimension, the obtained t-value is $2.324 >$ the t-table value (1.98), and the significance value is $0.022 < 0.05$. From these results, it can be concluded that the Immersion and Participation dimension have a significant partial influence on the Visitation Decision. Based on respondents' responses regarding immersion and participation, it is known that visitors feel that the Dayak Gawai cultural event provides an opportunity for them to participate in celebrating Dayak cultural heritage and traditions. Additionally, visitors feel excited to participate in the events and performances held during the Dayak Gawai Festival. Visitors can participate in every event and witness the indigenous ceremonies held, such as the "Ngampar Bide" ceremony, which has a special meaning in welcoming the Dayak Gawai Festival.

Influence of the Cultural Event "Dayak Gawai Festival" on Tourists' Visitation Decision

Based on the F-test, it can be seen that the obtained F-value is 10.809, which is greater than the F-table value of 2.70, and the significance value is $0.000 < 0.05$. From these results, it can be concluded that there is a positive and significant simultaneous influence on the "Dayak Gawai Festival" cultural event variable with tourists' Visitation Decision to Pontianak City.

Magnitude of the Influence of the Cultural Event "Dayak Gawai Festival" on Tourists' Visitation Decision

Based on this research, it is found that the coefficient of determination is 53.6%, indicating that the influence of the "Dayak Gawai Festival" cultural event on the Visitation Decision is 53.6%, while the remaining 46.4% is influenced by other factors not examined in this study. Furthermore, the correlation coefficient value obtained is 0.732, falling within the strong correlation interval of 0.60 - 0.799, indicating a strong relationship between the cultural event and tourists' Visit Decision to Pontianak City.

CONCLUSION

Based on the research findings, it can be concluded that the Spectacularisation dimension has a significant partial effect on Visitor Decision, as evidenced by the t-value of 2.335, exceeding the t-table (1.98), and the significance value of 0.022, which is less than 0.05. Conversely, the Theme dimension does not have a significant partial effect on Visitor Decision, as its t-value (1.276) is lower than the t-table (1.98), and its significance value (0.205) exceeds 0.05. This indicates that in this study, respondents do not consider the theme of the Pekan Gawai Dayak event as important when planning their visit. Meanwhile, the Immersion and Participation dimension has been proven to have a significant effect on Visitor Decision, with its t-value (2.324) exceeding the t-table (1.98), and its significance value (0.022)

being less than 0.05. Simultaneously, the Cultural Event "Pekan Gawai Dayak" also has a positive and significant influence on tourists' decision to visit Pontianak City, as evidenced by the F-value exceeding the F-table ($10.809 > 2.70$) and its significance value being less than 0.05 ($0.000 < 0.05$). The coefficient of determination indicates that the cultural event contributes 53.6% to tourists' decisions to visit Pontianak City, with the remaining 46.4% influenced by other factors not examined in this study.

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