

## TROSO WEAVING FESTIVAL: A CATALYST FOR CULTURAL CO-CREATION

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### Abstract

This research aims to analyze the role of the Troso Weaving Festival in Jepara, Central Java, Indonesia, with formation as cultural value co-creation. Professional organizers and event experience can impact the emergence of a sense of happiness and unforgettable experience, leading to loyal consumers. Continuous consumers feel loyal and willing to volunteer to invite people to follow the Troso Weaving going to Troso Universal Coverage. This research method uses an exploratory approach considering the need to uncover new insights, understand complex relationships, and overcome existing knowledge gaps in co-creation. The respondents in this study were Troso Weaving Festival Visitors of 310 respondents. This study uses the theory of social cognitive approach to form the cultural value of co-creation. The analysis tool used a structural equation model by partial least squares. The research showed that Professional organizers positively affect the event experience. Entertainment, social contact and interaction, exploration of culture, and togetherness as cultural values are influential in experiencing event festival visitors. Event experience has contributed to mediating Professional organizers in cultural values co-creation. This implies that festivals can involve customers in creating co-creation value, which impacts Troso weaving worldwide, thus creating economic growth in Indonesia.

**Keywords:** Co-Creation, Festival, Tourism, Troso weaving



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## INTRODUCTION

Globalization economy impacts local businesses, especially micro, small, and medium businesses (MSMEs). One product the scale of MSMEs that has the potency to export, but in a way still faces obstacles and has not succeeded in overcoming is the product Weaving from village Troso in Jepara, Central Java, Indonesia, own peculiarity with a Loom No Machines that have been getting confession the advantage in a way nationally (Caroline et al., 2020; Indaryani et al., 2022).

Weaving, especially Troso weaving in Jepara, plays an important role in the local economy and cultural identity. Salma et al. (2022) conducted an ethnomathematics study on Troso Jepara weaving

motifs, highlighting this traditional craft's complex geometric patterns and mathematical principles. This shows the cultural heritage and weaving skills that are rooted in Jepara. Traditional crafts not only preserve cultural heritage but also support the local economy. Understanding socio-economic conditions in Jepara requires a holistic view that considers the cultural traditions, economic activities and social dynamics that shape the region. Troso Weaving needs to get serious attention so that you can get it to conserve product culture with various media.

To preserve and enhance product marketing performance, Troso needed an activity to promote. Promotion was needed to increase sales, and at the same time, it would defend and preserve culture weaving. One thing from marketing promotions is through festival events (Kotler & Keller, 2012). A festival is a promotional activity designed to show the world an essential part of a region, a set of values that differentiates one region from another (Botti, 2018) with the social cognitive theory approach.

The social cognitive theory is the dominant lens for integrating exchange studies with creativity research (Liao, 2010; Lusianti, 2023). The approach is expanded by examining two sides of the social coin, quality relationships and differentiation, with additional perspectives such as justice theory. The social learning theory emphasizes the moderating role of self-efficacy in the team setting. Each member maintains interactions, exploits source power in similar organizations, and collaborates on relevant tasks. Individuals with strong self-efficacy will move teams from complying with the status quo to establishing practical ideas to achieve challenging goals (Earley, 1994). In addition, they focus on the chosen goal and persist even when facing difficulties and failures. An individual with self-efficacy is creative, enjoys all activities, and can practically maintain creativity, proactively seeking the solution. They will have a positive impact on the values of the organization.

Co-creation is the enforcement of creative interaction in an environment involving agency and structured organization. The creation of interaction is enforced through interaction group agents, temporary involvement agents, and structuring or organization. Interactive platform instantiations bring together artifacts, processes, and people. Aided by digital technology, interactive platforms generate multiple environments and create interactions by generating underlying capabilities that are natural power sources. Co-creation practice cuts conventional production times and promotes exchange and user activities.

In co-creation, consumers are not merely strategic objects but are sources of potential power that must be involved in an incremental process of creating value (Vargo & Lusch, 2004). Consumers can contribute to the organization by creating innovative new products and services, impacting the formation of memorable experiences (Chathoth et al., 2016). Co-creation activities begin with shifting to a consumer-first perspective and moving from a product-centric orientation to an experience-centric one (Ramaswamy & Ozcan, 2018). So, the organization must redefine the role of the consumer to improve customer experience and both.

Co-creation of value with customers has emerged as a relevant topic at academic and managerial levels (González-Mansilla et al., 2019). Considering the positive results of shared value creation, organizations must learn how to properly manage value-creation processes that require active customer involvement. By driving customer value through co-creation behavior, organizations can experience increased market coverage, revenue, profitability, and even innovation (Foroudi, 2018; Oh et al., 2015; Prahalad & Ramaswamy, 2004) and typically gain cost benefits and savings in terms of efficiency and effectiveness (Grissemann & Stokburger-Sauer, 2012). The success of the Troso Weaving festival is based on visitors' desire to get different experiences and insights into the festival, such as entertainment and the overall impression. Apart from seeing various items of Troso weaving, we also examined supporting events, such as stage art, tumpeng contests, and tektok (traditional music).

The experience of visitors and the value created at the festival are also significantly influenced by visitors and fans of Troso weaving (Chang & Horng, 2010). As a consequence, increasingly, lots of viewers feel their own to fan or viewer another, the more contribution they will influence experience individually. As Urich and Benkenstein (2012) point out, fans and visitors are primarily attracted by behavior and appearance (e.g., weaving torso). The atmosphere at the festival consists of visitors from originating stimuli, and their behavior is important to the festival atmosphere.

In the context of tourism, the interaction between tourism service providers and consumers is at two levels: interactions related to elements of the design of tourism activities and interactions related to the performance of tourism professionals. The performance of tour guides, for instance, is assumed to be a factor in creating tour experiences because they determine the quality of the dialogue with travelers during tours. Additionally, the interaction between tourism service providers and tourists is also

important, such as providing information about tour destinations and transparency about the financial aspects of the journey (Prahlad & Ramaswamy, 2004).

The study of co-creation has been discussed in previous research. Lin (2017) found that the creation marks tourists appear because of the combination of tourists and residents. Creation value can also be materialized when residents and users service each other together to increase value (Osborne, 2017). Cultural festivals, such as the Troso Weaving Festival, have been widely studied in academic research due to their significance in various fields. Finkel and Platt (2020) discuss the contestation of the role of cultural festivals in cities, highlighting the importance of urban geography in shaping these discussions. Wilson et al. (2016) identified a research gap in festival studies, emphasizing the need to develop a theoretical and practical understanding of festivals. Yozukmaz et al. (2020) explored festivals' social impact and emotional solidarity, focusing on the perceptions of local communities and their interactions with festival visitors.

Perry et al. (2019) use festivals as integrative sites for sustainable urban development, emphasizing their role in building place identity. Kim et al. (2021) assess the economic value of festivals for sustainable development and underline the importance of balancing economic benefits with sustainable practices. Pereira et al. (2021) contribute to the discourse on the contribution of events and festivals to local sustainability, covering the motivations, economic impacts and cultural factors that influence festival participants. Song et al. (2014) investigated the relationship between festival quality, satisfaction, trust, and support, highlighting the mediating role of trust in destination development support. Herrero et al. (2011) investigated the economic assessment of cultural festivals from the visitor's perspective, focusing on individual preferences and willingness to pay. Zifkos (2014) critically analyzes the concept of sustainable festivals, reviews the literature on sustainable festival practices and provides an ideological critique. Previous research has contributed knowledge. However, the Festival is in research and has its own wide scale. This study analyzes the role of related festival culture on the regional scale. Is a regional-scale Troso weaving festival capable? Own impact on formation creation together?

In this case, the Troso Weaving Festival displays a unique set of values that show the uniqueness of Troso Village, introducing Weaving to the broader community on a regional scale to preserve its existence by institutionalizing Weaving, educating the younger generation, and cultivating Troso Weaving. Novelty in this research explores the formation of co-creation values from Festival activities as culture Troso, with a social cognitive theory approach.

## RESEARCH METHOD

The research design used is causal. The scale used is the Likert scale. The population in this study was all SMES in the city of Padang. Quantitative data is derived from primary data collected by sending questionnaires to 250 people owners or managers of SMEs. The number of questionnaires that were returned and filled out was 200. The sampling technique used was convenience sampling. Data collection methods are field studies and online questionnaires. Analysis technique with descriptive statistics which provides an overview of the weight gain of the question items, the interval value derived from the weighted average of respondents' replies to the question items. The data analysis technique uses the PLS-SEM program. According to Monecke and Leisch, (2012), SEM with PLS consists of three components of the structural model or inner model, measurement model or outer model, and weighting scheme (weight relation).

This study is exploratory, with an approach of descriptive analysis using primary data. The data collection technique used a questionnaire. The population in this study is Visitors of the Troso Weaving Festival 2023. Respondents who visit engage in Troso Festival activities with a test tool using Smart PLS, considering the advantages in analyzing structural equation models. Choosing Smart PLS over other statistical methods may improve methodological justification for several reasons supported by the literature. Smart PLS is very useful when dealing with complex models or when the theoretical basis of the model is weak. It offers greater statistical power and can effectively handle exploratory and confirmatory research (Rukuni et al., 2020; Maziriri & Madinga, 2018). Overall, the methodological justification for choosing Smart PLS lies in its versatility, robustness, ease of use, and effectiveness in handling complex models.

The respondents willing to fill out the questionnaire were 310. Domination respondents manifold Female teenagers with experience using the Troso Weaving. This condition shows that behavior visitors currently look for marks as synonymous with something beautiful and interesting.

Female teenagers have unique experiences and vulnerabilities in understanding the Troso weaving festival. Insights from dominant female teenagers to improve purchasing decision policies for peer groups. The involvement of female teenagers in traditional practices, such as Troso Weaving, provides a cultural perspective that significantly contributes to the research objectives and informs interventions aimed at enhancing co-creation. By focusing on the experiences of female teenagers, future interventions and policies can be developed to build co-creation values.

To develop an effective questionnaire for research purposes, researchers have considered various factors to ensure the reliability and validity of the instrument. The questionnaire design process is very important and involves several stages that require attention to detail (Sanda et al., 2021). Researchers began by examining existing questionnaires used for similar purposes to gather insights and adapt relevant questions (Haider & Al-Salman, 2020). This initial step helps ensure the questionnaire aligns with the research objectives and captures the necessary information.

The types of questions included in a questionnaire are very important for collecting relevant data. Questionnaires can consist of items with a Likert scale. The selection of question types is appropriate to the research objectives and the information needed to answer the research questions effectively. Questionnaire development involves creating items based on a literature review, existing measurements, and expert opinion to ensure content validity. The questionnaire design considered the target population and research context. Tailoring questions to the specific characteristics and experiences of respondents, such as adolescent girls when studying their experiences with Tenun Troso, is critical to gaining meaningful insights (Ali et al., 2022). Additionally, the questionnaire development process may involve iterative refinement based on pilot testing and feedback to improve the clarity and relevance of questions (Alexandrovsky et al., 2020). The data is valid and reliable for all instruments in the study, indicated by a loading factor value above 0.60 and composite reliability, as well as Cronbach's alpha above 0.70. The instrument test results appear in Table 1.

A qualitative approach can be used to understand the co-creation process. Sørensen and Jensen (2015) suggest that the co-creation process is deep mark plus done by pruning bureaucracy, implementing daily work tasks, and responding to consumer suggestions promptly. Altinay, Sigala, and Waligo (2016) stated that several factors are important in creating social value in tourism, including natural, financial, political conditions, government, and human resources. Integration, collaboration, and empowerment between power sources can facilitate social value creation at three levels: stakeholder, meso, and macro-levels within a country. This study analyzes social values, including entertainment, social contact and interaction, cultural exploration, and togetherness toward forming co-creation.

Table 1. Instrument Test

Variable	Loading factor	Cronbanch Alpha	AVE
Team Performance	0.915	0.884	0.684
Atmosphere Venue	0.891	0.847	0.621
Event Experience	0.941	0.933	0.516
Entertainment	0.902	0.855	0.699
Social Contact and Interaction	0.875	0.822	0.585
Cultural Exploration	0.916	0.878	0.731
Togetherness	0.912	0.871	0.720

Source: processed primary data, 2024

## RESULTS AND DISCUSSION

The results of bootstrapping and outer model testing are shown in Figure 2. The hypothesis is considered supported if the path coefficient or beta has a t-statistic of 1.96 or a p-value of < 0.05. Of the 14 research hypotheses proposed, all had path coefficients showing t-statistics of > 1.96 or p-values of < 0.05. So, these hypotheses are all supported.

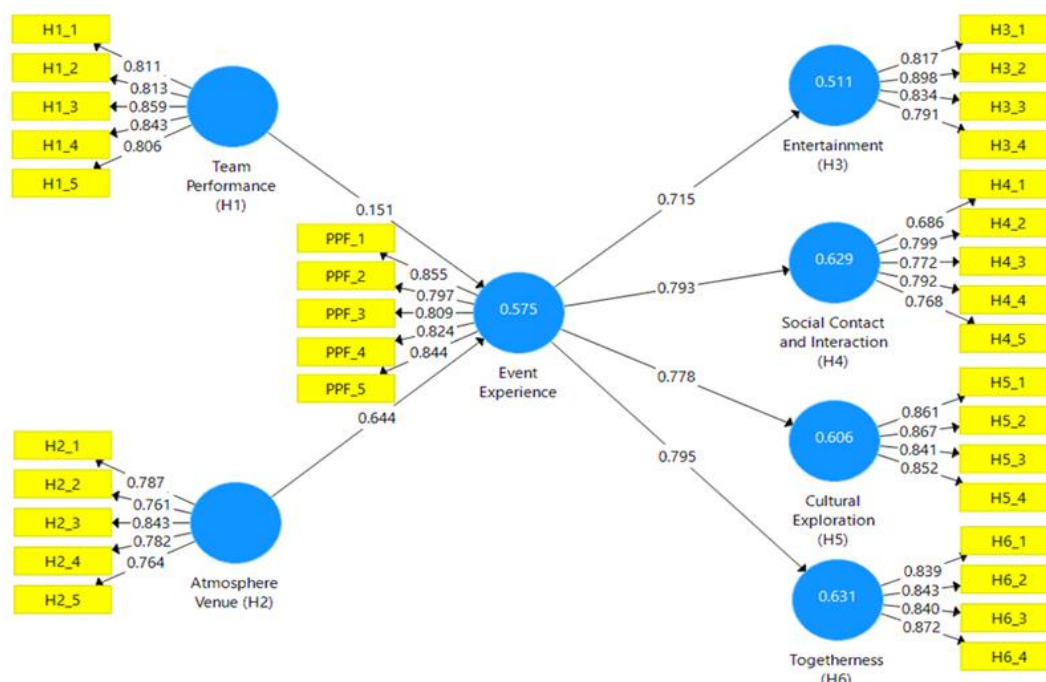


Figure 2: Bootstrapping results (Source: processed primary data, 2024)

Apart from confirming the theory, the findings explain whether there are connections between latent variables (Hair, 2014). The hypotheses were tested by calculating the path coefficients in the inner model. The hypothesis is supported if the statistical t-value is bigger from the t table ( $\alpha = 5\%$ ). If the statistical t-value for every hypothesis is greater than from the value in the t table, the hypothesis is supported (Table 2).

Table 2. Hypothesis Testing

	Original sample	t-statistic	P-value
H1 > PPF	0.151	1.8840	0.030
H2 > PPF	0.644	8,095	0,000
PPF > H3	0.715	13,932	0,000
PPF > H4	0.793	20,887	0,000
PPF > H5	0.778	20,981	0,000
PPF > H6	0.795	23,507	0,000
	Original Sample	t-statistic	P-value
H1 > PPF > H3	0.108	1,871	0.031
H2 > PPF > H3	0.460	5,982	0,000
H1 > PPF > H4	0.119	1,847	0.033
H2 > PPF > H4	0.510	7,173	0,000
H1 > PPF > H5	0.117	1,832	0.034
H2 > PPF > H5	0.501	0.498	0,000
H1 > PPF > H6	0.120	1,848	0.033
H2 > PPF > H6	0.511	7,052	0,000

Source: processed primary data, 2024

This research shows that performance is influential in experience organizing festivals. Enhancing the performance of the team will improve the organization of the Troso festival. At the Troso festival, we found the committee behaved in a politely and friendly way to visitors, they have good knowledge and skills in operational tasks, the committee is capable of explaining information to visitors, and can be relied upon to run the event, so contributing to the Troso Weaving festival’s own quality concept. Visitors can feel the positive impact of this festival. The physical facilities at the festival are available, the Troso Weaving festival is held according to the specified schedule, and registration for the Troso Weaving festival is responsive, easy, and efficient.

Visitor-induced atmosphere venue influential to experience organizing festivals. Suppose a visitor-induced atmosphere will have a good effect on the festival event experience. Visitors can feel the festival atmosphere is comfortable and pleasant, the layout and design are not confusing, and interactions with service staff are friendly and professional. This festival is emotionally positive for visitors. Visitors festival were busy and enthusiastic, holding a Troso Weaving festival's quality concept.

Experience organizing festivals is influential to entertainment. The festival provides entertainment that suits the interests of each visitor. Suppose festival coordinators facilitate a meeting for visitors to socialize with the community. In this case, visitors to the Troso Weaving festival can enjoy being with friends, and can meet other Troso weaving fans. Visitors like observing people attending the Troso Weaving Festival. Visiting the festival gives visitors a chance to meet and build relationships with new people, so fun and entertainment increases which reduces visitors annoyance at the entrance fees, Visitors see that the festival presents various types of entertainment, and are satisfied with the entertainment provided.

Troso Weaving festival has a uniqueness that makes it different from other festivals. Experience organizing festivals is influential in exploration culture. The experience this festival gives of the culture Troso is unique, allowing visitors to explore Troso customs. This festival is full of diverse cultural experiences to enjoy. Experience organizing festivals is influential to togetherness. According to theory, festival activities facilitate community meetings for visitors to socialize. In that case, Bandura's 1989 theory of social learning is used to analyze function agency according to the roles, self-reflection, and self-regulation. Here, each person is seen as an interactive agent. Everyone can contribute to motivation, and the environment. The connection will create co-creation between organizers and visitors.

Experience organizing the festival plays a role in mediating the performance team's influence on service. Festival organizers can strengthen the connection between the team and the service performance. Experience organizing the festival plays a role in mediating the venue atmosphere's influence on entertainment. Harnessing existing experience to organize a good festival can strengthen the connection between the venue's atmosphere and entertainment.

Experience of organizing the festival plays a role in mediating the influence of the performance team on socialization. Existing experience of organizing a good and optimal festival shows that festival activities can strengthen the connection performance team with socialization product Troso. Experience in organizing the festival plays a role in mediating the venue atmosphere's influence on socialization. Festival organizers can strengthen the connection between the venue's atmosphere and socialization. Experience organizing the festival plays a role in mediating the influence of the team's performance on exploration culture. Organizing festivals can strengthen the connection between the performance team and an exploration culture. These findings are in line with social cognition theory, in which the theory of social cognition is a primary method of integrating the study of social exchange with research creativity (Liao, 2010; Lusianti, 2023). Our expanded approach views social exchange as a two-sided coin, that is, differentiating quality relationships as well as adding perspectives like justice theory. Social cognitive theory emphasizes the moderating effect of self-efficacy. It appears in the team setting that each member interacts, maintains interactions, exploits sources of power in similar organizations, and works collaboratively on relevant tasks. Individuals with self-efficacy are more likely to have an impact on establishing and complying with challenging goals, changing the status quo with useful ideas (Earley, 1994). Moreover, they can focus on the chosen goal and persevere in action even when facing difficulties and failure. Individuals place efficacy self proactively. That person's tendency is a solution, creative, enjoys all activities, and can maintain creativity in an actual way.

The managerial implications of organizing the Troso Festival can be multifaceted and impact the various stakeholders involved in organizing and managing the event. By drawing on insights from relevant references, several key managerial implications can be identified:

First, networking opportunities and session duration. Increasing networking opportunities during the festival and extending the duration of sessions can facilitate greater interaction and discussion among attendees. This can increase engagement, knowledge sharing, and collaboration among attendees, contributing to a richer festival experience. Second, the process of co-creation and group discussion. Involving festival participants in the co-creation process and encouraging group discussions around specific themes can increase satisfaction and foster a sense of community involvement. Encouraging active participation and dialogue can create a more inclusive and interactive festival environment.

Third, tourism promotion and socio-economic development. The Troso Festival's successful holding can promote tourism and significantly affect socio-economic development. These festivals can contribute to local businesses, job opportunities, and overall growth by attracting visitors and generating economic activity. Fourth, strengthen festival services and facilities. To ensure the sustainable development of the festival, it is important to focus on improving its information services, programs, souvenirs, food, facilities, and overall comfort for visitors. Improving the quality and accessibility of festival offerings can increase visitor satisfaction and loyalty.

Fifth, environmental sustainability and community involvement. Emphasizing green event management practices and sustainable event management initiatives can positively impact event organizers, government agencies, and local communities. The festival can align with broader sustainability goals and foster positive relationships with stakeholders by prioritizing environmental sustainability and community engagement. Sixth, value creation and decision-making. Understanding festivals' economic and social value can provide valuable insights for policymakers for decision-making and resource allocation. Policymakers can make informed decisions to support and improve the event by measuring the impact and characteristics of festivals. Ultimately, the Troso Festival presents a unique opportunity to leverage networking, community engagement, tourism promotion, sustainability practices, and value creation. By addressing these managerial implications, organizers can increase the overall impact and success of the festival while contributing to the development and well-being of local communities.

## CONCLUSION

This study analyzed the role of the Troso Weaving Festival in Jepara. Troso Weaving festival is organized by the Government of Troso village in collaboration with the Department of Industry and Trade, and promoted at the regional, national, and international levels. From the findings, it can be concluded that Troso Weaving festival can influence co-creation, as performance affects the experience of organizing festivals. The visitor-induced atmosphere is influential in the experience of organizing festivals. Moreover, experience organizing festivals influences entertainment, social contact and interaction, exploration of culture, and togetherness. This study shows that experience organizing the festival plays a role in mediating the influence of the performance team on service, venue atmosphere, and entertainment. It also shows the influence of the performance team on exploration culture, the influence of the venue's atmosphere on socialization, the performance team to exploration culture, the venue's atmosphere on exploration culture, performance team to togetherness, and atmosphere on togetherness. Thus, we will create a mark from the creation of all involved parties in the Troso Weaving Festival.

Future research could deepen understanding of the long-term impact of the Troso Weaving Festival on cultural preservation, community development, sustainability, social cohesion, and individual well-being. This comprehensive approach can inform evidence-based practices and policies to maximize the positive impact of festivals on cultural heritage and local communities. Future research should investigate the festival's impact on the health and well-being of those participating in the Troso Weaving Festival, particularly in terms of stress reduction, community engagement, and overall quality of life, to provide a holistic picture of understanding the festival's impact on individuals. Exploring the potential of festivals to improve physical and mental well-being can contribute to health promotion efforts.

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## AUTHOR CONTRIBUTIONS

For research articles with several authors, a short paragraph specifying their individual contributions must be provided. The following statements should be used "Conceptualization by Mamik Indaryani; Methodology by Dina Lusianti and Krisnanda; Software by Rushamie Zien Yusof; Validation by Zuliyati and Noor Indah Rahmawati; Formal Analysis by Dina Lusianti; Investigation by

Krisnanda; Writing – Original Draft Preparation by Mamik Indaryani and Dina Lusianti; Writing – Review & Editing by Dina Lusianti.

### CONFLICTS OF INTEREST

The author(s) declare no conflict of interest.

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