THE ROLES OF CULTURE AND TOURISM SERVICE IN SUCCEEDING SEMARANG NIGHT CARNIVAL PERFORMANCE IN SEMARANG CITY, CENTRAL JAVA PROVINCE

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Abstract

The research entitled “The Roles of Culture and Tourism Service in Succeeding Semarang Night Carnival Performance in Semarang City, Central Java Province” aims to find out what the Service of Culture and Tourism of Semarang roles are in succeeding the Semarang Night Carnival, to find out what the inhibiting factors are in conducting Semarang Night Carnival, as well as to find out all the roles of the Service regarding Semarang Night Carnival event.

The research conducted by the author is the type of exploratory qualitative research method that uses an inductive approach. The used data collection techniques are observation, interview and documentation. The used data processing techniques are data reduction, data display and conclusion.

Research done by the author provides results that Service of Culture and Tourism of City of Semarang roles in Semarang Night Carnival performance could have been said good, but still widely criticized by the local artists of Semarang about the role of the Service which interfere too much on the technical affairs of Semarang Night Carnival performance. Inhibiting factors in succeeding Semarang Night Carnival show are more related to the technical problems including the lighting is not yet maximized, the lack of guard barricades, the unavailability of adequate spectators’ stands. The efforts made by the Service for successful performance of Semarang Night Carnival (SNC), among others, the addition of carnival barricade guards and security personnel, provision of the drinks outposts only for the SNC participants, provision of stands for spectators and photographers.

The author gives advices, among others, the Service should not interfere too much on the technical affairs of Semarang Night Carnival, as well as the Service should give a distinctive identity to Semarang Night Carnival theme that has its own peculiarities such as the Solo Batik Carnaval and Jember Fashion Carnaval.

A. Background

At a time when the era is sophisticated and modern as we are experiencing now, the fulfillment of human needs for the services provided by the service provider is something to be said very urgent to fulfill. Society as the recipient of the service urges the service providers to perform perfectly whenever such services are needed.

On the other hand, not all service providers are ready to face the era with demanding speed and perfection of such a service. Unpreparedness of the delivery of services provided by the government, or even more by local governments both provincial and district / city has become public spotlight, since it is supposed to be the government’s priority to always be ready to serve the needs of goods and services as well as information required by the community at any time.

In accordance with the vision of Semarang which is "Realization of Semarang City as the city of trade and cultured services towards a prosperous society " whose objective is to optimize the extraction and use of potential either already known or not broadly that in the future benefits from these potentials will also be enjoyed by people of Semarang itself. Semarang city motto is “Waktunya Semarang Setara” (Time to Equal Semarang). It is the motto that serves as a motivator for associated stakeholders so that they
are strongly committed for optimizing any potential contained in Semarang.

Optimizations of the potentials are also valid in the field of culture and tourism. The Role of Culture and Tourism Department of Semarang in managing tourism, culture and art and widespread promotion which is addressed to all people inside and outside the city of Semarang are very necessary to be implemented optimally by the Department of Culture and Tourism of Semarang which is actually a major step in reaching the tourism, culture, and arts that develops and known by the public.

The above efforts are very important to do as a way to achieve the desired conditions as idealized in the Vision of Culture and Tourism of Semarang listed in the Strategic Plan of the Department of Culture and Tourism of Semarang Year 2010-2015 which is “Semarang as a competitive Tourist Destination city”.

Tourist Destination City means an area maximizing its territory and its use as a tourist and recreational activities, in accordance with the potential of which is owned by the city, the marine tourism / beaches, wildlife tours, farm tours, religious tours, nature and culture tourism, shopping and toys tour.

Competitive means facilities and tourism infrastructure owned by the City of Semarang such as hotels and restaurants can compete well with other metropolitan cities that are far more advanced in their development, but Semarang is able to par with other metropolitan cities.

The ideals of the vision can be achieved well only if the mission can be carried out properly. The mission of the Department of Culture and Tourism of Semarang contained in the Strategic Plan of the Department of Culture and Tourism of Semarang 2010-2015 period which are as follows:

1. Realizing qualified and professional tourism human resources (HR) the mission aimed at improving the quality of human resources that have high levels of professionalism in the field of culture and tourism.
2. Realizing the preservation of cultural values, traditional arts in the community, as well as Cultural Objects and historic buildings, is geared towards the realization of the mission of the preservation of cultural values, preservation of traditional arts in the community, preservation of Cultural Objects and historic buildings.
3. Improving the quality and quantity of various objects and of culture and tourist attraction, aims at improving the quality and quantity of objects and diversity of culture and tourist attraction.
4. Improving the quality of facilities and services business, culture and tourism by facilitating and enhancing cooperation between cultural actors and tourism, aimed at improving the quality of facilities and services business, culture and tourism by facilitating and enhancing cooperation among actors culture and tourism.

(Source: Department of Culture and Tourism Strategic Plan Year 2010-2015)

In the implementation of the mission as mentioned above, there are challenges and opportunities in developing services on education. In the aspect of human resources based on Culture and Tourism Service of Semarang City Year 2010-2015 Strategic Plan, Human Relation support in Semarang less and less potentially meet the required standards. Number of employees is 150 people, consisting of : educated S2 = 3, S1 = 48, Bachelor/D3 = 3, high school = 40, secondary = 17, and SD = 30. This condition is a condition unfavorable to the fullest attainment of Vision.

Judging from economic resources, related to the financing capability or budget, the ability of the budget allocated to Culture and Tourism Service of Semarang City is insufficient and cannot boost performance of Culture and Tourism Service of Semarang City. The budget allocated in 2009 was Rp 5,655,697,000.00 compared to the 2005 budget of Rp 6,203,833,000.00.

From the perspective of technological resources, basic infrastructure that is needed is the data accurately depicting the real conditions and developments so that you can easily identify and take inventory of the data. Work facilities and infrastructure and office equipment are also still limited.

Speaking about the performance that has been achieved, based on the Strategic Plan of Culture and Tourism of Semarang Year 2010-2015, the achievement of the performance data of the previous years can be seen as follows: the art festival from 2005 to 2008 remained as many as 45 times, while in 2009 it was held 46 times. Means of the arts and culture performance in the city of Semarang are as many as 55 pieces. Preserved cultural objects are as many as 174 pieces.
consisting of 3 heritage buildings, 24 building places for worship, 3 health buildings, 46 office buildings, 11 educational buildings, 56 residential buildings, and 11 other buildings.

The number of tourist arrivals and domestic tourists in 2005 is 1,141,323 people, in 2009 increased to 1,633,042 people, making an average annual increase of 8.98%. Contribution of the tourism sector in 2005 amounted to Rp 37,099,487,364.00 while in 2009 amounted to Rp 55,148,335,851.00 during the five-year average increase of 7% each year.

Results in the field of tourism development in the period of five years showed visible growth of the number of tourists who visited in 2005 were 1,141,323 people, while in 2009 as many as 1,633,042 people, an increase of 43.08%.

The problems based on the duties and functions of the Strategic Strategic Plan of Culture and Tourism Service of Semarang City Year 2010-2015 on the cultural affairs are the lack of appreciation efforts of local arts and cultural development of Semarang city, the lack of preservation and utilization efforts of cultural objects which incidentally is a relic history, as well as the lack of development of facilities and infrastructure in developing arts and culture that are typical of Semarang.

When it comes to the lack of quality in tourism development, tourism overall poor management, lack of development of tourism facilities and infrastructure, as well as the lack of marketing and promotion of tourism caused by the lack of tourist events in the arts and culture.

Less involvement of Culture and Tourism Service of Semarang City is also evident from the lack of promotion of tourism and cultural activities as well as unique art that can be executed by holding an event or exhibition about travel and culture / arts in the city of Semarang. Promotional activities are most easily implemented via the Internet with the creation of websites, in fact the website is already there but the management is seriously insufficient, as proved by incomplete data and travel information and culture in the city of Semarang which are not up to date.

The impact felt in the end is the lack of interest of the community to visit, preserve, maintain and develop the sights and the culture while the community is an essential element to promote tourism, culture and arts in the city of Semarang particularly.

One of the roles performed by the Culture and Tourism Service of Semarang in developing arts and culture and tourism is to hold Semarang Night Carnival. The Role of Culture and Tourism Service of Semarang in organizing this performance is still less optimal because the actual performance that was held at the beginning of the year 2011, was a non-governmental performance, one example in the manufacture of costumes worn by the dancers and other carnival participants was not covered by the Culture and Tourism Service of Semarang City, but still came from the people of Semarang itself.

B. Problems

1. Identification of Problems in Internship Location
   a. From the aspect of human resources, Human Relation support in Culture and Tourism Service of Semarang City less potentially meets the required standards.
   b. From the aspect of economic resources, ability or budget financing, the ability to allocate budget of Culture and Tourism Service of Semarang City particularly is inadequate to conduct Semarang Night Carnival.
   c. From the aspect of technology resources at Culture and Tourism Service of Semarang City, the basic infrastructure in the form of accurate data and work infrastructure and office equipment is limited.
   d. The lack of efforts to develop the arts and culture that is typical of Semarang City from the Culture and Tourism Service of Semarang City that can be the flagship product that can be used for the benefit of the progress of arts and culture typical of Semarang itself.
   e. Lack of quality tourism, lack of tourism management, lack of tourism infrastructure.
   f. Lack of preservation efforts and utilization of cultural objects which incidentally are the relics of history.
   g. Lack of promotion and marketing of tourism objects as well as unique art and culture in the city of Semarang either through electronic
media or the Internet or through cultural / arts events that should be the duties and obligations of Semarang City Government through Culture and Tourism Service of Semarang City.

h. Lack of awareness and interest of the community to visit, preserve, maintain and develop the tourism and cultural sites as well as the appreciation of art that is typical in the city of Semarang.

i. The Semarang Night Carnival is still an exhibition that came from non-governmental Semarang itself, for example in the manufacture of costumes for carnival dancers and other participants.

2. Problem Limitation
In order to focus on writing the final report, I decided to limit the problem as written in point number 4 and number 9 on the identification of the problems mentioned above, regarding the lack of efforts in the development of distinctive arts and culture in the city of Semarang and Semarang Night Carnival implementation issues that is still a non-governmental Semarang itself with highlighting or focusing on the role Culture and Tourism Service of Semarang City in succeeding Semarang Night Carnival performance in Semarang, Central Java Province as the significant efforts of the Government through Culture and Tourism Service to develop, promote while preserving all the typical arts and culture in the city of Semarang.

3. Problem Formulation
a. What are the roles performed by Culture and Tourism Service in succeeding Semarang Night Carnival?

b. What are the constraints faced by Culture and Tourism Service of Semarang City as one of the stakeholders that plays a role in the performance of Semarang Night Carnival?

c. What are the efforts undertaken by Culture and Tourism of Semarang City in its role as one of the stakeholders in the performance of Semarang Night Carnival?

C. Purpose and Objectives of Internship
1. Internship Purpose
The purpose of the author in conducting the activities of this internship is to get the right resources and gain clear data to answer the writer’s questions about the issues in the problem formulation above.

2. Internship Objectives
a. To find out what the role of the Department of Culture and Tourism in succeeding Semarang Night Carnival.

b. To find out what the barriers faced by the Department of Culture and Tourism of Semarang as one of the stakeholders that play a role in succeeding the performance of Semarang Night Carnival.

c. To find out the efforts made by the Department of Culture and Tourism of Semarang in its role as one of the stakeholders in succeeding the performance of Semarang Night Carnival.

D. Definition of the Concept of the Observed and Assessed Object
1. Role
Each person must have a variety of roles that comes from the patterns of life he lives. The role and position (status) of every person cannot be separated from each other because both are essentially interdependent. The role, according to Soekanto (2012:212), “The role is a dynamic aspect of the position, ie a person who performs the rights and obligations”. The role can determine someone to do things that will be done to the local community as well as opportunities in any cases that may be given by the public to the person. According to Setiadi and Kolip (2011:46), the role is “pattern of conduct or behavior that is expected from people who have a certain status, meaning that if someone does the rights and obligations in accordance with his position, he has been running a role ”.

A role that is contained in a person has a difference with one's position in the community association in daily life. Position of a person in public life is an element that is not dynamic / static which only shows the person's position on the
the scope of social life in the neighborhood. Based on the opinion of the Thoha Sarbin and Allen (2009:263), "the role is defined as a series of regular behavior, which is caused by a particular position, or by an office that is easily recognized". According to Levinson, role in Soekanto (2012:213) consists of at least three things, namely:

a. The role of norms that are correlated with the position of a person or place in society. Role in this case is a set of rules that can direct a person within the context of the implementation of the obligations and duties of each on social life.

b. The role is a concept about what can be done by an individual or individuals in the society as an organization.

c. The role is also referred to as a person's or an individual’s behavior that is important to the social of community life.

In the usual position of a conflict called status-conflict, as well as in the role that there is a conflict of rules (role conflict), conflict in the role sometimes requires the separation between a person with his role that it must be carried out by him and this is referred to as a role distance.

Things like that often occur in a condition where a person feels under pressure because he realizes and feels that he really is not appropriate to perform the role attached to it that comes from the local community. This means he does not have the competence nor the desire to carry out the duties and obligations on the role and hides if he is in a social circle that does not fit him.

Social circle, according to Soekanto (2012:214), namely “social group as well as a place where one gets a chance to carry out his role “. The purpose of the role is that the person who does the role attached to it with the people around him with regard to his role, there is a relationship that is set in a set of social values that are accepted and adhered to by the related parties (Znaniecki in Soekanto, 2012:214).

2. Culture and Tourism Service of Semarang City

According to Regulation No. 12 Semarang City Year 2008 on the Organization and Work of Regional Office Semarang Article 27 paragraph (1), Culture and Tourism Service of Semarang City is implementing element of regional autonomy. Overall duties and functions of Culture and Tourism Service of Semarang City are stipulated by Mayor Regulation No. 30 Year 2008 on the Duties and Functions of Culture and Tourism Service of Semarang City.

The task of Culture and Tourism Service of Semarang City in Semarang Mayor Article 3 of Regulation No. 30 of 2008 is "carrying out the affairs of local government in the field of culture and tourism based on the principle of autonomy and assistance". While the functions of the Culture and Tourism Service of Semarang City are contained in Article 4 of the rule, as follows:

a. Formulation of technical policy in the field of Culture, Arts, Tourism Industry Development and Marketing Fields;

b. Preparation of program plans and budget plans of Culture and Tourism;

c. Coordinating the implementation of the tasks of Culture and Tourism;

d. Implementation of government affairs and public services in the fields of Culture, Arts, Tourism Industry Development and Marketing Fields;

e. Implementation of technical review coaching licenses in Culture and Tourism;

f. Implementation of accountability for technical review / recommendation agreements and / or non-licensing in Culture and Tourism;

g. Implementation of training, monitoring, supervision and control as well as, evaluation and reporting of the UPTD;

h. Management of the Secretariat of Culture and Tourism;

i. Implementation of training, monitoring, supervision and control as well as, evaluation and reporting of performance of duties of Culture and Tourism; and

j. Carry out other duties assigned by the Mayor in their respective sectors.

3. Semarang Night Carnival
Semarang Night Carnival parade is an annual arts and culture event organized by the Semarang City which in this case is by Culture and Tourism Service of Semarang City whose sole purpose is to introduce the advantages of culture, art as well as tourism in the city of Semarang to the public, and invite people to come and visit the sights and culture in the city of Semarang.

Semarang Night Carnival started in 2011 and is held annually on May 3rd in the celebration of the Anniversary of the city of Semarang. Local cultures displayed, performed by various ages ranging from elementary school children to the level of students as well as art studios and community art in the city of Semarang. Culture and art are displayed diversely, including dance, music, and campursari Malay orchestra, Gambang Semarang, puppet, shadow puppets and enlivened by the appearance of national artists and singers.

4. **Role Concept of Culture and Tourism in Semarang Night Carnival (General Services)**

The concept of the role of the Culture and Tourism Service of Semarang City in the context of succeeding Semarang Night Carnival performance in accordance with the concept of serving the needs of the community on the implementation of art performance in the area. The public service is the service provided by either a public or private organization for the public interest, in this case the author highlights the role of public organizations, namely the Culture and Tourism Service of Semarang City in succeeding the performance of Semarang Night Carnival. Basically, service, according to the ministry, Sedarmayanti (2010:243) is "serve a service needed by people in all fields". Service activities that are directed towards the interests of society are one of the principal functions of state administration.

Community service by Thoha in Sedarmayanti (2010:243) is "the work done by the person and or group of people or a particular agency to provide assistance and facilities to the community in achieving the goal". The provision of assistance and service is solely to the fulfillment of the public interest or the public. The public interest is "a form of interest concerning the people / society, not in conflict with the norms and rules, the interest was due to the need (hunger / life) people / society" (Moenir in Sedarmayanti, 2010:243).

Implementation of a public service to the fulfillment of the public interest obligations of government is the embodiment of both central and local government as a public servant and the servant of the state. The service, provided by Sedarmayanti (2010:248), must contain the following elements:

a. **Transparency**, Is open, easy and accessible to those who need, and is provided adequately and easy to understand.

b. **Accountability**, Can be accounted in accordance with legislation.

c. **Conditional**, In accordance with the conditions and the ability of providers and recipients of service by sticking to the principles of efficiency and effectiveness.

d. **Participatory**, Encourage community participation in public service with the aspirations, needs and expectations of society.

e. **Right Equality**, Not discriminatory in the sense of not distinguishing ethnicity, race, religion, class, gender and economic status.

E. **Analysis**

Semarang city is the capital of Central Java province which is in a very strategic position and easy to reach from the city / other districts in Central Java because the city of Semarang has supporting accessibility, among others through the Airport, Railway Station, Land Transport and from harbor.

Semarang city is growing rapidly in addition to relying on trade and services sector, in recent years it greatly accentuates and promotes the tourism sector because Semarang has the potential diversity of interesting tourist and cultural and art which are very unique and interesting. The diversity of the tourism potential include
Religious Tourism (Central Java Grand Mosque, Church Blenduk, Pagoda Avalokitesvara, Sam Poo Kong, Puri Agung Girinatha etc.), Heritage Tourism (Lawang Sewu), Kota Lama Semarang), Nature (Goa Kreo, Forest Tinjomoyo, Marina Beach, Mangrove Forest), Cultural Tourism (Dugderan, Rewondo offerings, Apitan, procession of Cheng Ho statue) and Culinary (Lumpia, Wingko Babat, Tahu Pong, Ganjel Ril, Bandeng Presto, Wedang Tahu, and others).

In addition to the diversity of the tourism potential above, the city of Semarang is also commonly known as the City of MICE (Meeting Incentive Conference Exhibition) which is a city that can be used as a place of meeting, conference and exhibition of local products and foreign products carried out not only on a local and national scale, but also on international scale. In order to support the tourism potentials, and for Semarang as MICE City, several events that graced the presence of the tourists who visit the city, were organized, which include Semarang Night Carnival (SNC), Pandanaran Art Fest, Symphony Kota Lama, Leather Puppet and People Puppet performances as well as music concerts which are performed several times a year.

The role of the Culture and Tourism Service of Semarang contained in this final report writing is acting as the main element of the stakeholders who has interest and good intentions to promote culture, arts and tourism objects in Semarang. The role performed by the Culture and Tourism Service of Semarang include the administration and aid in the form of funding and personnel required in each program and activities implemented by the Culture and Tourism Service of Semarang in cooperation with the city of Semarang with other stakeholders.

An overview of the role is when one can carry out the duties and obligations that have been determined for him. The Role in this context is related to the role of the Culture and Tourism Service of Semarang related to the duties and functions that have been defined in Semarang Mayor Regulation No. 30 of 2008 on the translation of Duties and Functions of Culture and Tourism Service of Semarang.

The Role of the Culture and Tourism Service of Semarang in getting the maximum utilization of the tourism, art, and culture potential, of Semarang city is included in service tasks dedicated to the public. Nowadays, the public or community is in desperate need of a mind refreshment through travelling, or arts and cultural activities, and it eventually becomes a liability for the government, especially local government to meet community needs for tourism, arts and culture.

Based on the reasoning above, the author believes, it is in line with the public service indicator made by Sedarmayanti (2010:248) regarding the services provided by the government which should contain the following elements:

a. Transparency
b. Accountability, Can be accounted for in accordance with legislation.
c. Conditional, In accordance with the conditions and the ability of providers and recipients of service by sticking to the principles of efficiency and effectiveness
d. Participatory, Encourage community participation in public service implementation regarding the aspirations, needs and expectations of society
e. Equal Rights, Not discriminative in the sense of not distinguishing ethnicity, race, religion, class, gender and economic status
f. Balance of rights and obligations.

1. Transparency

Service Transparency that must be implemented by the government as proposed by Sedarmayanti (2010:248) is “Characteristically open, easy and accessible to all who need and is provided adequately and easy to understand”.

Based on the interview with the Head of Art Mrs. Dwi Setyowati conducted by the author on a close watch on Semarang Night Carnival show on February 12, 2014 stated that:

“I as the Head of Art am always open and provide information as clear as possible about the Semarang Night Carnival show that has
been running for three years either through posters, calendar events, direct information that is asked by the people in our office and most importantly is the information about the SNC through our website is Semarang - Tourism.com. Regarding Semarang Night Carnival registration for this year, we have opened from January to February 15th by coming directly to our office”.

Furthermore, the transparency of information about the SNC show is further confirmed by an interview with the Head of Section Mr. Taufan Yuristian Art performances which stated that:

“When there are guests or people who want to find out about the Semarang Night Carnival show, we will notify thoroughly and tell how the initial creation of the event. If anyone wants to register to become participant of this carnival, he will be informed in advance of SOP (Standard Operating Procedure) and Rundown Workshop he should obey during a participant’s of SNC show. This year, SNC show will be held on May 3, 2014, we will continue to oversee and monitor the participants of SNC training which is conducted every Saturday and Sunday in Semarang City Hall. This year is more special because we call a special trainer from the JFC carnival (Jember Fashion Carnival)”.

Looking at the results of the interview that has been conducted on transparency in the provision of public services carried out by the Culture and Tourism Service of Semarang, we can draw a conclusion that the Culture and Tourism Service of Semarang always strives to provide transparency in the provision of all information regarding tours, arts and culture, in this case is about Semarang Night Carnival in the city of Semarang through the art division that in fact is as the main stakeholder for these performances.

Transparency in providing the correct information about the organization of an event such as Semarang Night Carnival (SNC) is always done by the Culture and Tourism Service of Semarang, particularly by Art Division which is the main board, by providing any information needed by the community as their customers, ie for example, information about registration opening for the SNC event, how the Standard Operational Procedure (SOP), how the sequence of events, starting from the workshops to the real show, whether the people who want to participate in the SNC must pay at enrollment, and various other information that can be provided by the Arts Sector of Culture and Tourism of Semarang.

2. Accountability

Aspect of accountability meant here, by Sedarmayanti (2010:248) “can be accounted for in accordance with the laws and regulations”. Accountability is often equated with the definition of responsibility by the general public who less understands. The second term has clearly different meaning. Responsibility is a responsibility of the subordinate to the immediate supervisor where he works in accordance with the job description or the principal task functions available to him, while accountability is not only a responsibility of the employee to the employer within the organization, but also accountability to the customers who in this case referred to the community.

Based on the interview with Mrs. Dwi Setyowati conducted on Thursday, February 12, 2014 in the room of Head of Art of Culture and Tourism Service of Semarang concerning aspects of accountability is as follows:

"Regarding the accountability of Culture and Tourism Service of Semarang, especially in our division that has become a major event organizer of Semarang Night Carnival (SNC), we always make a detailed breakdown of the financial statements that will be reported to the Semarang City Government, with respect to what we would need to support the success of our SNC event. I am as the Head of Art always be assisted by Head of Art performances. I started planning the activities of the SNC up to reporting financial and reporting activities, and also be assisted by my staff and Mrs. Rona and Mrs. Hermani, on behalf of the Culture and Tourism Service has to report it as clear as possible and frank. Financial report that we will submit to the secretariat is used to be
Furthermore, based on an interview with the Section Head of the Arts performances Mr. Taufan D. Yuristian, said that:

"Our responsibility to the community, especially to those who ever participated in the SNC, so that the SNC can give prolonged impact on the participants, then we want to direct them to be qualified and famous designers after joining the SNC. To achieve this goal, we suggest to the SNC participants, especially SNC participants this year in order to make the costumes, no need to go to the tailors. The fixed procedure of the costume has been set, to four tasks with each theme: the Sparkling of Earth, The Power of Fire, Beauty of Water, and the Glow of the Sky. With the themes that have been made and communicated to the participants through the workshop held every Saturday and Sunday, it will be easier for the participants to make their costume creations according to their taste. So with the briefing, the participants are expected to have a strong desire to become renowned designers one day who will provide personal gain for them and increase the wealth of the number of designers in the city of Semarang".

Next on the accountability of Culture and Tourism Office of Semarang, seen from the view of the Chairman of the Greget Art Studio, Mas Yoyo, stated as follows:

"On the implementation of the SNC for the past three years, I can observe that the implementation has never been good, in the sense that the Culture and Tourism Service of Semarang overly interfered in the performance of technical issues which should have been left alone to the carnival artists who really knew what the good ways to the implementation of the carnival and the lack of coordination of the parties associated to the implementation of SNC. Speaking about accountability, I see from a technical point that will greatly affect the success or failure of the conduct of the SNC. Operation of the carnival that wants to be a world-class carnival such as those in Singapore, Japan or other countries, then it should follow the standard implementation of international class carnival. I observed many shortcomings during the SNC performance from 2011 to 2013, the most severe is the problem of lighting. Since the carnival was held at night, the most important thing is how the carnival participants have to be creative and dress up as much as possible in order to be always clearly visible to the audience along the carnival route. As in the previous SNC 2013, I was very irritated by the existing lighting, just used pickups with floodlights placed behind it to highlight the carnival participants who started walking. With such lighting, automatically only the carnival participants lined up in front of the barricade could be seen while the others in the middle and back row could not be seen clearly. It is often disregarded by the Culture and Tourism Service of Semarang, but even that it is very important to support the success and performance of the SNC. Not to mention many other technical problems that I found until the third performance of the SNC".

Accountability aspects of the SNC implementation turn out to produce two different answers from the Culture and Tourism Service of Semarang City and from the Greget Art Studio. The Culture and Tourism Service of Semarang recognizes its accountability in the implementation of the SNC is to provide a report on the activities of the SNC as well as financial statements made in detail which will be reported to the government of the city of Semarang.

On the results obtained through interview that the author conducted with Mas Yoyok (head of Greget Art studio), it was different from what was disclosed by the Culture and Tourism Service of Semarang. Mas Yoyok as a technical expert in this field had observed the implementation of the SNC carnival to always have a lot of shortcomings which are vital, for example, the problem of lighting as described by the above interview. Based on this, it can be stated that the accountability of the SNC is annually unsatisfactory from the perspective of the artist and those who understand the art and arts carnival.
3. **Conditional**

Services stated by Sedarmayanti (2010:248) one of which must contain a conditional element that is “In accordance with the conditions and the ability of providers and recipients of service by sticking to the principles of efficiency and effectiveness”. Conditional services need to be always done with the intention of good service and always take into account the maximum effectiveness and efficiency in order to manufacture product services not too expensive or adjusted by the service recipient or public affordable.

Results of interviews with the Head of Art Division on February 12, 2014 in the room of Head of Art about the service element is as follows:

"The ability of the budget granted by the Semarang government for SNC activity this year, thank God, is bigger than last year's SNC budget. For this year the funds provided from the budget of the city of Semarang for SNC is 450 million rupiah. In the previous year was also quite large at 350 million rupiah. Need to remember in 2011 SNC success without any financial support from the budget at all, but the fact remains Semarang can reap satisfactory results, although it was the first year of SNC implementation. Hopefully, this year SNC can be much more satisfying Semarang society especially with the increasing financial support, as well as increasing numbers of sponsors, and with the professional coaches invited from Jember Fashion Carnival (JFC) who will give a different color to SNC performances. We as the main actors in the activities of the SNC are also very hopeful with the improving quality of the SNC and the increasing enthusiasm of people and tourists, who come to watch, will boost creative economy revenue in the city of Semarang and create other creative industries”.

The results of the interviews conducted to one of the participants of the SNC 2014 registrant named Ms Susan on February 15, 2014 stated:

"I personally think the registration services here (in Culture and Tourism Service of Semarang) are pretty good and thank God I do not have to pay for the services, but I felt a little strange why not just opened registration through the Service’s website so that other people who also want to participate in SNC would be easier and not have to come here especially for the event as big as SNC”.

Then the interview results with Mas Yoyok (head of Greget Art studio) in his Art Studio stated:

"It is Culture and Tourism Service of Semarang as the main stakeholder of the SNC and it deserves to carry the full participation to ensure successful implementation of the SNC but I think for technical or detailed activities just left it alone to the EO (event organizer) who really have the competence and knowledge of the organization of the carnival and the result would be better. If Culture and Tourism Service of Semarang still interfere too much to the technical activities, I guarantee SNC will be nothing every year because there are too many people who want to put their fingers on it, my advice, just leave it to one EO who really is qualified to work”.

All the three results of these interviews have their own perception. Of the three can be analyzed that the conditional service as contained in Sedarmayanti theory cannot be implemented by the Culture and Tourism Service of Semarang, as evidenced by either the results of interviews with one of the 2014 SNC applicants or with Mas Yoyok (head of Greget Art studio).

It is expected that the role of the Culture and Tourism Service of Semarang is as the executor of Semarang City Government, in term of funding and licensing, while activities related to the technical performance of the SNC should be done by the EO that is in fact more aware and more professional to conduct such activities.

4. **Participatory**

One of the vital elements of the theory of participatory element of service which is expressed by Sedarmayanti (2010:248) that the participatory element “Encouraging community participation in public service with the aspirations, needs and expectations of society”. The definition of participatory elements mentioned above should be owned by any organization carrying out public service, including organizations or public
agencies. Services that satisfy the needs of the community are always listening to desires and complaints coming from people who are the subject of evaluation of future service improvements to make it better than before.

According to the results of interviews conducted with the Head of Art Division at her room office, Mrs. Dwi Setyowati Head of Art Division on February 12, 2014 stated that: “SNC Participants this year (2014) will be much fewer than last year SNC (2013) because it is based on the results of our evaluation that the number of participants is too much it also carries less satisfactory results, so we decided that this year the participants only amounted to 800 people, not like last year reaching 1,500 people. The decrease in the number, we mean, is to emphasize on the quality of the presentation of the carnival performed by the participants, to be much more special and not just rely on the quantity alone. So that the level of participation and public interest improve, then we listen to the suggestions from some of the artists and activists who ever participated in carnival activities abroad for us to hire the consultant of Jember Fashion Carnival (JFC) which indeed has proven his quality. In the first year of implementation of the SNC in 2011 we actually hired an expert from Solo Batik Carnival (SBC), but the result was not as expected by society. In any SNC event, we always invite representatives of the students who are able and willing to participate in the SNC from elementary level, junior high, high school / vocational and general. We coordinate with the Head of the Education Service that it orders every school in the city of Semarang to participate in the SNC with the intention that each year more school students appreciate and understand more about arts performances are held in their own city Semarang. In addition to inviting school students, we are also open for general admission and participation usually there are many students from Diponegoro University, Udnus and Unnes. We also invite art studios and the artistic community in order to participate in the SNC, especially this year and one of the studio we always involved is the famous greget Art Studio”.

In Semarang Mayor Regulation No. 30 Year 2008 on the description of Duties and Functions of Culture and Tourism Service of Semarang in article 18, which read, “Art Affairs has the tasks to plan, coordinate, direct, supervise and control and evaluate the potential in the field of art, art coaching, and arts performances”. More specifically contained in Article 19 letter e, which reads, “the organization of cooperation in the field of art both domestically and abroad”. Article mentioned in this paragraph is in accordance with the fact that occur in the Culture and Tourism Service of Semarang of the SNC performances, especially in 2014, that is conformity to the article stating cooperation both at home and abroad in Article 19 of Regulation No. 30 of Semarang Mayor 2008, the fact is the cooperation between the Culture and Tourism Service of Semarang with the PHRI on SNC performances.

Regarding the participatory elements contained in the service, the results of interview conducted by the author with Mas Yoyo (the head of Greget Art Studio) stated: “I am, like the other artists in the city of Semarang, expecting to always be involved in any discussion of art events in the city of Semarang, like SNC performances each year. I personally suggest to always sit together and hold a joint discussion to discuss how well the implementation of an art and cultural event to be held, so that we and other artists in the city of Semarang can give feedback or suggestions that may help the success of these performances implementation, on the other hand we automatically feel perceived existence, appreciated of what we do, and most importantly, the success of the arts and cultural events. Personally, I also want to say that the role of the Culture and Tourism Service of Semarang should not exceed its main duty which is the administrative issues, while the further implementation of activities related to the technical issues, let us who are in charge of things like this, we can take care of that event to be more leverage, on the other hand the Culture and Tourism Service of Semarang need not too tired to take care of all the technical details of the event”.

From the statement result of the interview, the writer can analyze that service participation meant by the Arts Sector of Culture and Tourism Service of Semarang City has a few collisions with the artists.
Artists in this case represented by Mas Yoyo (the head of Greget Art Studio) want to sit and discuss about the event that will be held in Semarang city together with the tourism and culture Service of Semarang City, the Culture and Tourism Service as an extension of Semarang City Government along with other stakeholders has to form a qualified arts event because they have input from several parties who are in charge of art matters every day. Mas Yoyo as one of the reliable and senior artists in the city of Semarang thinks that that kind of discussion is rare, causing the lack of interest of the artists when events and arts performances are performed, even an event as big as SNC.

5. Inhibiting Factors of Culture and Tourism Service of Semarang in succeeding Semarang Night Carnival performances

According to the results of interviews conducted by the author to the Head of Art Mrs. Dwi Setyowati and Arts Performances Section Head, Mr Taufan D. Yuristian (the Culture and Tourism Service of Semarang) and Mas Yoyo as one of the artists who is the mainstay of Semarang (external / the artist point of view) who have revealed much information about SNC show for the last three years with their own perspective and in it there are inhibiting factors in the implementation of the SNC, as follows:

a. In the registration of the SNC participants show that is located on the 8th floor of Pandanaran House of Culture and Tourism of Semarang city, such registration does not use the internet so it seems very traditional, and the registration schedule is not socialized on a large scale.

b. In the detail of the SNC implementation for the last 3 years, many details are forgotten which are actually vital in performing a carnival, particularly a night carnival, the details include:

c. Lighting that is not maximized
There is no good lighting system suitable for the carnival, night carnival should have bright lighting for every meter of the route so that every detail of carnival costumes worn by the participants can be clearly seen by the audience. For the past three years, there has not been found really appropriate and satisfying lighting solutions that can illuminate carnival costumes worn by participants of the SNC, and the lighting used in the 2013 SNC still cannot be said maximum because it only used a lighting spotlights placed in a pickup, so only the front barricade of the carnival could be clearly visible.

d. Lack of carnival barricades Guards and still not knowing the exact duties
Carnival barricade guards have not been appropriately provided or really ready to serve every carnival participant when needed, the ±6 km route is indeed a long distance taken by participants each year, so the guards should be ready at any time to provide the required beverage for any carnival participants who experienced fatigue and thirst while walking at the carnival. Additionally, the carnival barricade guards also have the task of maintaining the security of the participants of the carnival from spectators’ distractions who want to surge forward to the carnival. Barricade Guards must always pay attention to every carnival participant in case of unwanted things happen and ensure the posts that provide beverage reserved for carnival participants.

e. Unavailability of adequate stands
The unavailability of adequate stands for the spectators who watch carnival, caused the current overcrowded. Not having the stands made the overcrowd spectators moved forward to see more clearly how the course of the SNC and they also definitely want to capture the SNC performances with their documentation tool. Provision of the stands to the right and left along the carnival route will not dampen the orderly crowd not to push one another.

f. Many photographers who did not have an ID Card documented SNC performances
There were still many photographers who did not have valid ID cards / ID card given by the Culture and Tourism Service of Semarang participating in documenting the SNC performances from the stands exclusively reserved for photographers who had the ID Card. It is still a monitoring weakness conducted by the Culture and Tourism Service of Semarang so it should not happen again in the implementation of the SNC in the coming years.

g. Lack of strictness and security personnel
Protection from the security forces who had been sent to escort the crowd and to guard...
barricades of the carnival participants had not been strict so that it resulted in the disruption of the carnival procession participants. In addition, the number of security personnel from the Police, Kesbangpolinmas, and the third parties is still lack so as to monitor and protect so many spectators who packed SNC performances could not be well controlled, orderly and organized.

h. Motorcyclists who are still passing by
In the previous year’s conduct of Semarang Night Carnival (SNC), there were still motorcyclists who passed by along the track which really disturb the carnival performances convenience and comfort of the participants of the carnival. It is very necessary to be disciplined by the security personnel who had been appointed so as not to endanger the safety of motorcyclists and also the safety of the participants of the carnival.

i. The Carnival Route that is considered too long
The carnival route as the drive of Semarang City Art is considered too long, more than 6 km is too tiring for the carnival participants. Some participants of the carnival in previous years were once nearly fainted and felt very thirsty because in addition to the long distance, they had to wear carnival costumes which were quite heavy and sophisticated and less comfortable to wear.

j. Some of the native artists of Semarang do not want to participate in the performance of Semarang Night Carnival because they think that the implementation is unsatisfactory for the last 3 years.

k. Not all Semarang society is aware of the importance of the performances, in this case is the Semarang Night Carnival.

l. Some technical constraints in the implementation of Semarang Night Carnival (SNC) mentioned above will determine the overall success of the event, so we need greater attention from stakeholders in the performance of the SNC. The constraints in the implementation of the SNC are a phenomenon that needs to resolve so as the SNC in the coming years will be more organized, neat, colorful, majestic and can attract national and international attention so that the presence of the SNC is able to benefit the Semarang City in particular and society in general.

6. Efforts of Culture and Tourism Service of Semarang in succeeding Semarang Night Carnival performances
Some of the obstacles encountered by the Culture and Tourism Service of Semarang in the success of Semarang Night Carnival (SNC) greatly affect the success of the implementation of the performance itself. To overcome some obstacles in the implementation of the SNC for the last three years, the efforts undertaken by the Culture and Tourism Service of Semarang to the success of the 2014 SNC are as follows:

a. The addition of carnival barricade guards and security personnel
Important issue to be considered in the implementation of Semarang Night Carnival (SNC) in previous years is the lack of escort officers or security personnel and bodyguards of carnival barricades. Participants wearing carnival costumes have been designed in such a way not to be neatly touched by the audience who crowded to the right or left along the carnival route with the added security personnel either from the police or government agencies of Semarang and other designated agencies to be security personnel. Guarding carnival barricades is very important to keep the carnival participants always in good condition when walking along the carnival route and stand ready to help the participants of the carnival in the event when something unexpected happen.

b. Making Drinking Post along the Route Special for Carnival Participants
Drinking Posts are made along the carnival route guarded by security personnel and the drink only reserved for the participants because the route passed by the carnival participants is quite far which is more than 6 km long. If the carnival participants feel tired and thirsty, when walking while wearing heavy carnival costume, the barricades guards of the carnival will fetch the drinks for the carnival participants so that the drinks will help the participants to remain strong to wear the carnival costumes until the finish line which is planned to be posted in front of the Governor's Office of Central Java on Pahlawan Street.
c. Provision Tribune For Spectators and Photographers

Tribune for spectators and photographers will be placed in certain places which had been prepared by the Culture and Tourism Service of Semarang like at some point on Pandanaran Road, Pemuda Street and Pahlawan Street. The Tribune is meant for the spectators and photographers who have received ID card from the Culture and Tourism Service of Semarang in order to watch orderly and not to jostle like the implementation of the SNC in previous years.

d. Lighting Arrangement

To arrange larger and brighter lighting for the success of the SNC 2014, the Culture and Tourism Service of Semarang has worked with a third party to place five large lights on five points predetermined along Pemuda Street until the last finish line on Pahlawan Street. This is done based on the evaluation results from the lack of existing lighting at the time of implementation of the SNC 2013, so that it resulted in the disappointment from the participants of the carnival or from some spectators crowded along the carnival route which deplored the magnificent carnival costumes that have been made in such a way were less obvious due to the lighting problems. The placement of the five large lights are expected to be able to help provide a much better performance of the carnival participants to look more magnificent, beautiful, and charming when their costumes are exposed to very bright lighting.

e. Inviting Consultants and Coaches from Jember Fashion Carnival (JFC)

Crisis of confidence of the artists who have dances and cultures studio as well as the lack of quality of Semarang Night Carnival (SNC) performance executors in previous years, the Culture and Tourism Service of Semarang decided to call a consultant and trainer of the Jember Fashion Carnival (JFC). Reason of the Culture and Tourism Service of Semarang called them because it is now JFC ranks fourth in the world on the organization of the carnival. This is a good move that made the Culture and Tourism Service of Semarang to restore the confidence of the native artists and dance and culture studio owner in the city of Semarang which indeed they have been performed dozens of times in the carnival held in foreign countries so that they feel enthusiastic about the implementation of the SNC with the involvement of the JFC to help the success of the SNC this year and for years to come.

F. Recommendation

1. Conclusion

Based on the results of the data analysis taken from internships and research activities as well as the observations made by the author on The Role of Culture and Tourism Service of Semarang as the main stakeholder for the success of Semarang Night Carnival (SNC), the author can draw the following conclusion:

a. The Role of Culture and Tourism Service in the success of Semarang Night Carnival (SNC) is huge, among other to coordinate with the Education Service of Semarang to send the students of junior high school, senior high school or vocational school to participate and enliven this show, find supporting sponsors besides the main sponsor (the MNC TV), make the funding proposal submitted to the City of Semarang and Semarang City Council, which finally granted 450 million rupiah, make license to use the place / street along the carnival route from Pemuda Street to Pahlawan Street, make assistance license from other relevant agencies, conduct a workshop that started on February 15, 2014 to May 2, 2014 which is held every Saturday and Sunday at City Hall Semarang, invite consultants and coaches from the Jember Fashion carnival (JFC) to provide training to SNC participants in 2014 in order to give the look and scheme of better carnival costumes than before, and much more has been done by the Culture and Tourism Service of Semarang associated with the SNC performances.
b. Viewing of the role of the Culture and Tourism Service related to Semarang Night Carnival performances (SNC), the factors that hinder the success of the SNC show are more to technical problems during its implementation, namely, among others, the problem of lighting causing carnival participant costumes are less visible, the problem of carnival barricade guards and security personnel deployed is still lacking in terms of quantity and is not informed about their duties when the show is running, not tribune or stands for the audience that extends from the starting line until the finish line that serves specifically to watch the carnival so spectators who packed the show need not be overcrowded so as to interrupt the event, many photographers who did not have ID Card took photos on the stands specialty for photographers who had ID card, lack of supervision by security personnel because there were still a lot of motorists who were passing by at the carnival which endangered the safety of the participants, especially the carnival, and many obstacles faced while implementation as well problems in terms of administration.

c. Efforts made by Culture and Tourism Service of Semarang in the success of the Semarang Night Carnival (SNC) show try to find the best solution of the constraints mentioned above include: adding carnival barricade guards and security personnel to maintain security and order in the course of the show and security carnival participants, providing drink outposts specials for carnival participants to keep their stamina strong so that they can walk up to the finish line which is more than 6 km long, providing the stands for the spectators and photographers who have ID card at some points along the way from Pemuda Street to Pahlawan Street, placing very large and bright lights at five spots that have been determined by the Culture and Tourism Service of Semarang to be able to illuminate the carnival participants during the event, inviting a very competent carnival consultant and trainer from the Jember Fashion Carnival (JFC) to help the success of the SNC in 2014 and for the years ahead.

2. Suggestions

Based on the results of internship and research that has been conducted by the author at the Culture and Tourism Service of Semarang, the author could give some advices on the performances of Semarang Night Carnival (SNC) as follows:

a. The Culture and Tourism Service of Semarang as an agent of Semarang City does not need to be too involved in the technical implementation of the SNC event, it is better to find Event Organizer (EO) that is appropriate and actually technically competent to deal with such activities as well as really understand technical implementation of the carnival so that the next SNC show is much better and more attractive. The Culture and Tourism Service of Semarang need to deal only with administration affairs so as not to spend the energy to take care of the technical implementation.

b. In this Semarang Night Carnival (SNC), based on the interview with Mas Yoyok (the head of Greget Art Studio) stated that the SNC does not have a clear identity, if Solo has an identity of batik carnival, and Banyuwangi has identity of ethnic costumes carnival, Semarang must also have its own particular identity so the main attraction for tourists who want to see the SNC is the obvious identity and characteristics of Semarang City.
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