



MUSIC FESTIVALS AS SOCIAL INFRASTRUCTURE (Examining Their Influence on Community Cohesion, Identity and Economic Vitality)

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ABSTRACT

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This research aims to analyze the influence of music festivals on social impact, with the hope of contributing to more inclusive and sustainable event management. The population in this study was the community in the Jabodetabek area (Jakarta, Bogor, Depok, and Tangerang) as an area that is often used as a location for holding music festivals. The sample taken was 100 respondents, who were selected using the purposive sampling technique and analyzed using SPSS. The analysis shows a strong relationship between music festivals and the dimensions of social impact, where 52.3% of the variation in social impact is explained by music festivals. Music festivals have been shown to contribute to increasing social cohesion, a sense of community pride, and social interaction between residents, in accordance with previous theories and findings.

Keywords: event management, music festival and social economic impact.

INTRODUCTION

Music festivals have become an important part of the global tourism and culture industry, bringing various social, economic, and environmental impacts to local communities and visitors. Music festivals are not only a significant tourist attraction, but also offer unique experiences for participants, increase tourist visits, and shape the identity and image of the destination. From a regional development perspective, music festivals are often considered as a tool for economic revitalization and urban reconstruction strategies in areas experiencing deindustrialization. This makes music festivals an important element of the city's creative industry that has a direct impact on the daily lives of local people.

As one form of major event, music festivals have a unique role in connecting local culture with a global audience. Music festivals can be an effective means of promoting a positive image of a destination through authentic cultural experiences. In addition to providing economic benefits, festivals also have an impact on strengthening the social and cultural identity of local communities, strengthening social cohesion, and increasing community pride in their area. However, music



festivals can also pose various social challenges, such as noise disturbances, conflicts with visitors, and threats to traditional community values.

On the positive side, music festivals can provide intangible benefits such as community pride and improved place image, as well as tangible benefits such as increased income and job creation for local residents. However, negative effects such as crowds, antisocial behavior, and exploitation of local culture also need to be considered so that the festival does not cause discomfort to the local community. Emphasizing that local community perceptions of the social impact of the festival play an important role in the success of the event. Therefore, understanding local community perceptions is very important for festival managers to maximize positive benefits and minimize negative impacts.

Music festivals play a significant role in the economic vitality of cities and regions, providing substantial benefits across several areas. Music festivals can be powerful economic drivers for communities, providing jobs, generating tax revenue, boosting local businesses, and enhancing cultural tourism. The positive effects extend beyond the event itself, contributing to long-term economic vitality and community development. Festivals also stimulate the full-time economy. For example, venues, event planning companies, and food vendors may hire additional permanent employees to support the increased demand leading up to and during the event

From a cultural perspective, it reveals that the national cultural dimension influences how local communities view the social impact of the festival. For example, in Serbia and Hungary, cultural differences affect the level of community acceptance of music festivals. This shows that a sensitive cultural approach is very important in planning and implementing music festivals in various regions. This phenomenon is also relevant in Indonesia. Various music festivals have grown rapidly as part of the national tourism agenda. With great potential in attracting domestic and foreign tourists, music festivals in Indonesia have a strategic role in strengthening the image of local culture while providing significant social impacts. However, research on the social impact of music festivals in Indonesia is still limited, so it is important to explore how music festivals affect local communities, both in terms of the benefits and challenges they present. This study aims to analyze more deeply the influence of music festivals on social impact, with the hope of contributing to more inclusive and sustainable event management in the future.

LITERATURE REVIEW

Event

An event is an activity designed to create direct interaction with visitors, providing a unique and memorable experience (Halsey in Nolan, 2020). According to Andriani *et al.* (2023), an event is defined as an activity held to commemorate important moments in the lives of individuals or groups. This event is tied to customs, culture, tradition, or religion, and is held to achieve certain goals by involving the surrounding community at a certain time. Ferdinand & Williams (2020) added that an event is an event that is planned with a specific purpose. In addition, Ahmed (2020) define an event as part of a marketing strategy designed to achieve organizational or company goals. Event management is the process of planning, organizing, implementing, and evaluating an event with a specific purpose, such as entertainment, education, promotion, or special commemoration. This management includes technical aspects, logistics, human resources, budget, and event marketing.

Music Festivals

A music festival is an event that focuses on music and involves public participation as a central element, with the aim of generating revenue, promoting culture, and strengthening the image of the destination where it is held. These events are generally intangible, held periodically, limited to a certain time, and taking place at the same location every year. Each music festival usually has a distinctive focus, considering factors such as location, category, character (e.g., charity or commercial), and the purpose of the event (Duarte *et al.*, 2018).

Bowen and Daniels describe music festivals as cultural celebrations with music as the centerpiece. These festivals are often accompanied by various related activities, such as street markets, theater performances, and the participation of emerging musicians. In addition, holding music festivals at the right time can help extend the tourist season (Duarte *et al.*, 2018). Music is often a major draw for visitors to a destination, and the music festival-based tourism sector continues to grow despite economic challenges. Currently, more than 800 music festivals are held in 60 countries worldwide (Duarte *et al.*, 2018).

The destination image formed through music festivals is influenced by various factors, such as activities, experiences, and the uniqueness of the landscape in the place. Visitors' perceptions of music festivals are usually connected to fixed tourist facilities in the destination, such as monuments, hotels, restaurants, or other entertainment, which strengthen the overall image of the destination (Duarte *et al.*, 2018).

Music festivals also have the potential to increase visitor loyalty to the destination. The positive experiences that visitors get during the festival can encourage them to come back and recommend the event to others, which in turn has a beneficial economic impact on the destination. Therefore, music festivals can be used as a marketing strategy tool to differentiate and strengthen the destination brand through famous festivals (Duarte *et al.*, 2018).

Social Impact

Social impact refers to changes that occur in society as a result of various activities, be it development projects, policies, or certain programs. Suratmo (in

Pontoh, 2021) states that impact is any change that occurs in the environment due to human activity. In the context of development, socio-economic impacts in developing countries can be seen through several components of socio-economic indicators, including: 1) labor absorption, 2) development of economic structures that include the emergence of new economic activities such as shops, stalls, restaurants, and transportation, 3) increasing community income, 4) improving community health conditions, 5) changes in community perception, and 6) population growth (Suratmo, 2004).

Social impacts generally arise when a project, program, or policy is implemented in society. This social impact can affect the balance in the community system, both positively and negatively. These changes can cover various aspects of social life, such as patterns of interaction between individuals, local economic development, to shifts in values and norms that exist in society (Bakri *et al.*, 2023).

Positively, development can open up new opportunities in terms of employment, increase income, and improve the quality of life of the community through better access to public facilities and health. However, negative impacts may also occur, for example social inequality that may arise due to unequal distribution of development benefits or the loss of local culture as an impact of modernization (Lasaiba, 2023).

Previous Research

Pavluković, V., Armenski, T., & Alcántara-Pilar, J. M. (2019) study examines the impact of music festivals on local communities and their quality of life, focusing on two major festivals in Europe, namely EXIT in Serbia and SZIGET in Hungary. This study highlights that although music festivals are often considered as the main drivers of the city's economy, their social impacts can have a more significant effect on the quality of life of local communities. Based on the results of the study, social impacts are divided into two main dimensions: social benefits and social costs. The results show that most residents feel the social benefits more than the social costs caused by the festival, and this finding is important for festival managers and local governments in designing more sustainable events by considering public opinion on their impacts.

The research of Pavluković, V., Stankov, U., & Arsenović, D. (2020) focused on the public perception of the social impact of two major music festivals, Sziget in Hungary and Exit in Serbia, using a modified Festival Social Impact Attitude Scale. This study aims to compare the results of perceptions between the two festivals using the Importance-Performance Analysis method. The findings of this study show differences and similarities in the perception of the social impact of the two festivals, providing insight for local authorities to identify priorities in managing the social impacts caused by the festival. The results of this study provide a deeper understanding of the attitudes of local residents towards festivals and can help festival managers to reduce negative impacts and increase positive impacts of festivals on the community.

The research of Duarte, P., Folgado-Fernández, J. A., & Hernández-Mogollón, J. M. (2018) examined the influence of music festivals on the image of tourist destinations, focusing on the WOMAD festival in Cáceres, Spain. This study aims to evaluate whether investment in cultural activities such as music festivals can contribute to the formation and development of the destination image where the festival is held. The results of this study indicate that music festivals, especially in terms of branding and event image, can enhance the positive image of the

destination for participating tourists. These findings provide important implications for tourism destination managers to utilize music festivals as a marketing strategy to attract more visitors and strengthen the destination image.

The study of Pavluković, V., Armenski, T., & Alcántara-Pilar, J. M. (2017) investigated the influence of cultural dimensions on local people's attitudes towards major music festivals in Serbia and Hungary. This study used the Festival Social Impact Attitude Scale (FSIAS) and analyzed how national cultural dimensions affect people's perceptions of the impact of festivals. The results showed that local culture significantly influenced people's views on the social impact of festivals, with the identification of six main factors representing two major dimensions: positive and negative impacts. This study provides new insights into the importance of understanding cultural influences in designing and managing music festivals, as well as its theoretical and practical implications for future research.

The study of Özdemir, C., Düşmezkalender, E., Seçilmiş, C., Yılmaz, V., & Yolal, M. (2024) analyzed the impact of emotions and social identification in music festivals on the subjective well-being of young people participating in the EskiFest music festival in Eskişehir, Turkey. This study revealed that festival characteristics such as music quality, venue atmosphere, information, and available facilities influenced positive emotions and the formation of social identity of young participants, which in turn contributed to increasing their subjective well-being. The results of this study provide useful insights for festival organizers to develop better strategies in organizing festivals and increase the satisfaction of young participants by understanding their emotions.

METHODE

This study uses a quantitative approach with the aim of analyzing the influence of music festivals on the social impacts caused by the surrounding community. The quantitative approach was chosen because it allows the collection and analysis of objective numerical data that can be tested statistically. The population in this study was the community in the Jabodetabek area (Jakarta, Bogor, Depok, and Tangerang) as an area that is often used as a location for holding music festivals. The sample taken was 100 respondents, who were selected using the purposive sampling technique. Determination of research samples based on people who have visited music festivals, especially in the Jabodetabek area.

In this study, the variables to be analyzed are the influence of music festivals on social impacts in the community. The independent variable (X) is the music festival, while the dependent variable (Y) is the social impact felt by the local community. Measurements for both variables were carried out using a modified scale from the Festival Social Impact Attitude Scale (FSIAS) developed by Delamere et al. (2001). The questionnaire to be used, previously had been tested for validity and reliability on 30 samples for pre-research so that the questionnaire was suitable to be used as the main questionnaire.

The music festival variable is measured through the following indicators (a) Frequency of Visits: Measuring how often people visit music festivals, (b) Festival Implementation to Measure aspects of the festival organization, including the diversity of events and facilities provided (c) Type of Music: Measuring the influence of the type of music performed on community interest (d) Duration of the Festival:

Measuring the duration of the festival in influencing the social life of the local community.

The social impact variable is measured through indicators that refer to the research results of Fredline et al. (in Pavluković et al., 2019) and the FSIAS modification, which includes several sub-factors: (a) Social Benefits, namely Increased sense of community pride in their city or region, Increased social interaction between residents, Development of local culture (b) Social Costs, namely Disruption to daily life, for example, traffic jams, noise., Increased cost of living, for example, higher prices for goods and services during festivals., Environmental impacts, for example, waste and pollution.

RESULTS AND DISCUSSION

Tabel 1. F Test

Model	F-value	Sig. (p-value)
Music Festival→ Social impact	32.547	0.000

The F test results show that the model connecting Music Festivals with Social Impacts as a whole is significant. The F value of 32,547 ($p = 0.000$) has a significance of less than 0.05, indicating that the Music Festival variable has a significant influence on the Social Impacts felt by the community.

Table 2. Regression Value Test

Hubungan		Std. Error	Beta	t-value	Sig. (p-value)
Music festival → Social impact	.526	0.267	.724	5.642	0.000

The results of the regression test show that the Music Festival has a positive and significant effect on Social Impact. The B value for the relationship between the Music Festival (X) and Social Impact (Y) is 1.526 ($t = 5.642$, $p = 0.000$). This figure shows a significant positive relationship ($p < 0.05$). This indicates that an increase in the Music Festival factor will increase Social Impact positively. Based on the results of the regression analysis, the R and R-squared values indicate the level of relationship between the Music Festival variable and Social Impact. The R value is 0.724 with an R-squared of 0.523, which means that 52.3% of the variation in Social Impact can be explained by the Music Festival variable. This shows a fairly strong relationship between the two variables. Music festivals play an important role in preserving and spreading traditional and ethnic music from a region or nation. In festivals, various forms of local music, traditional musical instruments, and regional songs are presented again, so that they are not forgotten by the younger generation. Music festivals become a free space for musicians and artists to express their ideas, thoughts, and feelings. In the context of contemporary culture, festivals are often used to voice social, political, environmental, and humanitarian issues through music. Music festivals not only function as entertainment, but also have a profound

role in shaping, preserving, and developing culture. It is a mirror of community values, a means of diplomacy, and a tool for cultural education for future generations.

The results of the statistical test show that music festivals have a significant influence on social impact. Based on the t-test, the t-value of 5.642 with a p-value of 0.000 indicates a significant relationship between music festivals and social impact at a 95% confidence level. The F-test strengthens this result, where the F-value of 32.547 (p-value of 0.000) indicates that the overall regression model is significant. Further regression test results show a B value of 1.526 with an R² of 52.3%, meaning that 52.3% of the variation in social impact can be explained by music festivals. This indicates that music festivals have a substantial positive impact on society. Theoretically, music festivals function as social platforms that create opportunities for strengthening collective identity and social cohesion. According to Duarte et al. (2018), music festivals play an important role in building destination image and increasing local community pride. The cultural industry theory by Horkheimer and Adorno (1930s) also supports the idea that festivals can be an instrument to strengthen local cultural values while creating social benefits, such as community interaction and increased appreciation of the arts (Weber & Weber, 2018). Research by Pavluković et al. (2019) emphasizes the importance of understanding local people's perceptions of the impact of festivals, as this plays a major role in determining the success of the event. Music festivals are a place where people from different backgrounds, cultures, and regions gather. This opens up space for positive social interactions, strengthens a sense of togetherness, and increases tolerance between individuals and groups. Through music festivals, people become more open to various music genres and cultures that they may not have known before. This contributes to the preservation of local culture as well as global cultural exchange. Music festivals provide a space for young people to express themselves, whether as audiences, performers, or content creators. This supports the development of creativity, self-identity, and self-confidence.

Furthermore, regional development theory states that events such as music festivals can contribute to the economic and social revitalization of an area (Richards in Finkel & Platt, 2020). Music festivals provide benefits in the form of strengthening local cultural identity through art and music, which strengthens social solidarity and improves perceptions of the community's quality of life. In addition, positive social impacts such as increased pride and social interaction are direct results of community activities that focus on shared values (Asbari, 2024). Music festivals generally set high ticket prices, especially if they feature famous or international artists. This makes people with lower middle incomes unable to buy tickets and feel left out. Festivals held in public spaces can also give the impression that public places are handled by only a few groups, creating social exclusion. In addition, music festivals often last until late at night with high volumes, which can disturb the comfort of local residents. In addition, the behavior of some visitors such as getting drunk, damaging public facilities, or dressing inappropriately can cause conflicts of cultural values, especially if the festival is held in a conservative area. While festivals generate a lot of money, the main profits are usually enjoyed by promoters, major sponsors, or industry players from outside the area. Local SMEs that do not have access or connections to organizers are often left behind and do not receive significant economic benefits. Damage to public facilities such as roads,

parks, or sanitation facilities often occurs due to large crowds. Local governments often have to bear the costs of post-event repairs or clean-up, which uses public funds. This is an additional burden that is not always commensurate with the economic benefits obtained. During the festival, the prices of food, transportation, and accommodation around the location often increase drastically. This is detrimental to local communities who do not enjoy the festival, because they still have to buy necessities at higher prices.

These results are consistent with the research of Pavluković et al. (2019), who found that music festivals have a positive social impact on the quality of life of local communities in Serbia and Hungary. In addition, Duarte et al.'s (2018) research shows that music festivals can increase visitor loyalty and make a significant contribution to the development of destination image. Özdemir et al. (2024) also underline the importance of festivals in influencing the subjective well-being of participants through strengthening social identity. Music festivals attract thousands to tens of thousands of visitors, which means increased consumption of food, beverages, transportation, accommodation, and souvenirs. This provides a great opportunity for MSMEs and local business actors to gain profits. Music festivals attract domestic and foreign tourists to come to the event location. This has a direct impact on the tourism sector such as hotels, transportation, restaurants, and local tourist destinations that receive an influx of visitors. A successful festival can attract sponsors, investors, and the private sector to invest in the entertainment and tourism sectors. This can encourage the growth of the creative economy and entertainment infrastructure in the area.

CONCLUSIONS

Based on the research results, music festivals have a positive and significant effect to influence on the social impact felt by local communities. The analysis shows a strong relationship between music festivals and the dimensions of social impact, where 52.3% of the variation in social impact is explained by music festivals. Music festivals have been shown to contribute to increasing social cohesion, a sense of community pride, and social interaction between residents, in accordance with previous theories and findings. In addition, these festivals also strengthen local cultural identity and improve the image of the destination where the festival takes place, making them a strategic element in regional development and the cultural industry.

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