

Arts Exhibition in Bali Arts Festival: Exhibitors Perspective

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ABSTRACT: Since 2019 the exhibition booth has been free for MSMEs based on local culture that have passed the selection as exhibitors in Bali Arts Festival, where previously they were required to pay for it. This policy was warmly welcomed by the exhibitors but reaped the pros and cons during its implementation. The purpose of this study is to analyze the arts exhibition from the exhibitor's perspective. Quantitative research methods with descriptive statistical analysis techniques were used to analyze primary data obtained through a questionnaire instrument distributed to 75 respondents. The results of the study stated that holding arts exhibition by eliminating the cost of renting a booth was the hope of many MSMEs based on local culture. This provides more equitable opportunities for MSMEs to participate and also supports strengthening local economy. Although there was disappointment because the participants were too crowded, the exhibitors remained on their respective paths, to introducing their products to visitors. Promotion is more important than increasing sales and profits, but this finding is especially relative because it is influenced by the strength of the economic capital owned by each respondent.

Keywords –perspective, Bali arts festival, arts exhibition, exhibitors, local economy

I. INTRODUCTION

Falassi (1987) defines a festival in a classical cultural-anthropological perspective as a time of sacred or profane celebration, marked by a special celebration [1]. The festival celebrates community values, ideology, identity and continuity. A little more reflecting the modern approach to calling events a festival. Getz (2005) defines it as a themed public celebration [2]. Festivals are one of the media to accelerate the process of introducing and promoting a tourist destination that has an effect on local economic growth [3,4,5,6,7,8,9,10]. It seems that this finding also applies in Bali, it's just that when the festival began to be held, Bali was already known as a tourist destination because it had a beautiful panorama and unique culture. International interest in Bali has continued to grow since Walter Spies, an artist from Germany, came to Bali and expressed his admiration through painting so that he indirectly promote Bali in Western countries. This was also reinforced by the Dutch who at that time made a postcard with the theme of Balinese culture and established the first travel agent to play a role in promoting Bali tourism. Based on data from the Central Statistics Agency, foreign tourist arrivals to Bali began to show significant growth since 1970, where foreign tourist arrivals grew 115.82% from 1969 [11].

The increase in foreign tourist arrivals occurs dynamically every year. The governor of Bali at that time, Prof. Dr. Ida Bagus Mantra initiated the idea to form a folk party as an appreciation of the arts and culture of the Balinese people. The purpose of its establishment is as a medium for cultural preservation and to motivate local people to continue exploring, discovering, increasing people's awareness and presenting cultural arts as a representation of the development of cultural arts through creation, innovation and cultural adaptation so that Balinese culture does not fade and is eroded by modernization but can still coexist with developments era. This is in line with the results of Stankova and Vassenska's (2015) research which states that local festival organizers and local communities must realize the potential of their culture and traditions in tourism development in order to have a positive effect on the preservation of traditional and cultural heritage [12]. Looking at the history of the birth of the Bali Arts Festival and by estimating the time of its birth in 1979, it is no exaggeration to say that the Bali Arts Festival was born to protect Balinese arts and culture from harmful external influences, considering that Bali's tourism sector was growing at that time. The festival's contribution to the development of the arts is through creating demand for the arts thereby encouraging local creativity and involvement [13]. With the birth of the Bali Arts Festival, a festival that has become a Balinese people's party, until now Balinese art and culture can continue to survive, be maintained and continue to be born out of developments resulting from

the creativity and innovation of MSMEs in Bali. This phenomenon is in accordance with the results of Mc Kean's (1978) research which states that the involution in the tourism sector actually has a good and positive impact on the preservation of traditional Balinese art and culture [14].

Bali Arts Festival is held regularly every year. At the beginning of its implementation, this festival was held for 2 months, but now it is held for 1 month usually during the June-July summer holidays each year. The forms of activities range from opening parades, workshops/seminars with Balinese cultural themes, competitions with Balinese culture themes, art performances, culinary exhibitions and craft exhibitions. In the craft exhibition, the implementation involves MSMEs based on local culture from all regencies/cities in Bali who have passed the selection to become exhibitors. The location of their exhibition is drawn so that the location distribution system is based on justice. So far, exhibitors are required to spend a certain amount of money to pay for booth rental fees as well as cleanliness and security, but since 2019 a stand rental fee waiver policy has been implemented so that exhibitors can get it for free without being charged a booth rental fee. This policy is an implementation of the Bali Governor Regulation Number 4 of 2019 which replaces the Bali Provincial Regulation Number 3 of 2011 concerning Business Service Retribution which regulates user fees. This policy received a warm welcome from the exhibitors, but in its implementation there were pros and cons. The waiver of booth rental fees caused the number of exhibitors to increase significantly so that the exhibition seemed cramped and crowded. The exhibition stands are free, but security and cleaning costs still be paid. This policy was implemented on the basis of maximizing support for MSMEs based on local culture in Bali because charging a booth rental fee is considered inappropriate for the purpose of holding an arts exhibition, namely as a medium for promoting arts and cultural products. This phenomenon indicates the disappointment of the exhibitors. Referring to this phenomenon, the focus of this research is to analyze the implementation of arts exhibition at the Bali Arts Festival through the exhibitor's perspectives.

The arts festival is the right place/media to introduce local culture and promote arts and crafts products from the creativity and innovation of MSMEs based on local culture. In fact, MSMEs through their creativity and innovation in creating creative and innovative products based on local culture have a role in the existence of local culture. Van der Merwe (2009) states that one of the benefits of festivals and tourism is to provide opportunities for MSMEs to promote [15]. Previously, Aitchison and Pritchard (2007) stated that an art festival is an event to increase income, so it can be called an opportunity for MSMEs to increase economic activity, attract and retain visitors and contribute to shaping the cultural identity of the festival [16]. Tyson et.al (2005) agree that festivals/events, especially large festivals/events, can be a trigger for entrepreneurial activities [17]. RamkissooanandNunkoo(2011) stated that festivals help improve living standards, increase employment opportunities, increase property value in the community, help local businesses to increase their income, stimulate business opportunities, and ensure that tourists stay longer in the area after the festival [18].

Studies on the analysis of festival organization have often attracted the attention of researchers in various parts of the world, although viewed from different perspectives. Getz (2010) in his research states that the study of festivals is divided into three broad lines of discourse [19]; 1. Regarding the Role, Meaning and Impact of Festivals for Society and Culture [20,21,22,23,24,25,26,27,28,29]; 2. Regarding the festival as a tourist event/tourist attraction [30,31,32,33,34]; 3. Regarding festival management [35,36,37,38].

The uniqueness of the Bali Arts Festival has made many researchers interested in conducting research related to the biggest cultural festival in Bali. The research topics taken vary depending on the point of view and field of science of the researcher. These studies took topics from the political side, Bali Arts Festival as tourist attractions, management of Bali Arts Festival, the motivation of MSMEs to become exhibitors, and the contribution of Bali arts festival [21,39,40,41,42,41]. In this study, it is more focused on analyzing the implementation arts exhibitions at the Bali Arts Festival, especially regarding the implementation of the policy of exemption from the rental fee for booths through the perspective of exhibitors, because they are objects that are affected as a result of the changes and enforcement of policies at the Bali Arts Festival's arts exhibition so that they're really understand the changes that occur. This research contributes to providing an overview or interpretation related to the perception of MSMEs based on local culture who are the exhibitors in the arts exhibition on the implementation of Bali Governor Regulation Number 4 of 2019 regarding the exemption of stand rental fees and the impact of the enactment of the regulation in an effort to develop exhibitions that focus on strengthening MSMEs based on local culture in Bali. In addition, the results of this study can later add to the repertoire of knowledge in the field of economics, especially case studies on inclusive development, especially strengthening the local economy through the empowerment of MSMEs based on Local Culture.

II. RESEARCH METHODS

To obtain valid data and in accordance with the research topic, a quantitative approach was used in this study with the analytical technique used was descriptive statistical analysis. Included in descriptive statistics are the presentation of data through tables, graphs, pie charts, pictograms, calculation of the mean, median, mode, calculation of the spread of data through the calculation of the average and standard deviation, calculation of

percentages [44,44]. The number of respondents used in this study were 75 respondents consisting of MSMEs based on local culture in Bali who participated in handicraft exhibitions at the Bali Arts Festival. The data collection instrument used was a questionnaire. Each respondent can answer by giving a score for each statement. The available assessment score consists of 5 assessment categories. Score 1 for strongly disagree, score 2 for disagree, score 3 for moderately agree, score 4 for agree, score 5 for strongly agree. The data that has been obtained is continued to be tabulated and analyzed using SPSS software.

In an effort to get data that is representative, able to represent the perceptions of exhibitors on the organization of craft exhibitions by implementing exemption from rental fees, the statements in the questionnaire are compiled and divided into 6 factors. Each factor is called X1, X2, X3, X4, X5, and X6. X1 is a conformity of expectations with the reality of holding a craft exhibition consisting of 5 reflective indicator statements, X2 is a security in exhibiton consisting of 5 reflective indicator statements, X3 is convenience of the booth in the exhibition consisting of 5 reflective indicator statements, X4 is a booth facility consisting of 5 reflective indicator statement, X5 is a sales and profit f consisting of 5 reflective indicator statements, X6 is a stand rental fee waiver consisting of 7 reflective indicator statements. Before entering the descriptive statistical analysis stage, the instrument test was first carried out, namely the validity and reliability test.

III. RESULTS AND DISCUSSION

In this section, the results of data analysis and discussion are presented. Before entering the results of data analysis, the results of the validity and reliability tests of the instrument are first presented. Validity test is done by comparing the calculated r value with r table. If r value $\geq r$ table, then it is declared valid. r table is equal to 0.2272. This test can also be done by looking at the significant of the r value. If the significant is 0.05 then it is declared valid. Based on the results of the analysis, it was found that the indicators x14, x44, x55, and x67 were declared invalid because the calculated r value was smaller than r table and the significance value was greater than 0.05. Therefore, these indicators were excluded and not included in the subsequent analysis, reliability tests and descriptive statistics.

The reliability test was carried out by looking at the Cronbach Alpha value. If the alpha value > 0.90 then the reliability is perfect, if the alpha value is 0.70 – 0.90 then the reliability is high, if the alpha value is 0.50 – 0.70 then the reliability is moderate, and if the alpha < 0.50 then the reliability is low. Based on the results of the analysis, the results obtained Cronbach's Alpha value of 0.813. This means that the reliability of the instrument used is included in the high reliability category because the value of 0.813 is between 0.70 - 0.90.

Descriptive statistics were analyzed with SPSS software. Based on the results of the analysis, the following results were obtained.

Table 1. Statistic Descriptive X1 Perceptions of Suitability of Expectations With Reality

	Indicator	x11	x12	x13	x15
	N Valid	75	75	75	75
	Missing	0	0	0	0
Mean		4,1476	3,5333	2,8899	3,16
Std. Error of Mean		0,05265	0,08128	0,7818	0,9499
Median		4	4	3	3
Mode		4	4	3	3
Std. Deviation		0,45599	0,70391	0,67704	0,82265
Variance		0,208	0,495	0,458	0,677
Range		3	2	2	3
Minimum		2	2	2	2
Maximum		5	4	4	5

Source: SPSS test results, 2021

Indicator x11 is about the waiver of booth rental fees as the expectations of exhibitors. The standard deviation is 0.45599, which means that the deviation of the x11 data is much smaller than the mean value, then the mean value of 4.1467 can be used to represent x11. The mean value of x11 is 4.1467. If viewed from the assessment category, the respondent agrees with the statement x11 which means that the exemption from the stand rental fee is indeed the expectation of the exhibitors. The policy of exemption from the booth rental fee is considered appropriate by MSMEs based on local culture in Bali to get the same opportunity in promoting their products. This analysis is strengthened by the results of an interview with one of the exhibitors who is a ikat craftsman who is participating in the exhibition for the first time.

“I am very grateful that now I can join arts exhibition, I can get to know a lot of other craftsmen, I can meet many buyers. I'm so happy, especially now that the booth is free. In the past I never went

because apart from the children, the money from this weaving was to help pay for the children's school fees and house needs, my husband was about to retire at that time

In addition to being strengthened by the results of the interview, van Der Merwe (2009) has stated in his research that cultural festivals provide opportunities for MSMEs to promote their products [15].

Indicator x12 is about the suitability of booth facilities. Standard deviation x12 is 0.70391, much smaller than the mean value. That is, the deviation of the x12 data is small and the mean value of x12 can be used to represent indicator x12. The mean value of x12 is 3.5333 if it is rounded up to 4. Judging from the assessment category, respondents agree that the booth facilities before and after the exemption of rental fees are still appropriate, fixed, nothing has been reduced. Based on the results of interviews with exhibitors, paid or waived the rental fee, the booth obtained is an empty booth. So the exhibitors brought their own for the display case, and the need for product display.

Indicator x13 is about the suitability of the distribution of booth locations. Standard Deviation x13 is 0.67704, much smaller than the mean value. This means that the deviation of the x13 data is small and the mean value can be used to represent x13. The mean value of x13 is 2.8800 if it is rounded up to 3. Judging from the assessment category, the respondents quite agree that the distribution of the stand location is appropriate. This answer is a neutral, gray answer, expressing happy but not too happy, and disappointed but not too disappointed. The waiver of booth rental fees has an impact on increasing the number of exhibitors. Unexpectedly by the exhibitors, there was several booth that required them to join the booth, 1 stand for 2 exhibitors. This is done to accommodate the large number of exhibitors. Based on the observations made during the exhibition, it is clear that there is a clear difference in the appearance of the exhibitors' booths who get a single booth and those who share. Exhibitors who get a single stand look more comfortable, confident, straightforward and can arrange the appearance of the booth better, especially in terms of displaying products. On the other hand, for exhibitors who share stands, many of them feel less comfortable and less flexible in promoting their products. This is because they are not optimal in managing the display stand, especially for displaying products. However, exhibitors at joint booths have more formalized planning and objective setting. Nevertheless, the exhibitors seemed to show high enthusiasm in promoting their products to the thousands of visitors who came to the Bali Arts Festival. The results of this analysis are reinforced by the results of research by Skallerud (2010) which states that individual exhibitors place more personnel and products at their booths and they allocate more resources, top management commitment and planning[46].

Indicator x15 is about the suitability of the implementation of the arts exhibition with the expectations of the exhibitors. The standard deviation of x15 is 0.82265, meaning that the deviation of the x15 data is small so that the mean value of x15 can be used to represent indicator x15. The mean x15 value is 3.1600, indicating that the respondents quite agree that the implementation of the arts exhibition is in line with their expectations. Respondents find it very helpful especially those who are not yet fully established in terms of economic and social capital. Therefore, the opportunity to be able to participate in the exhibition was not wasted by lingering disappointment with the reduced area of the booth. For those who want justice in order to be able to participate in the exhibition, the size of the booth is not something that should be exaggerated. Becoming an exhibitor at a Bali arts festival is a great opportunity to strengthen social capital both in terms of expanding market share and in terms of adding colleagues because of the opportunity to get to know other MSMEs.

Table 2. Statistic Descriptive X2 Perceptions of Security

	Indicator	x21	x22	x23	x24	x25
	N Valid	75	75	75	75	75
	Missing	0	0	0	0	0
Mean		3,9467	3,93333	3,96	3,68	4,2533
Std. Error of Mean		0,03229	0,03466	0,03521	0,05745	0,06601
Median		4	4	4	4	4
Mode		4	4	4	4	4
Std. Deviation		0,27964	0,30015	0,30491	0,49756	0,57171
Variance		0,078	0,09	0,093	0,248	0,327
Range		2	2	2	2	3
Minimum		2	3	3	3	2
Maximum		4	5	5	5	5

Source: SPSS test results, 2021

Indicator x21 is about security payments. The standard deviation of x21 is 0.27964, meaning that the deviation of the x21 data is small, the mean value of x21 can be used to represent the x21 indicator. The mean x21 value of 3.9467, if rounded to 4, indicates that the respondent agrees to the security payment. Security is essential in organizing events, including festivals. The arts exhibition at the Bali Arts Festival is held for a whole month, therefore the exhibitors' products stay at the booth. Paying for security is not a problem because it

is proven that the products are safe during the exhibition. If night falls and the exhibition is closed, the products remain in the booth and so far there have been no cases of loss. The results of this analysis are strengthened by the results of interviews with the exhibitors. The majority did say that even though the booth was free, the security fee still paid. The security fee includes the cleaning fee, so the location of the stand in the morning is cleaned by the cleaning service.

Indicator x22 is about the affordability of security costs. The standard deviation of x22 is 0.30015, meaning that the deviation of the x22 data is small, so the mean value of x22 can be used to represent the x22 indicator. The mean value of x22 is 3.9333, if it is rounded up to 4, it shows that respondents agree that security costs are affordable. Referring to the results of the x21 indicator analysis, the x22 indicator analysis results support the x21 indicator analysis results. To the Exhibitors, safety is very important, so they are willing to pay for security as long as their products are safe. MSME products based on local culture are a high quality products, these products are the result of handmade arts and crafts. The materials used are also of high quality so that these are a high value products.

Indicator x23 is about the level of product safety after the exhibition every day. The standard deviation of x23 is 0.30491, meaning that the deviation of the x23 data is small, the mean value of x23 can be used to represent the x23 indicator. The mean value of x23 is 3,9600, if it is rounded to 4, it indicates that respondents agree that their products are safe after the arts exhibition especially in the night. The results of the x23 indicator analysis are in line with x21 and x22 and even strengthen the results of the x21 and x22 indicator analysis.

Indicator x24 is about security claims. The standard deviation of x24 is 0.49756, meaning that the deviation of the x24 data is small, so the mean value of x24 can be used to represent the x24 indicator. The mean x24 value of 3.6800, if rounded to 4, indicates that the respondent agrees that a claim can be made if there is damage or loss (if that is not the result of the exhibitor's negligence).

Indicator x25 is about the safety of the stand location. The standard deviation of x25 is 0.49756, meaning that the deviation of the x25 data is small, so the mean value of x25 can be used to represent the x25 indicator. The mean x25 value is 4.2533, indicating that respondents agree that the booth is in a safe location. The consistency of the answers from the respondents convinced the researcher that security is the primary thing for the exhibitors, therefore they can afford to pay whatever the security costs, and they feel lucky because with affordable security costs, the security felt during the exhibition is maximum.

Table 3. Statistic Descriptive X3 Perceptions of The Convenience of The Booth

	Indicator	x31	x32	x33	x34	x35
	N Valid	75	75	75	75	75
	Missing	0	0	0	0	0
Mean		2,3733	4,28	4,04	2,5067	2,24
Std. Error of Mean		0,07045	0,08178	0,103	0,06942	0,07062
Median		2	4	4	2	2
Mode		2	4	4	2	2
Std. Deviation		0,61012	0,70825	0,89201	0,6012	0,6116
Variance		0,372	0,502	0,796	0,361	0,374
Range		3	3	3	2	3
Minimum		1	2	2	2	1
Maximum		4	5	5	4	4

Source: SPSS test results, 2021

Indicator x31 is about the convenience of the booth in displaying products. The standard deviation of x31 is 0.61012, meaning that the deviation of the x31 data is small, so the mean value of x31 can be used to represent the x31 indicator. The mean x31 value is 2.3733, this value tends to refer to the "disagree" assessment category, indicating that respondents feel uncomfortable in displaying products. The results of this analysis relate to exhibitors who share booth, which makes them not free to display their products. In addition, they also cannot carry many products, as a result they feel that they are not optimal in promoting their products. It is different with the exhibitors who get a single booth. They can remain free to carry and display products.

Indicator x32 is about the different of the booth area. The standard deviation of x32 is 0.70825, meaning that the deviation of the x32 data is small, so the mean value of x32 can be used to represent the x32 indicator. The mean value of x32 is 4,2800, indicating that respondents agree that it is true that there is a change in the area of the booth. This does not only occur in the joint booth, but also in the single booth. The results of interviews with exhibitors who got a single booth stated that although it single, it was indeed smaller than previous years. The results of interviews with exhibitors gave mixed results. There are those who feel disappointed, but there are also those who remain optimistic. Those who felt disappointed even issued a statement that they would not join in the next exhibition if there were too many participants.

Indicator x33 is about the limited space for the stand guard. The standard deviation of x33 is 0.89201, meaning that the deviation of the x33 data is small, so the mean value of x33 can be used to represent the x33

indicator. The mean value of x33 is 4.0400, indicating that respondents agree that the range of movement of the stand guard is limited due to changes in the area of the booth and the joint booth.

The x34 indicator is about the booth relief for the stand guard to rest. The standard deviation of x34 is 0.60120, meaning that the deviation of the x34 data is small, so the mean value of x34 can be used to represent the x34 indicator. The mean x34 value is 2.5067, indicating that respondents feel that the stand is not comfortable to just unwind after serving visitors, especially those who get a joint booth. However, even so, there was a new pattern in guarding the stand at the joint booth. They can share with each other to maintain the stand, especially during lunch time. If guard 1 wants to have lunch, guard 2 will guard the stand for 2 participants at the joint booth, and if guard 2 wants to eat then guard 1 will guard the stand.

Indicator x35 is about flexibility in serving visitors. The standard deviation of x35 is 0.61160, meaning that the deviation of the x35 data is small, so the mean value of x35 can be used to represent the x35 indicator. The mean value of x35 is 2.2400, which means that respondents feel that they are not feel comfortable and flexible. Referring to the results of the analysis on the area of the stand and joint booth, it is normal for exhibitors to feel that they cannot freely serve visitors. Based on the results of interviews, especially with exhibitors who received a joint booth, many of them felt that they were not optimal in serving visitors because when there were 2 visitors who entered the booth, they felt stuffy and the visitors felt uncomfortable. As a result, when they even haven't finished seeing the product, visitors decided to leave the stand.

Table 4. Statistic Descriptive X4Perceptions of The Booth Facilities

	Indicator	x41	x42	x43	x45
	N Valid	75	75	75	75
	Missing	0	0	0	0
Mean		2,2133	2,2933	3,9867	2,3733
Std. Error of Mean		0,05467	0,06785	0,04449	0,07775
Median		2	2	4	2
Mode		2	2	4	2
Std. Deviation		0,47344	0,58756	0,38532	0,6733
Variance		0,224	0,345	0,148	0,453
Range		2	3	2	2
Minimum		2	1	3	2
Maximum		4	4	5	4

Source: SPSS test results, 2021

Indicator x41 is about the availability of product display facilities by the organizer. The standard deviation of x41 is 0.47344, meaning that the deviation of the x41 data is small, so the mean value of x41 can be used to represent the x41 indicator. The mean x41 value is 2.2133, where the average respondent's answer means "disagree" when viewed from the assessment category. This means that facilities of displaying the product is not provided by the organizer. Based on the results of interviews with exhibitors, the display case is private property, the decorations for displaying products are rented, and the signage is also paid for. So the booth they get is an empty booth. The emphasis of the exhibitors is that the booth is free but the decoration are still paid according to need.

Indicator x42 is about the ideal area of the stand. The standard deviation of x42 is 0.58756, meaning that the deviation of the x42 data is small, so the mean value of x42 can be used to represent the x42 indicator. The mean value of x42 is 2.2933. Referring to the category of assessment, the average value of the respondents' answers means "disagree". This means that for exhibitors the area of the booth is not ideal. Based on the observations, it was found that during the announcement of the curation/selection test, MSMEs based on local culture in Bali protested to the organizers. The reason is that a rental free booth should be an opportunity for many MSMEs to participate in it, not just MSMEs who have participated in exhibitions many times and even dozens of times. To avoid chaos, the organizers accommodated the need for this promotion so that the number of participants in the arts exhibition, especially at the 41st Bali Arts Festival, exploded. For MSMEs who are participating in exhibitions for the first time, the size of the stand is not a problem, but for MSMEs who have often participated in exhibitions, the size of the stand is a problem. MSMEs who have often participated in exhibitions are those who are willing to pay a lot to rent a booth. So, judging from their economic capital, they are more established. So that, from the results of interviews many of them said that it was better to pay for the booth than to be crowded like this. They said that visitors were confused about choosing because it was too crowded and also the aesthetics of the products were not visible because of the crowds.

Indicator x43 is about cleaning service facilities. The standard deviation of x43 is 0.38532, meaning that the deviation of the x43 data is small, so the mean value of x43 can be used to represent the x43 indicator. The mean x43 value is 3.9867, indicating that respondents agree that there are cleaning service facilities during

the exhibition. Cleanliness is a major factor in exhibitions so that products can look beautiful and give or increase a sense of comfort for visitors. Therefore, the joint commitment between the organizers, exhibitors and visitors in maintaining the cleanliness of the exhibition location is very necessary in order to maintain the good image of the Bali Arts Festival in the eyes of the local community, domestic and foreign tourists.

Indicator x45 is about the difference in booth facilities before and after exemption from rental fees. The standard deviation of x45 is 0.67330, meaning that the deviation of the x45 data is small, the mean x45 value can be used to represent the x45 indicator. The mean x45 value of 2.3733 indicates that the respondents do not agree with the statement that there are differences in facilities. This means that the facilities provided remain the same when the stand is paid or free. Cleanliness and safety are still available.

Table 5. Statistic Descriptive X5 Perceptions of Sales and Profit

	Indicator	x51	x52	x53	x54
	N Valid	75	75	75	75
	Missing	0	0	0	0
Mean		2,8933	2,28	4,36	2,3467
Std. Error of Mean		0,07247	0,06454	0,0558	0,0671
Median		3	2	4	2
Mode		3	2	4	2
Std. Deviation		0,62759	0,55896	0,48323	0,58108
Variance		0,394	0,312	0,234	0,338
Range		2	3	1	3
Minimum		2	1	4	1
Maximum		4	4	5	4

Source: SPSS test results, 2021

Indicator x51 is about the decrease in product prices when the stand rental fee is waived. The standard deviation of x51 is 0.62759, meaning that the deviation of the x51 data is small, so the mean value of x51 can be used to represent the x51 indicator. The mean value of x51 is 2.8933 which if rounded up to 3. This shows that the respondents quite agree that there is indeed a decline in product prices when the booth rental fee is waived. Based on the results of interviews with exhibitors, when the booths paid for, exhibitors did increase product prices. The reason is to cover the cost of renting the booth and wages for the stand guard. Now, after the booths are free, exhibitors decrease the selling price of their products during the exhibition because they no longer have to cover rental costs. However, there are still many who do not decrease prices on the pretext of paying the stand guard wages.

Indicator x52 is about increasing sales due to the waiver of booth rental fees. The standard deviation of x52 is 0.55896, meaning that the deviation of the x52 data is small, so the mean value of x52 can be used to represent the x52 indicator. The mean value of x52 is 2,2800, indicating that respondents do not agree with an increase in sales. Exhibitors can only bring half of the number of products that are usually brought during the exhibition. Logically, if fewer products are brought, sales will decrease. In addition, based on the results of interviews with exhibitors, it was found that the large number of exhibitors made it difficult for visitors to make choices.

Indicator x53 is about the relationship between product prices, product quality and rental costs. The standard deviation of x53 is 0.48323, meaning that the deviation of the x53 data is small, so the mean value of x53 can be used to represent the x53 indicator. The mean value of x53 is 4.3600, this shows that the price of the product during the exhibition is related to product quality and rental costs. As previously explained, the MSMEs products based on local culture in Bali are arts and crafts products that have high quality and value. Thus, the price is highly dependent on the quality of the product. Therefore, even though the stand is free of charge, exhibitors cannot lower the price of the product too low. They can only reduce the price by a percentage of the product price increase during the exhibition due to the rental of the booth.

Indicator x54 is about increasing profits when waiving booth rental fees. The standard deviation of x54 is 0.58108, meaning that the deviation of the x54 data is small, the mean value of x54 can be used to represent the x54 indicator. The mean x54 value is 2.3467, indicating that respondents do not agree with the increase in profits during the craft exhibition due to the waiver of rent booth fees. Similar to sales, this answer strengthens the results of the x52 indicator analysis. Logically, if sales decline, profits will also decrease. However, the thing that needs to be underlined is that getting high profits is one of the many motives for MSMEs participation in arts exhibitions. Although it does not deny that participating in arts exhibitions provides high profits for them, introducing products to add new customers, increase business existence and strengthen product branding is more important because it ensures the sustainability of their business in the future.

Table 6. Statistic Descriptive X6 Perceptions of The Exemption of The Booth Rental Fees

	Indicator	x61	x62	x63	x64	x65	x66
	N Valid	75	75	75	75	75	75
	Missing	0	0	0	0	0	0
Mean		4,16	2,24	3,2	3,2533	3,5867	2,7467
Std. Error of Mean		0,05037	0,06802	0,07593	0,1092	0,09697	0,10585
Median		4	2	3	3	4	2
Mode		4	2	3	4	4	2
Std. Deviation		0,4362	0,58909	0,6576	0,94573	0,83978	0,91671
Variance		0,19	0,347	0,432	0,894	0,705	0,84
Range		2	3	3	4	4	3
Minimum		3	1	1	1	2	2
Maximum		5	4	4	5	5	5

Source: SPSS test results, 2021

Indicator x61 is about equal opportunity for MSMEs to participate in arts exhibition through the exemption of booth rental fees. The standard deviation of x61 is 0.43620, meaning that the deviation of the x61 data is small, so the mean value of x61 can be used to represent the x61 indicator. The mean x61 value is 4.1600, indicating that respondents agree that the implementation of the exemption of the booth rental fee provides wider opportunities for MSMEs to participate in arts exhibition. So far, only MSMEs that are able to pay the rental fee can participate in the exhibition, others do not participate from the registration process to the selection process because they unable to pay the rent. This equal distribution of opportunity is also evidenced by a significant increase in exhibitors, indicating that more and more MSMEs are daring to register and participate in the selection process due to the exemption of booth rental fees.

Indicator x62 is about the adequacy of booth space to display products. The standard deviation of x62 is 0.58909, meaning that the deviation of the x62 data is small, the mean value of x62 can be used to represent the x62 indicator. The mean x62 value of 2.2400 means that they do not agree, indicating that respondents feel that the booth space is less able to accommodate their need to display many products. This is very reasonable considering the reduction in the area of the booth so that the place to display products in the booth reduced.

Indicator x63 is about creative opportunities for MSMEs due to the exemption of booth rental fees. The standard deviation of x63 is 0.65760, meaning that the deviation of the x63 data is small, the mean value of x63 can be used to represent the x63 indicator. The mean x63 value of 3.2000 means that it is quite agree, indicating that the respondent's answer is neutral. Respondents' answers that are gray are caused by the respondent's perception that the creativity of MSMEs does not depend too much on the waiver of the rental fee for the booth, but they do not deny that holding arts exhibition at the Bali Arts Festival annually gives them a booster to produce products based on local culture with innovation and creativity. Arts exhibition have an impact on increasing creativity and economic activities for MSMEs based on local culture in Bali. They want to bring these new products to be promoted at craft exhibitions, and it is not uncommon for them to make products whose themes are adapted to the theme of the Bali Arts Festival.

Indicator x64 is about the freedom of exhibitors in promoting products. The x64 standard deviation is 0.94573, meaning that the x64 data deviation is small, so the x64 mean value can be used to represent the x64 indicator. The mean x64 value of 3.2533 means that they quite agree, this shows a neutral answer from the respondents because on the one hand they feel less comfortable with the joint booth and the reduction in the area of the booth space, but even so they are still able to introduce their products, promote products to visitors. This is evidenced by the transaction value that was successfully recorded during the 41st Bali Arts Festival amounting to 22 billion rupiahs with the percentage of revenue from arts exhibition being 90 percent, the rest coming from culinary exhibition.

Indicator x65 is regarding the feasibility of the booth rental fee waiver policy to continue. The standard deviation of x65 is 0.83978, meaning that the deviation of the x65 data is small, the mean x65 value can be used to represent the x65 indicator. The mean x65 value is 3.5867, if it is rounded up to 4, it means agree, indicating that respondents feel that the booth rental fee waiver policy is feasible to continue. Compared to the change of booths, exhibitors feel more benefits with the waiver of booth rental fees. Therefore, based on the results of the interview, it was found that the reduction in the area of the booth was not very significant when compared to the crowds of visitors who came so that they could treat their disappointment by continuing to promote their products. It is proven that this fighting spirit gives positive results for them, both in the short term they succeed in getting income and profits during the exhibition, and in the long term because people are getting to know their products better.

Indicator x66 is about the feasibility of waiving the rental fee for the booth if it is only given to MSMEs who are participating in the exhibition for the first time. The standard deviation of x66 is 0.91671, meaning that the deviation of the x66 data is smaller than the mean value, so the mean value of x66 can be used

to represent the x66 indicator. The mean value of x66 is 2.7467, if it is rounded up to 3. This indicates a neutral answer from the respondents. Based on the results of interviews with exhibitors, many of them felt that the waiver of booth rental fees was a very good policy and supported MSMEs based on local culture, but on the one hand they felt that if the booth arrangements remained the same and while the exhibitors continued to increase, this would cause the concerns of the exhibitors will lose the prestige of the Bali Arts Festival and become like a night market. Basically, arts exhibition only show local MSMEs that are qualified so that they can pass the selection. So, strict selection must still be maintained. Thus, MSMEs who want to participate in arts exhibitions have the motivation to improve the quality of their products. For exhibitors, as it is held, the exemption from the booth rental fee should indeed be given fairly to MSMEs that pass the selection to avoid social jealousy.

The waiver of booth rental fees was first implemented in 2019 at the 41st Bali Arts Festival. In that year, the first single booth and joint booth were introduced to meet the increasing need for stands. The COVID-19 pandemic at the end of 2019 caused the 2020 Bali Arts Festival to be cancelled. In 2021, the Bali Arts Festival was held again. Art and cultural shows are held online while arts exhibition are held offline but with strict health protocols. At this exhibition, there is also a booth rental fee waiver, but with a more stringent selection mechanism, so that the number of exhibitors who can participate is limited to only 93 participants. It's just that the arts exhibition was closed early due to a significant increase in positive cases of Covid-19 so a lockdown was imposed. This early closing was anticipated by the organizers by continuing to provide promotional opportunities through online in the provided market place.

IV. CONCLUSION

The waiver of booth rental fees at the Bali Arts Festival has a positive impact on MSMEs based on local culture in Bali. They can introduce their products at arts exhibition without having to pay for a booth rental fee. This encourages the strengthening of the local economy based on MSMEs. By participating in arts exhibition, exhibitors can add insight into updates with the latest issues and in direct contact with visitors, making them understand consumer needs, so that MSMEs can develop good quality product and in accordance with the needs of the community. This policy also supports sustainable development in Bali, especially from the aspect of the social (cultural) environment and the development of creative tourism. The many benefits that MSMEs get as exhibitors make them always want to create new products but still based on local culture, so that the preservation of Balinese culture by creating products resulting from cultural commodification can continue to grow.

In the future, further research is needed on the relationship between arts exhibition and the potential for developing creative tourism to create sustainable development in Bali based on sustainable tourism. So that sustainable tourism is not only an idealistic discourse that has always been echoed in the midst of the rapid development of mass tourism in Bali which is shrouded in ecotourism.

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