The Dieng Plateau region is very well known for having the charm of Hindu temples, natural beauty, and horticultural potential as well as geothermal energy. Not only that, the Dieng community has long had a unique tradition of cutting dreads. In its development, this cultural performance was packed in cultural tourism. This article tries to examine how the relationship between the image of the destination and the holding of a cultural festival. The case raised in this study was Dieng Culture Festival (DCF) which was held in the Dieng area, Central Java.

To strengthen the destination image needs to be balanced with the development of events continuously and has a unique value. Through the perspective of cultural tourism, this article reviews the concept of organizing Dieng Culture Festival (DCF), such as the content and form of the show, how the audience reacts, how it impacts after the implementation of DCF while seeing how it continues. The focus of the analyst is directed at the importance of event planning to strengthen the destination image. Data collection is done by conducting observations, literature studies, and in-depth interviews.

The results of this study found that the Dieng Culture Festival (DCF) which started from the initiation of the Pokdarwis Dieng Pendawa has been carried out regularly and included in the National Tourism Agenda. The highlight of the event is cutting hair from children who have dreadlocks. Local governments and communities and tourism operators acknowledge that Dieng Culture Festival (DCF) is strategically supported to strengthen the destination image of Dieng Plateau while at the same time lifting the economy of the local community.

**Keywords:** Tourism Destination Image, Local Culture Tradition, Dieng Culture Festival, Dieng Plateau, Central Java

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**LINGKO LODOK TOURISM DEVELOPMENT IN MANGGARAI, EAST NUSA TENGGARA: BLESSING OR CURSE**

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Sustainable tourism development is often regarded as one of the manifestations of the idea of sustainable development which in addition to emphasizing the aspects of economic benefits, also gives attention to environmental sustainability and social equity. However, anthropologically,
tourism development can also cause problems that are detrimental to many parties. It is recognized that the development of the tourism sector has the potential to cause socio-cultural transformation that harms communities in tourism destination area. In this regard, this paper discusses issues related to Lingko Lodok tourism development in Manggarai District, East Nusa Tenggara Province. The results of the study show the magnitude of economic potential that can be obtained from Lingko Lodok tourism development, however, at the same time, such development has led to social friction among the stakeholders. In order to be able to achieve the optimal benefits of Lingko Lodok tourism development, the application of the principles of collaborative management and community-based rural tourism development is a fundamental thing to do.

Keywords: Lingko Lodok, Community-based, Rural, Tourism.

EXOTICIZATION OF LOCAL & GLOBAL: EXPLOITATION AT WEST JAVA TOURISM PRACTICE
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West Bandung Regency is the youngest district that was only established in 2007 in West Java Province. An administrative autonomous region resulting from the expansion of Bandung Regency. Entrepreneurs see business opportunities for the location and position of West Bandung Regency between the City of Jakarta and the City of Bandung.

West Java Province is focusing on handling development projects located in some of the former tea plantations owned by PT Perkebunan Nusantara VIII (Cikalong Wetan Subdistrict, West Bandung Regency) in the Walini area, which covers an area of twice that of Cimahi which was initially unproductive and insignificant built into Mega-City.

First, the construction of the Jakarta-Bandung high-speed railroad corridor, which is one of the stops in Walini. Second, the construction of international cities and the capital city of the new West Java Province (Walini City). Third, the development of recreational parks of Disneyland Park and agro-industrial tourism destinations that are still in the Walini area. Fourth, development is based on the concept of Eco Green and Cyber City.

The Regional Government Work Unit (SKPD) in the West Bandung Culture and Tourism Sector is aggressively exploring all the potential of its regional tourism. The head of West Bandung Disbudpar has collaborated with the PT-Kereta Api Indonesia-China consortium (KCIC) to realize West Bandung tourism promotion. Offer to fast train passengers consisting of domestic and foreign tourists regarding a package of visits to agro-tourism and cultural tourism in West Bandung District.

The rapid development of West Bandung Regency as Mega City raises two questions. How has the practice of exploiting the potential of tourism been going on? How does local and global exoticization become the attraction of a region to increase local revenue?

Keywords: exoticization, local, global, exploitation, tourism