


**DIENG CULTURE FESTIVAL: REPACKAGING LOCAL TRADITIONS TO STRENGTHEN TOURISM IMAGE DESTINATIONS**

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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

**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,