International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Analysis of the Role of Cultural Events in Increasing Tourist Interest in Visiting the Indonesia Kaya Gallery

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Abstract

This research is motivated by the need for more innovative and interactive cultural presentations to attract public interest while supporting cultural preservation. Galeri Indonesia Kaya is an urban cultural space that combines elements of education and entertainment through various cultural events. This study aims to analyze the role of cultural events in increasing tourist interest in Galeri Indonesia Kaya. The study used a qualitative descriptive approach. Informants were selected using a purposive sampling technique consisting of Program Associates, Guest Relations Officers (GROs), and visitors who attended cultural events. Data collection was conducted through semi-structured interviews, participant observation, and documentation. The research instrument was the researcher as the main instrument supported by interview guidelines, observation sheets, and documentation. Data analysis used the Miles and Huberman interactive model which includes data reduction, data presentation, and conclusion drawing, while data validity was tested through source triangulation. The results showed that cultural events increased visitor interest through the presentation of interesting performances, diverse theme variations, and active visitor involvement in various cultural activities. Promotion through social media, especially Instagram and TikTok, also played a role in attracting visitors' attention. The research conclusion shows that cultural events that are designed interactively, planned, and oriented towards cultural preservation contribute positively to visiting interest, revisit intentions, and word-of-mouth recommendations at the Indonesia Kaya Gallery.

Keywords:Cultural Events, Cultural Tourism, Destination Attractiveness, Revisit Intention, Visitor Interest

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INTRODUCTION

The development of cultural presentations is currently shifting from conventional forms to more interactive and experience-based concepts. Cultural events have become a crucial strategy for cultural preservation and tourism development because they offer hands-on experiences that involve community participation (Berutu, 2024; UNESCO, 2022). This makes cultural events not only entertainment but also a means of education and cultural promotion (Noor in Susanti et al., 2024).

Changing societal preferences due to globalization have driven the need for more modern, visual, and interactive cultural presentations. The concept of edutainment and the use of technology have become relevant approaches to introducing culture to the public, as applied to modern cultural spaces (Anastasya dan Sofiani, 2025). The Indonesia Kaya Gallery is an example of an urban cultural space that combines education and entertainment in presenting Nusantara culture (Ministry of Education and Culture, 2021; Siregar et al. in Syakhsiyyah, 2025).

Despite its immense potential, interest in local culture is challenged by globalization, which weakens cultural identity and pride, especially among the younger generation (Widiyono in Siburian et al., 2021; UNESCO, 2022). This situation demands innovation in organizing cultural events to remain relevant and engaging amidst competition from modern entertainment.

Furthermore, a major challenge lies in how cultural events are packaged to increase tourist interest. Strategies that combine traditional elements with interactive experiences are needed to maintain engagement. The quality of event organization, visitor experience, and management strategy are crucial factors in the success of cultural events (Berutu, 2024; McCartney in Anggoro et al., 2023; (Kallista dan Ritonga, 2023).

In the context of Galeri Indonesia Kaya as an urban cultural space, further research is needed to determine the effectiveness of cultural events in increasing visitor and repeat visits. Although various edutainment programs have been presented, their impact on tourist behavior requires further analysis (Susanti et al., 2024; Ministry of Tourism and Creative Economy, 2021).

This study aims to analyze the role of cultural events in increasing tourist interest in visiting the Indonesia Kaya Gallery. The urgency of this research lies in the need to develop edutainment-based cultural events that align with changing tourist behaviors. The novelty of this research is its focus on urban cultural spaces in shopping centers as an interactive medium for cultural preservation, a practice that has been limited in previous studies.

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METHOD

This study employed a qualitative descriptive approach to deeply understand the role of cultural events in increasing tourist interest in the Indonesia Kaya Gallery. This approach was chosen because it depicts social phenomena in a natural way and emphasizes the meaning, experiences, and perceptions of participants (Sugiyono, 2023; Creswell & Creswell, 2021; Emzir, 2021). Qualitative research allows researchers to explore the interaction between cultural events and visitor responses contextually without variable manipulation (Ardiansyah & Iskandar, 2022).

The primary research instrument was the researcher herself, supported by interview guidelines, observation, and documentation (Sugiyono, 2023; Creswell & Poth, 2021). Data collection was conducted through semi-structured interviews, participant observation, and documentation of cultural events at the Indonesia Kaya Gallery. Data analysis used the Miles and Huberman model, which includes data reduction, data presentation, and interactive conclusion drawing (Sugiyono, 2023). Data validity was tested through source triangulation by comparing information from managers, GROs, and visitors (Denzin in Susanto, 2023).

In qualitative research, the population and sample are referred to as informants, selected using purposive sampling based on relevance to the research objectives (Sugiyono, 2023; Margono in Naamy, 2019). The informants consisted of the managers of Galeri Indonesia Kaya, Guest Relations Officers (GROs), and visitors. These three groups were selected because they were directly involved in organizing and experiencing cultural events, thus providing comprehensive and complementary data (Moleong in Khosiah, 2017).

The research began with problem identification, literature review, and focus determination. Next, a location was determined at the Indonesia Kaya Gallery and informants were selected purposively. Data collection was conducted through observation, interviews, and documentation throughout the research period. Data were then analyzed using the Miles and Huberman model through reduction, presentation, and conclusion drawing. Their validity was tested using source triangulation to ensure the validity of the research results (Sugiyono, 2023; Creswell & Creswell, 2021).

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RESULTS AND DISCUSSION

Overview of Research Object



Figure 1 Atrium of the Indonesia Kaya Gallery
Source: Research Documentation (2026)

Galeri Indonesia Kaya (GIK) is a cultural edutainment space located in Grand Indonesia Mall, Central Jakarta, and officially opened in 2013 as an interactive digital cultural gallery. In late 2019, GIK underwent renovations, converting from a touchscreen system to touchless technology, which became increasingly relevant during the COVID-19 pandemic. After the renovation, the gallery reopened in May 2023 with a more modern, safe, and interactive concept.

GIK was established by the Djarum Foundation through its Bakti Budaya program to introduce and preserve Indonesian culture through digital technology. The gallery interactively presents a variety of cultural information, including performing arts, traditional foods, cultural figures, and folklore, and regularly presents cultural performances in its auditorium. To date, GIK has served as a space for hundreds of artists and hosted thousands of performances open to the public.

GIK's main facilities include an auditorium with a capacity of approximately 150 spectators, which is used for theater, dance, music, workshops, and cultural discussions, free of charge through a proposal system. Additionally, an interactive, technology-based gallery area provides educational experiences before and after performances. GIK also plans to build a new theater hall in 2027 to increase the capacity and quality of cultural events.

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Observation Results

Table 1 Observation Results Table

Observation Aspect	Observation Results	Description/Notes
Cultural event planning process (Spectacularisation)	Cultural events at the Indonesia Kaya Gallery are meticulously planned, as evidenced by the consistently excellent performances. Despite the varied themes, the events at the Indonesia Kaya Gallery consistently adhere to the established theme and concept. The stage decor, lighting, and sound systems also support this planning process, creating an engaging and engaging atmosphere for attendees.	The collaboration between the program team and the others, along with the harmony between the theme and the stage decor at Galeri Indonesia Kaya, was excellent, ensuring a comfortable viewing experience for the audience. Galeri Indonesia Kaya hopes to continue innovating its themes and concepts for cultural events to maintain visitor interest and attract more art enthusiasts.
The suitability of the theme of the cultural event being held with the concept being displayed (Theme)	The theme of the cultural event held at the Indonesia Kaya Gallery was in accordance with the concept of the performance being presented.	It is hoped that the Indonesia Kaya Gallery will continue to innovate the themes and concepts of cultural events to maintain visitor interest and attract more art lovers.
Visitor involvement in participating and enjoying cultural events (Immersion & Participation)	Several cultural events hosted by Galeri Indonesia will involve art enthusiasts in direct participation, such as batik	It is hoped that Galeri Indonesia Kaya will continue to develop more engaging, interactive and participatory activities.

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Observation Aspect	Observation Results	Description/Notes
	workshops and dance workshops, hands-on angklung playing, and role-playing in theater performances. Furthermore, Galeri Indonesia Kaya features touchless interactive panels that allow visitors to experience the available technology.	This will enable art lovers to become more than just spectators, but also to experience the works firsthand. This involvement by visitors will create something different in what Galeri Indonesia Kaya offers.
Visitors' interest in participating and enjoying cultural events (Attention)	Many tourists and art enthusiasts are eagerly awaiting and eager to see the performances. This is because Galeri Indonesia Kaya frequently promotes the gallery on social media. Furthermore, many visitors promote their own social media platforms.	The high level of enthusiasm from arts enthusiasts for this cultural event demonstrates its significant appeal. Tickets sold out quickly and long queues formed before the event are clear evidence of this. Consideration should be given to increasing audience capacity, performance schedules, and additional sessions at the event to ensure a wider audience can enjoy the show.
Visitors' interest in participating in and enjoying cultural events (Interest)	Art enthusiasts demonstrated a high level of interest in participating in and enjoying the cultural	The high level of interest from art enthusiasts in cultural events demonstrates that the

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Observation Aspect	Observation Results	Description/Notes
	event at the Indonesia Kaya Gallery. This was evident in the high level of enthusiasm shown by the audience throughout the event, as evidenced by the fully occupied seats during the performances. Furthermore, many art enthusiasts were willing to walk in to enjoy the performances. This was further evidenced by the long queues that formed an hour before the performances began.	program's concept, variety of themes, quality of performances, and facilities create a compelling experience for art lovers. It is hoped that Galeri Indonesia Kaya will continue to maintain the quality of its performances and introduce innovation to each performance.
The desire of art lovers to know more and come back to the Indonesia Kaya Gallery (Desire)	Art enthusiasts demonstrated a strong desire to learn more about the various cultural events being held. This was evident in the large number of art enthusiasts who returned to Galeri Indonesia Kaya to see different performances. Furthermore, many enthusiasts enthusiastically sought information about upcoming performances through Galeri Indonesia	The desire of visitors to return demonstrates that the cultural events provided an engaging, enjoyable, and memorable experience for art lovers. Galeri Indonesia Kaya is expected to continue to innovate in organizing cultural events and disseminating information about upcoming performances.

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Observation Aspect	Observation Results	Description/Notes
	Kaya's social media channels.	
Visitor actions during cultural events (Action)	Visitors demonstrated a variety of active engagements during the cultural events at the Indonesia Kaya Gallery. This was evident in their attendance at the cultural performances and their enthusiasm in documenting and sharing their experiences on social media. Furthermore, the smooth running of all performances, from registration to completion, was evident.	The high attendance during the cultural performances demonstrates that the activities are engaging. Galeri Indonesia Kaya hopes to add a wider variety of supporting activities, such as live interaction sessions with the performers, to further encourage visitors to visit Galeri Indonesia Kaya and enjoy the performances.

Source: Processed by the Researcher (2026)

Source Triangulation

Based on the results of triangulation of sources involving Program Associates, Guest Relations Officers (GRO), and art lovers who visited the Indonesia Kaya Gallery, it can be concluded that holding cultural events has a significant role in increasing public interest in visiting.

In terms of Spectacularization, Galeri Indonesia Kaya presents cultural performances creatively packaged through the use of public spaces and interactive digital technology. Each activity maintains a central focus on culture, with a minimum of 60 percent of each performance featuring cultural elements. The event planning is systematic, resulting in a variety of themes and concepts that provide a unique experience for visitors. Engaging stage design, sound systems, and performance design enhance the appeal of the cultural events.

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In terms of themes, each cultural performance has a distinct theme, yet remains focused on preserving Indonesian culture. Galeri Indonesia Kaya consistently explores diverse cultures from across Indonesia and adapts its performance concepts to current trends to ensure they remain relevant to the public. The selection of artists and performers is also tailored to the chosen theme, ensuring the cultural message is effectively conveyed to visitors.

In terms of Immersion & Participation, active visitor engagement is one of Galeri Indonesia Kaya's key strengths. Various cultural activities are designed interactively so that visitors are not just spectators, but can also participate directly through workshops and other cultural activities. Supported facilities, mentoring from the GRO, and an interactive event atmosphere provide a memorable experience for visitors. The high level of public enthusiasm, the large number of repeat visits, and the high interest in performance tickets demonstrate that active participation can enhance the visitor experience and satisfaction.

Meanwhile, in the Visiting Intention variable, the Attention aspect shows that social media, particularly Instagram and TikTok, are the primary sources of information attracting visitors to the Indonesia Kaya Gallery. Various performances, such as theater, musical dramas, traditional dances, and interactive shows, have successfully captured the attention of people from various backgrounds.

In terms of interest, visitors' interest stems from a desire to witness a unique, interactive, and educational cultural performance live. Visitors felt the performances broadened their knowledge of Indonesian culture and provided a unique artistic experience unlike any other.

In the Desire aspect, the performance quality was considered good, professional, and consistent, creating a sense of satisfaction among visitors. The constantly changing themes, interactive atmosphere, and opportunities to participate in cultural activities created a pleasant experience and encouraged repeat visits.

Furthermore, in the Action aspect, the majority of visitors expressed a desire to revisit and recommend Galeri Indonesia Kaya to friends, family, and the wider community. Galeri Indonesia Kaya's presence as a public cultural space that consistently presents quality cultural performances is a key reason for visitors to keep returning and encourage others to enjoy the cultural experiences it offers.

Overall, the results of source triangulation indicate that the cultural events organized by Galeri Indonesia Kaya, through aspects of spectacularization, theme, and immersion & participation, are able to attract attention, foster interest, increase desire,

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and encourage visitors to make repeat visits. Thus, cultural events have been proven to contribute positively to increasing public interest in visiting Galeri Indonesia Kaya.

Data Analysis and Interpretation

1. **The Role of Cultural Events Held at the Indonesia Kaya Gallery in Increasing Visitor Interest**
   a. **Spectacularization**
      1) Indonesia Kaya Gallery presents cultural performances that are packaged in a modern, creative, and interactive way.
      2) The use of digital technology, lighting, sound systems, digital screens, and auditorium facilities increases the visual appeal of the performance.
      3) Cultural events continue to place Indonesian cultural elements as the main focus.
      4) The high level of visitor enthusiasm shows that the presentation of the event was able to create a memorable experience.
      5) Many visitors still come even though they don't get tickets online.
   b. **Theme**
      1) Each cultural event has a different theme and concept for each period of implementation.
      2) Theme planning is done one year in advance in a structured manner.
      3) Themes are tailored to specific moments, societal trends, and the characteristics of target visitors.
      4) Indonesia Kaya Gallery continues to explore culture from various regions in Indonesia.
      5) The variety of themes makes the show less monotonous and increases the interest of visitors.
   c. **Immersion & Participation**
      1) Visitors are directly involved through workshops and interactive cultural activities.
      2) Activities such as angklung and regional dance workshops provide a more in-depth cultural experience.
      3) Local and foreign tourists can participate in various cultural activities.
      4) Active visitor engagement creates memorable experiences and encourages repeat visits.

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5) Direct interaction between visitors and culture is an important factor in increasing interest in visiting.

2. Cultural Event Organizing Strategies to Build Visitor Interest

a. **Spectacularization Strategy**

1) Develop a planned cultural program through the program team and digital team.
2) Determine the annual theme and event concept from the end of the previous year.
3) Combining cultural elements with digital technology and attractive visuals.
4) Delivering a cultural experience that is not only informative but also entertaining and memorable.
5) Making culture an interesting experience for visitors.

b. **Theme Strategy**

1) Develop a clear theme and event concept that has a strong cultural identity.
2) Adapt the theme to trends, seasons, and visitor needs.
3) Opening up collaboration opportunities for both established and new artists.
4) Presenting a diverse range of performers to attract various visitor segments.
5) Utilize visitor input as evaluation material in compiling the next theme.
6) Providing various cultural activities such as angklung workshops, regional dances, and traditional clothing papercraft.

c. **Immersion & Participation Strategy**

1) Develop cultural activities that allow direct participation of visitors.
2) Organizing interactive workshops such as dancing, patchwork sewing, and playing the angklung.
3) Providing assistance by Guest Relations Officer (GRO).
4) Assist visitors in using interactive digital facilities.
5) Creating educational, interactive and memorable cultural experiences.
6) Adapt the type of activity to the characteristics of the visitors who attend.

3. The Quality of Cultural Events Organized by the Indonesia Kaya Gallery

a. **Attention**

1) Social media is the main source of visitor information.
2) Instagram and TikTok play a big role in attracting the attention of potential visitors.

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3) Recommendations from friends and community also influence the decision to visit.
4) The official website provides complete information regarding event schedules and reservations.
5) The creative and interactive cultural performances succeeded in attracting the attention of various groups.

b. **Interest**

1) Interest arises from curiosity about the cultural performances being presented.
2) Visitors want to see the artists' expressions and performances firsthand.
3) Immersive spaces and ever-changing cultural themes are the main attractions.
4) Cultural performances provide additional insight into Indonesian culture.
5) Good quality of organization strengthens visitors' interest in attending the next event.

4. The Role of Cultural Events in Repeat Visitor Intention

a. **Desire**

1) The desire to revisit arises because of the consistent and satisfying quality of the show.
2) Visitors feel entertained, impressed, and not bored with the variety of themes displayed.
3) Free cultural events are a supporting factor in the high interest in repeat visits.
4) Positive emotional experiences strengthen the desire to return.
5) Many visitors are willing to follow a competitive reservation system to get tickets.

b. **Action**

1) Visitors make regular repeat visits to the Indonesia Kaya Gallery.
2) Positive experiences encourage visitors to invite friends and family to come.
3) Active visitors provide recommendations to others (word of mouth).
4) The variety of performances and workshops is the main reason to come back.
5) Cultural events successfully create repeat visitors and strengthen the promotion of visitors' direct experiences.

Cultural events organized by Galeri Indonesia Kaya play a significant role in increasing visitor interest through engaging performances (spectacularization), diverse and relevant themes (themes), and active visitor engagement (immersion and

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participation). A well-planned implementation strategy and high-quality events attract attention, foster interest, build desire, and encourage concrete actions in the form of repeat visits and recommendations to others.

DISCUSSION OF RESEARCH RESULTS

This research took place from January to May 2026, starting with the process of preparing a research proposal, collecting data through observation, interviews, and documentation, to the stage of data analysis and preparation of a research report regarding the role of cultural events in increasing tourist interest in visiting the Indonesia Kaya Gallery.

Galeri Indonesia Kaya successfully packaged cultural events into more attractive performances through the use of technology, modern visual presentations, and active visitor engagement. This packaging created a more engaging, interactive, and memorable cultural experience. This aligns with expert opinion, which states that spectacularization is something that is visually packaged with an attractive, grand, and prominent appearance, and has distinctive characteristics that distinguish it from other events (Jennie in Berutu, 2024). This packaging creates a more engaging, interactive, and memorable cultural experience, thereby increasing the attraction for visitors to come and enjoy the cultural event. The implementation of cultural events at Galeri Indonesia Kaya, which directly involve public participation, also aligns with expert opinion, which states that cultural events are designed to engage public participation through festivals, art performances, and cultural celebrations (Richard, 2021).

Galeri Indonesia Kaya also implements diverse, structured, and contemporary performance themes and concepts as a strategy to introduce and preserve Indonesian culture. This aligns with expert opinion, which states that a theme is a way to shape the identity and characteristics of an activity through specific concepts and narratives (Jennie in Berutu, 2024). Structured theme selection, involving established and emerging artists and considering visitor input, can broaden the public's understanding of Indonesian culture. This aligns with expert opinion, which states that events are designed for specific purposes and are related to cultural values, traditions, and society (Any in Ismail, 2021). This signifies Galeri Indonesia Kaya's goal to introduce, preserve, and increase public interest.

Galeri Indonesia Kaya is able to provide an immersive and memorable experience through direct visitor engagement in art performances and cultural workshops. The high level of visitor participation and the emergence of repeat visitors demonstrate that cultural

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events provide memorable and interactive experiences. These results align with expert opinion, which explains that direct involvement in events can create memorable experiences for visitors (Jennie in Berutu, 2024). This study also shows that visitor engagement in cultural events influences visitor interest, with many returning with different groups. A positive experience is a factor that encourages visitors to visit, which aligns with expert opinion, which states that interest in visiting can arise from pleasant experiences visitors have had at a destination (Nuraeni in Valerie et al., 2025).

Another thing states that, Galeri Indonesia Kaya has successfully demonstrated that social media, especially Instagram and TikTok, are the main source of visitor attention in finding out information about cultural events held at Galeri Indonesia Kaya, this is in line with the AIDA model in tourism marketing communications which states that visitors respond to promotions of cultural events delivered thereby encouraging visitors to seek further information and come to visit (Djabbari et al, 2024). Recommendations from friends, communities and previous visit experiences also strengthen visitors' attention to come back and watch cultural performances at Galeri Indonesia Kaya. In line with expert opinion which states that someone will show greater attention to approach the object (Peter and Olson, 2023), this opinion is in accordance with visitors who regularly come back because they are interested in the cultural performances held even though they have different themes and concepts every month.

Visitors' interest in watching cultural events arises from curiosity (interest) towards cultural arts performances that are considered interesting and not monotonous. This is related to expert opinion which shows that interesting and not monotonous cultural performances can foster visitors' interest in knowing and watching cultural events (Kotler and Keller in Wanda, 2025). In line with expert opinion which shows that interest is a psychological condition or mental state that reflects a feeling of attraction, focused attention, and a strong desire from within a person towards a particular object or activity, not because of coercion or influence from other parties (Dalimunthe in Halizah, 2025). Based on this expert opinion, interest is also influenced by a love of performing arts, artists, and a desire to learn more about Indonesian culture.

Visitors' desire to return can be demonstrated by their satisfaction with the engaging, professional, and consistent quality of cultural events, even if they are free. This aligns with expert opinion on the AIDA model, which explains that desire arises when a promotion or experience is able to build a strong desire in visitors through benefits, emotional experiences, and perceived satisfaction (Kotler and Keller in Wanda, 2025). Furthermore, other experts also state that a gallery is a space used to display works of

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art, functions as a public area where various activities take place, and can also be used at certain times for special purposes or events (Harris in Satya, 2022). Research results indicate that visitors not only feel entertained but also gain additional insight into Indonesian culture through a different concept, as cultural performances are presented through theater performances, workshops, papercraft, and other activities.

The Indonesia Kaya Gallery is able to encourage tourists to take concrete actions, such as a desire to revisit and recommend the destination to friends, family, the community, and others. This aligns with expert opinion, which explains that action is the aspect when tourists make concrete decisions to visit, revisit, and even recommend a destination to others (Kotler and Keller, 2025). The appeal of cultural events, the diversity of themes and performance concepts, and cultural learning experiences are the main factors that encourage repeat visits. These results align with expert opinion, which states that interest in visiting is a person's interest in visiting a place they consider interesting (Lestyaningsih and Pramudyo, 2023).

CONCLUSION

This study found that cultural events at Galeri Indonesia Kaya play a significant role in increasing visitors' interest through three main dimensions, namely spectacularisation, theme, and immersion & participation. The attractive presentation of cultural performances supported by digital technology, visual elements, and interactive concepts successfully creates memorable visitor experiences. In addition, the diversity of themes, systematic event planning, and active visitor involvement through workshops and cultural activities contribute to attracting attention, building interest, generating desire, and encouraging repeat visits. The findings also indicate that social media, particularly Instagram and TikTok, serve as important channels in attracting visitors, while positive experiences gained during cultural events encourage visitors to revisit and recommend Galeri Indonesia Kaya to others. Practically, these findings imply that cultural tourism managers should continue developing innovative, interactive, and audience-oriented cultural programs while optimizing digital promotion strategies to strengthen visitor engagement and destination attractiveness.

Despite these contributions, this study has several limitations. The research was conducted only at Galeri Indonesia Kaya using a qualitative approach with a limited number of informants, which may limit the generalizability of the findings to other cultural tourism destinations. In addition, the study focused primarily on visitor perceptions and experiences without measuring the quantitative impact of cultural events on visitation

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rates. Therefore, future studies are recommended to employ mixed-methods or quantitative approaches involving larger samples and different cultural venues to provide broader empirical evidence. Further research may also examine the influence of specific factors such as digital marketing effectiveness, visitor satisfaction, destination image, and cultural experience quality on revisit intention and visitor loyalty in cultural tourism destinations.

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