

# Visitor Perception Of The BBQ Ride Bandung (Run To The Hills) Venue As A Tourism Event In The City Of Bandung

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**Abstract.** This study aims to find out how the visitors' perceptions of the BBQ Ride event in Bandung, the first time they moved in the mountains, took the concept of Run To The Hills with the theme Scrambler Together, which displayed old trailers from large to small. BBQ Ride Bandung is a motorbike event in Indonesia that is arguably Out of the box and the only one who dares to explore new places. However, from the new concept held by BBQ Ride Bandung, it is not necessarily received a positive response from the visitors who attended such as the implementation of previous years. Natural Hill Cisarua itself is located in the mountains of Lembang, Bandung, which is likely to surprise many visitors, because the event venue is located at the top and the biggest possibility that cannot be guessed is weather conditions where the location often rains which allows the venue to be a bit messy. This study uses qualitative methods and purposive sampling as data collection. The researcher used source triangulation to test the validity and reliability of research. The results of this study can be used as an evaluation material for organizers to hold a BBQ Ride the next time in Bandung.

**Keywords:** BBQ Ride, BBQ Ride Visitors, Visitor Perception of the BBQ Ride "Run To The Hills" Bandung Venue.

## Introduction

The tourism industry is the biggest business opportunity that many people think that the tourism sector will open up many business opportunities even though there are many challenges to be faced. With the development of the current era, tourism has shifted from being an activity to relieve boredom to a lifestyle. In addition to natural tourism, culture, theme parks, tourism has also penetrated the world of events that are included in the context of MICE (meeting incentive convention exhibition). According to Allen (2002) an event is a special ritual, show, appearance, or celebration that is used as a way to commemorate a special event that is always held in a place for social, cultural, or mutually agreed purposes. The motorbike event whose name is currently on the rise is BBQ Ride Bandung. Established in 2012 with the name "Two Wheels Garage Cruisin" and the following year changed its name to BBQ Ride Bandung which in 2013-2015 BBQ Ride was held at Bandung City Hall and in 2016-2017 moved the venue to the PT. KAI Bandung warehouse. Due to the increasing number of visitors at PT. KAI Bandung, in 2018 BBQ Ride was held with a new venue again at Sport Jabar Arcamanik. BBQ Ride Bandung increasingly feels its aura as an icon of event tourism in the city of Bandung with all the concepts and supporting sponsors to the enthusiasm of the booth fillers and also the increasing number of visitors. The event initiated by Kang Chandra Murti, the owner of the Pickers Store Bandung brand, is not impossible if it can become a proud event for the city of Bandung, and should even have become a leading event tourism icon in Bandung. This reason can be put forward because BBQ Ride Bandung gets support from all motorcycle clubs in Bandung and West Java including Jakarta, this support is very clear with evidence of the arrival of all motorcycle communities starting from Bikers Brotherhood MC, scooter groups, custom communities, second-hand goods businessmen, builders from famous workshops in Indonesia, as well as automotive figures, art activists, UMKM and other creative industries.

BBQ Ride Bandung carries a new concept again, namely Run To The Hills which is located at Natural Hill Cisarua, Lembang Bandung, carrying this concept because it wants to give a different impression from

previous events, which were previously identical to being located in urban areas, now changing to Back To Nature. The BBQ Ride Bandung event has been held since 2013, of course it is expected to become an event that is getting bigger every year which always presents new content and becomes an icon of automotive events in Bandung. With the increasing popularity of BBQ Ride Bandung among motorbike lovers, it will certainly create a perception and response from visitors who have attended this event. According to Kotler (2000) Perception is a process where someone interprets information that enters their mind which is then processed to create a picture of something or the environment around them that has meaning. The perception taken in this study is the visitors who attended the BBQ Ride Bandung event. Every visitor who attends this BBQ Ride must have their own perception and it is different.

However, from the new concept organized by BBQ Ride (Run to the Hills) Bandung with the theme Run To The Hills and the concept of scrambler together exhibition at Natural Hill Cisarua, Lembang Bandung, it does not necessarily get a positive response from visitors who attend like previous years. Natural Hill Cisarua itself is located in the mountains of Lembang Bandung which will most likely give many surprises to visitors who attend, because only in this year's event the venue is located at the peak and the most likely thing that cannot be predicted is the weather conditions where the location often rains which allows the venue to be a little messy.

Therefore, the researcher wants to know how the impression embedded in the minds of visitors about the new concept of BBQ Ride (Run to the Hills) Bandung which is held at Natural Hill Cisarua Lembang with the new theme Run To The Hills, will certainly create different perceptions between visitors. This is the background for researchers to conduct research on visitor perceptions of the annual BBQ Ride Bandung event, because everyone has their own perceptions in interpreting an event. The perception of each visitor must be different, some like the new content presented, some don't like it, so that later it is expected to provide answers that refer to one direction from each visitor who has been interviewed by the researcher. (Dosenpsikologi, 2017). The research conducted by the researcher was located in Lembang Bandung as the place where the BBQ Ride Bandung (Run to the Hills) event was held. This is a new location for the BBQ Ride and the first time it has been held in the mountains. BBQ Ride has been held in several places such as at the Bandung City Hall, at the PT. KAI, but at the last event in 2017, it was felt that the PT. KAI Stock Warehouse and Sport Jabar Arcamanik. Furthermore, BBQ Ride created a new concept that had never been made before located in Lembang Bandung with the Concept (Run To The Hills) in Lembang Bandung.

## **Methods**

### **Purposive Sampling**

Purposive sampling is a data collection technique by taking samples intentionally and in accordance with the required requirements, including: Determining the characteristics of the selection of research objects must be done carefully and have reliable sources, Sampling must be based on the characteristics, characteristics and properties needed in the research and the subjects used as research samples must be subjects who truly contain the most characteristics found in the entire sample population.

### **Data Analysis Techniques**

This study uses data analysis obtained from interviews, observations, and documentation, the stages include:

1. Data collection: from here begins the sorting of which data is in accordance with the research so that for the next stage it can be grouped and developed more sharply through further data searches.
2. Data reduction: analysis that focuses on, classifies, directs, and removes unnecessary data information.
3. Data presentation: presentation of words can be described in the form of brief descriptions, charts, relationships between categories, flowcharts and the like, which are most often used as data presentations, namely with descriptive narrative text.
4. Drawing Conclusions: conclusions can be descriptive of an object that was previously unclear, so that after being studied it becomes clear. Conclusions are also verified during the research, conclusions can be drawn since the researcher compiles records, patterns, statements, configurations, causal directions, and various propositions.

## Result and Discussion

### Research Results

#### Data collection

Data collection is a way to find out information from informants in a study. This data collection was carried out by interviewing informants face to face with the purposive sampling data collection method, namely determining who is entitled to be an informant according to the researcher's criteria. The results of the purposive sampling data collection method determined by the researcher have collected ten informants consisting of one core informant, namely the organizer or initiator of the Bandung BBQ Ride event, the second is three permanent exhibitors who fill the booth at the Bandung BBQ Ride, the third is five visitors to the Bandung BBQ Ride and the last is from the Bandung City Culture and Tourism Office.

Informant Table: BBQ Ride Bandung Organizer

No	Name	Gender	Location	Occupation	Coding & Attachment
1.	Chandra Perdana Murti	Male	Pickers Store	Owner Pickers Store and BBQ Ride (Bandung)	CP/ Attachment B

Source: Processed Data (2024)

Informant Table: Permanent exhibitors filling booths at BBQ Ride Bandung

No	Name	Gender	Location	Occupation	Coding & Attachment
1.	Decky Sastra	Male	Venue event	Owner brand <i>Rawtype Riot</i> (Bandung)	DS/ Attachment B
2.	Calvin Hadi	Male	Venue event	Owner Brand <i>Riders and Rules</i> (Bandung)	CH/ Attachment B
3.	Omar Abdul Hafiz	Male	Venue event	<i>Brand Ambassador</i> Vondutch Indonesia (Jakarta)	OA/ Attachment B

Source: Processed Data (2024)

Informant Table: BBQ Ride Visitors

No	Name	Gender	Location	Occupation	Coding & Attachment
1.	Angga Joo	Male	Venue event	Customland (Surabaya)	MJ/ Attachment B
2.	Asmara Ilham	Male	Venue event	Artist (Semarang)	MA/ Attachment B
3.	Muhammad Indra Alamsyah	Male	Venue event	College Student (Jogja)	MI/ Attachment B
4.	Martin Tebe	Male	Hanggar Coffie	College Student (Indramayu)	MM/ Attachment B
5.	Sarif Fajar Nugroho	Male	Venue event	Owner Brand "Roda Dua Sampe	MS/ Attachment B

				Tua" (Jogja)	
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Source: Processed Data (2024)

Informant Table: Department of Culture and Tourism of Bandung City

No	Name	Gender	Location	Occupation	Coding & Attachment
1.	Pak Insan	Male	Department of Culture and Tourism Bandung	Coordinator of Event Department of Culture and Tourism	PI/ Attachment B

Source: Processed Data (2024)

## Triangulation

### 1. Venue, Concept and Event Theme

Event Organizer	Exhibitor	Observation
<p>Event ke 7 dinamakan <i>Run to the hills</i>, bertempat di pegunungan (CP-1-B4), Kontennya disamakan dengan tema mulai eksibisi motor <i>scrambler together, slow race</i>, dan yang utama <i>motocamp out</i> (CP-1-B6)</p>	<p>Event BBQ Ride Bandung (Run to the Hills) konsepnya alam, tantangannya cuaca, <i>experience</i> baru dan beda apalagi sekarang dibikin dua hari (DS-2-B7)</p> <p>Yang datang temen satu <i>visi</i> dan satu <i>passion</i> bertemunya hanya satu tahun sekali (DS-3-B1)</p> <p>Event BBQ Ride Bandung (Run to the Hills) tema <i>camping</i> di gunung, lebih seru, <i>something new</i> buat event motor (CH-2-B3)</p> <p>Venue nggak bikin jauh dari customer (OA-2-B3)</p>	<p>After observing the event location, in my opinion the venue, concept and theme are very different from other motorbike events, the layout is comfortable and nice for chatting with friends.</p>

Table 1: Processed Data (2024)

### 2. Event Atmosphere

Event Organizer	Exhibitor	Observation
<p>Sabtu jam sembilan malam hujan (CP-4-B6)</p> <p>Mungkin tidak semua senang ke gunung tapi banyak yang <i>excited</i> (CP-16-B6)</p> <p>Pengunjung yang datang senang karena punya euphoria masing-masing, yang datang sefrekuensi, terkadang ada pengunjung umum datang, hanya membeli <i>apparel</i> motor, dan berkumpulnya para builder untuk mencari relasi (CP-21-B2)</p>	<p>Seru karena di area kastem kalcer, menarik karena banyak yang dipelajari tidak hanya motor saja tapi juga <i>fashion, passion</i>, maupun desain <i>vintage</i> (DS-2-B6)</p> <p>Benar-benar <i>motorcycle meetup</i>, datang untuk berkumpul, bercengkrama seperti keluarga. Secara pribadi senang bertemu teman baru, dan ketemu orang-orang dari luar kota kumpul jadi satu (CH-3-B2)</p> <p>Venue tidak membuat jauh dari kustomer, adanya</p>	<p>The location of the event I attended was very comfortable because it was geographically located on a mountain, there were many BBQ tables and chairs that could bring visitors closer together, there was a lot of entertainment provided and the venue could be used for refreshing.</p>

	fasilitas seperti kursi BBQ menjadikan pengunjung dan eksebitor seperti keluarga (OA-2-B4)	
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**Table 2:** Processed Data (2024)

### 3. Public Facilities

Event Organizer	Exhibitor	Observation
Sudah disediakan toilet <i>portable</i> di sebelas titik, di area belakang, area <i>foodtruck</i> , dan parkir mobil dan motor di depan (CP-14-B1) Minus <i>thower kusus sign</i> (CP-14-B6)	Toilet <i>portable</i> perlu ditambah di beberapa titik yang mudah di jangkau (MJ-2-B6) Toilet perlu ditambah agar dapat memudahkan (MA-3-B9) Misalkan hujan seharusnya panitia menyiapkan apapun itu yang dapat membuat nyaman (MI-2-B5) Perlu disediakan plang penunjuk arah (MI-3-B5) Parkir di malam hari harus dijaga (MI-3-B6) Toilet kurang (MM-4-B3) Tempat paker disebelah <i>motocamp</i> (MS-3-B4)	Public facilities provided include trash cans, BBQ tables and chairs, and portable toilets. In my personal opinion, the portable toilets provided are less visible because at the performance location they are provided around the Foodtruck so they are covered by tenants. In other words, at the performance location, the placement is too far from the entertainment location.

**Table 3:** Processed Data (2024)

### 4. Can Support the Tourism Industry

Event Organizer	Exhibitor	Observation
BBQ Ride selalu dibuat di hari sabtu agar pengunjung dapat berwisata di Bandung hari minggunya (CP-26-B6) Pengunjung yang hadir banyak yang menggunakan penginapan dan hotel, serta berwisata di sekitar Bandung (CP-26-B7)	Menginap di penginapan dekat <i>venue</i> (MJ-3-B1) Main ke teman-teman dan wisata di Bandung (MJ-3-B4) Menginap di Hotel (MA-4-B2) Wisata kuliner bersama teman-teman (MA-4-B5) Setelah acara <i>stay</i> di Bandung beberapa hari dan berwisata di tempat wisata populer (MI-4-B7) Menginap di penginapan bawah (MS-5-B3)	After I asked the visitors directly, most of them from out of town stayed at inns or hotels. While in Bandung, they also toured other cities and popular places.

**Table 4:** Processed Data (2024)

## Discussion

### a. Interview & Results : BBQ Ride Organizer

The difference between the Bandung BBQ Ride Event (Run To The Hills) and previous years is the concept that is carried. The Bandung BBQ Ride Event (Run To The Hills) is the first to use a venue in the mountains with a series of events related to the mountains, including tree planting and an exhibition of old scrambler and trail motorbikes with small to large cubic capacity called scrambler together, but it does not

rule out the possibility for other modified motorbikes to participate. In addition, there is also additional content in the form of moto camp out, namely camping for visitors who register to stay at the event venue.

“Yang ke tuju kali kita bikin tema namanya *Run to the hills*, tahun ini itu ehh dari tema aja udah kelihatan sih ya kita itu larinya ke pegunungan atau perbukitan” (CP-1-B4)

“Dari venue udah jelas sudah kita nggak di kota nih nggak kayak tahun-tahun sebelumnya enam tahun kebelakang kita bikin di kota” (CP-1-B5)

“Hmm sekarang, tahun sekarang saya bikin lari ke gunung, nah dari situ eh... apa ya konsep kebawah turunannya dari konten acara semuanya ya ngikutin, dari mulai konten eksibisinya kan kita namain *scrambler together* sama gitu larinya kesitu, terus udah gitu apa namanya? Ada *slow race* sih tetep kita bikin suka kadang kadang ada kadang kadang enggak, dua ribu lima belas kalo nggak salah ato enam belas itu *slow race* ada, nah e... kita bikin yang utamanya itu konten paling utama tuh *motocamp out*” (CP-1-B6)

According to the organizers themselves, the BBQ Ride is actually a motorcycle event that is the same as other motorcycle events, but from the explanation of the BBQ Ride event organizers, they are more daring in taking risks to explore a new concept and venue for holding the event, so that the Bandung BBQ Ride Event (Run to the Hills) looks unique and different from other motorcycle events.

“Menurut saya nih, menurut saya sebenarnya sih e... kalo dibilang, e... saya nggak bilang ada kita mengunggulkan apa, cuman kita berani ambil resiko dari satu konsep ke konsep lain, dari bentukan festival orang lain ketakutan dengan, e... orang lain seneng dengan event indoor kayak model tempatnya gini dan begitu-begitu aja, beberapa tahun berturut-turut orang akan tahu mereka masuk ada sebelah sini-sebelah sini, itu tu udah e... karena stuck disitu mau di punya konsep A, B, C yaudah kalo tempatnya disitu dan polanya begitu akan begitu terus rasanya satu itu, keduanya kita berani eksplor sesuatu yang baru maka kayak ini ni yang ketuju ini sebenarnya kita eksplor, ya kan memang kita kan kita nggak tahu, kalo emang berantakan ya kita berantakan semuanya, kalo ternyata orang seneng dari awal mereka seneng yaudah ayo gitu, gitu dan kita itu memang beresiko ke sponsor gitu..., tapi iya dong sangat beresiko ke sponsor, bener nggak nih konsepnya bakal bagus nggak? Ini sebenarnya pelajaran juga nih buat kita sekarang, sekarang tuh kita tahu selama kita tanggung jawab dan mikirin A sampai Z nya kaya e... kaya kita bakal tau nih bakalan ada ujian atau apa, makanya kita bikin *sign* yang di instagram kalau pakailah sepatu Boots, atau pake sepatu ini, itu sebenarnya *sign* e... selama kita mikirin kesitunya detail kesitunya sih sebenarnya kita berani tanggung jawabnya gitu. Nah kalo udah urusan ujannya badai ya kita nggak bisa apa-apa ya melawan cuaca gitu. Sebenarnya kita kalo dibilang unggulnya sih bukan unggul, jadi kita berani eksplor” (CP-5-B9)

The entertainment featured at BBQ Ride is almost the same every year, there is a slow race, art exhibition, live music, and many more, but what makes it different every year is some additional content that adjusts to the venue where the event is held. For example, there is additional content such as moto camp out, and tree planting as a form of nature conservation.

“...tahun sekarang saya bikin lari ke gunung, nah dari situ eh... apa ya konsep kebawah turunannya dari konten acara semuanya ya ngikutin, dari mulai konten eksibisinya kan kita namain *scrambler together* sama gitu larinya kesitu, terus udah gitu apa namanya? Ada *slow race* sih tetep kita bikin suka kadang kadang ada kadang kadang enggak, dua ribu lima belas kalo nggak salah ato enam belas itu *slow race* ada, nah e... kita bikin yang utamanya itu konten paling utama tuh *motocamp out*” (CP-1-B6)

“...sekarang lari ke gunung, berarti kontennya juga harus konten yang ke alam dong, kayak kita punya nanem pohon kemarin, e... terus ada yang art eksebisinya nantinya bakal kita lelang, lelangnya nanti buat donasi gitu ya yang kayak gitu-gitu sih sebenarnya masih” (CP-2-B3)

Visitors who come to BBQ Ride Bandung are mostly those who want to gather with fellow motorcycle enthusiasts, builders who are looking for relationships, and the most common is because Bandung itself is a fashion center, so many visitors who come to BBQ Ride Bandung just to shop for apparel hunting for motorcycle brands. Even many general visitors who do not ride motorcycles can be found who also come to BBQ Ride Bandung.

“...semua senang kalo datang kesitu, semua punya euphoria sendiri dari ya... ada, ada karena *ambience* dan lain sebagainya karena yang datang kesitu sefrekuensi biasanya, tapi sekarang itu karena membesar kadang yang umum pun senang datang kesitu, yang nggak suka e yang suka motor Cuma suka doang tapi nggak main gitu tu itu jadi itu kan termasuk racun-racunnya tu mulai kayak gitu gitu *ambience-ambiencenya* ya e... tambahannya mereka mau datang dan mungkin beli *apparel* motor, nah gitu-gitu, baru sebatas itu aja, ada pelaku utama yang emang main motor, dan *builder* ada. Mereka *builder* A ketemu sama *bulder* B, *builder* C, D *builder* kota-kota lain tu ketemu ketemunya dimana sih? Ya disitu” (CP-21-B2)

According to the organizer, the benefits of exhibitors attending the BBQ Ride Bandung event include being a forum for introducing local Indonesian brands and newly formed brands to show off their skills and introduce them to visitors attending the BBQ Ride Bandung, whose segments are very diverse.

“Nah, ada beberapa brand yang memang bukan ngejar profit, tapi lebih mengejar ke branding” (CP-18-B3)

“Dan kita selalu penegasan dari awal kalo yang namanya event itu selalu ngejarnya branding bukan profit” (CP-18-B4)

Public facilities in the form of portable toilets have been provided by the organizers at 11 points, some at the event location, some at the food truck, some in the front and back parking lots so that in fact the toilet facilities can be said to be complete for visitors who come or stay, however many visitors do not know because the signs provided are not big enough so that they are not very visible to visitors, besides that the committee also did not provide a toilet sign.

“Sebenarnya toiletnya tuh ada satu, dua, tiga, empat, lima, enam, tuju, delapan, sembilan, sepuluh, sebelas...” (CP-13-B9)

“Sebelas titik, yang paling belakang ada empat, yang ujung belakang lagi tapi dekat *coutage* itu ada empat, empat atau lima ya itu kalo nggak salah empat atau lima gitu, di *foodtruck* itu ada dua, di parkirannya itu ada dua” (CP-14-B1)

“Nah sign, sign saya nggak terlalu keliatan yah, wajar sih sebenarnya karena kan kalo kita bikin sign itu dah sisi minusnya kita kemarin tuh sign itu nggak terlalu kelihatan, kita nggak bikin *thower* kusus sign” (CP-14-B6)

“Ada... setiap titik, titik itu ada semua sebenarnya, di lapangan ada, di bawahnya ada, di atasnya ada cuman mereka nggak tau yaa, dari sekian banyak ribu orang yang kalo yang pake tenda camping mungkin akan tau, ada beberapa yang tau pasti, ngerti tapi kalo diluar itu mah nggak bisa mungkin, gituu” (CP-15-B2)

The choice of a new location in the mountains was because the organizers could no longer find adequate space in the city, and the second reason was because they wanted to reduce the scale of the Bandung BBQ Ride (Run to the Hills) event, which has been getting more and more visitors every year.

“terus di Bandung sendiri kan nggak punya tempat lagi nih kemarin kita kuwalahan nyari tempat, mangkanya sebenarnya skala kayak yang dua ribu sembilan belas itu lebih kecil, kita kita sih merasa ini ya memang memperkecil skala *event* dan sebenarnya kenapa kita milih, eh memperkecil soalnya nggak dari kita sendiri si Barbeque Ride nggak ada targetan kudu, harus besar, besar...” (CP-2-B2)

Access to the location of the Bandung BBQ Ride Event (Run to the Hills) according to the organizer is very easy because the venue was deliberately made at the meeting point between two directions, namely from the direction of Jakarta and the direction of Bandung city. So that visitors coming from Jakarta can enter via Cimahi, then those from the direction of Bandung city enter via Setiabudi.

“Lebih mudah, Itu tu kalo diterusin orang dari Jakarta tuh masuknya dari Cimahi” (CP-15-B5)

“Kalo orang dari Bandung masuknya dari Setiabudi, dari Lembang, udah itu tuh ketemu gini” (CP-15-B6)

The cost incurred to create the Bandung BBQ Ride Event (Run to the Hills) is approximately 500 million, 50% of which is obtained from sponsors, and the rest from the organizers together with their own crew, the funds for which are obtained from merchandise sales.

“...Nah untuk event dua hari ini tu satu setengah hari ini saya hanya mengeluarkan kurang lebih sekitar lima ratusan lebih, lima ratusan lah...” (CP-17-B5)

“Heehm, nggak lima puluhnya lima puluhan lah, sisanya lima puluh dari kita. *Jualan both merchandise* udah” (CP-18-B1)

## **b. Interview & Results : BBQ Ride Exhibitors**

The difference in the concept of the Bandung BBQ Ride Event (Run to the Hills) compared to previous years according to two exhibitors "Rawtype Riot" and "Riders and Rules" from Bandung affected the ongoing sales because the concept of the event was different, according to Rawtype Riot every time they participate in an event with a concept that is certainly different, the goods sold must also follow the concept so that every change in the Rawtype Riot concept can always follow, according to Riders and Rules if the camping concept is like the Bandung BBQ Ride (Run to the Hills) people come to the event more to enjoy the atmosphere and relax with friends, but if the event concept is in an urban area people will hang out and shop more. In contrast to Rawtype Riot and Riders and Rules, Vondutch Indonesia's sales are stable until now.

“...konsep itu sangat penting, kita main mood board presision itu kita tiga bulan, tiga bulan itu kita harus punya tema dan konsep, nah kita selalu mikirin sebelum next sesion itu kita harus sudah mikirin konsep yang bakal kita selling, gitu kan, makannya kita per tiga bulan itu kita selalu ganti konsep gitu, tapi benang merahnya kita ada di vintage, benang merahnya ada di vintage yaa kaya kita pakai outter millitary, secara apa tuh secara fashion amerika, jepang, vietnam gitu cuman kita apa tuh, kita kerucutin dengan karakter kita yaitu benang merahnya ya di raw gitu itu” (DS-3-B5)

“...kalo camping tu orang lebih dateng oke gue pengen having fun bareng, eh terus camping, kalo misalkan kaya kemarin kayak cuman kalo eventnya cuma di area gitu orang dateng cuma shopping, jadi beda vibes lah, cuman nggak masalah soalnya kalo gue sih ikut BBQ Ride gue pengen support temen gua, dan gua juga pengen eksis gitu di Barbeque Ride, poinnya bukan buat jualan sih sebenarnya” (CH-2-B4)



“Ngaak ada, jualannya aman banget” (OA-2-B10)

“Baik, bagus tiap, tiap tahun kita alhamdulillah selalu progressif sih” (OA-3-B1)

“Tahun lalu bagus, tahun ini juga bagus” (OA-3-B2)

Of the three permanent exhibitors interviewed, two of them, Rawtype Riot and Riders and Rules, participated in BBQ Ride Bandung from the beginning because the items sold were Collective Club from Pickers Store and BBQ Ride Bandung itself, which when there was a booth at a foreign motorcycle event was always together. In addition, these exhibitors already had a close sense of family, because they had often helped each other so that participating in the BBQ Ride Bandung Event (Run to the Hills) was a form of support for a local event organized by their own friends. Even according to Kang Decky, BBQ Ride Bandung itself can also bring up new brands, this is what Vondutch Indonesia wants because this event has covered an international scale so that it can raise the name of Vondutch Indonesia.

“Karena salah satunya juga pihak penyelenggara dan saya juga bantu secara desain branding ya si Barbeque Ride itu, jadi temen-temen ini semua, jadi memang kayak dibikin apa ya acara lebarannya akan kastem lah gitu setiap setahun gitu, terus memang antusiasnya itu terus bertambah banget yang artinya juga eh apa tu? Si pelaku-pelakunya memunculkan artis-artis baru, brand-brand baru gitu terus bermetamorfosa lah gitu, terus berputar gitu, dan makin membesar” (DS-3-B6)

“Soalnya ada, ada kedekatan seperti udah kaya keluarga si kang Chandra, Aryo, Pampam, itu segala macem itu gue juga sering main ke Pickers Store juga kan, terus dan kalau ada event diluar negeri pun kita sering bareng-bareng juga gitu, soalnya udah lebih kaya keluarga jadi gabisa kalo gua nggak ikut dan gua juga seneng banget bisa di undang dan dikasi both yang dibilangnya istimewa lah, vip soalnya kan Barbeque Ride Collective kan ini, eh Kolektiv an jadi yang temen-temen semua sering main bareng ya dibikin both sama si mas Candra nya” (CH-2-B6)

“Karena Barbeque Ride adalah salah satu acara di Indonesia yang skalanya nasional, bahkan internasional, karena kita udah muai kedatangan tamu-tamu dari Malaysia, Thailand yang emang apa ya? penggiat, ya emang tujuannya kan untuk mengembangkan sedikit minta di bagian ini udah sih” (OA-3-B6)

According to the exhibitors, the benefits of participating in the Bandung BBQ Ride Event (Run to the Hills) are not only to add friends or personal relations but also for their own brands to continue to exist in order to find out about the development of the ever-changing fashion market, this is very important for motorcycle clothing brand owners so as not to be left behind and of course brand awareness for visitors who attend the Bandung BBQ Ride Event (Run to the Hills).

“Keuntungannya udah pasti nambah temen banyak ya, gitu temen banyak, terus sebagai eksebitor kita juga tahu nih fashion yang sekarang lagi trend seperti apa, jadi kayak *move on* gitu, nggak kayak nggak ketinggalan jaman gitu, jadi memang, memang terus harus terus di diadakan seperti ini tiap tahun jadi biar, biar semua tu skenanya tetap ada, jadi salah satu ajang silaturahmi juga sih gitu” (DS-4-B1)

“Oh iya lebih eksis terus ya, *branding* sih lebih ke naikin *value branding* terus eksis, ya semuanya sih, nambah temen baru juga gitu kan, eh itu sih” (CH-3-B1)

“*Relation, brand awareness, konten, mostly awareness sih, publik awareness sih*” (OA-3-B6)

### c. Interview & Results : BBQ Ride Visitors

What the speakers felt during the trip to the venue from Bandung city was quite far, congested, and lack of directions to Natural Hill Cisarua, Lembang Bandung, but some visitors said the trip they went through was quite pleasant in the morning until the afternoon because the lighting was still bright and they could enjoy the natural beauty around Lembang. After approaching the venue, the road to enter the event

location was a bit difficult because you had to go down first and then go up again to park your motorbike. At night, the lighting around the venue was very minimal because the location itself was not suitable for installing lighting.

“...pastinya berkesan karena jalannya naik turun ya, jadi kalau di Surabaya itu kayak di Tretes lah, kayak di Cangar kayak gitu” (MJ-1-B6), “Jadi kita bener-bener menikmati alam Bandung lah seperti itu” (MJ-1-B7)

“Mungkin Cuma macet, macet doang sih, macetnya aja yang lainnya asik soalnya naik motor” (MA-1-B7)

“...dari Bandung kota itu kan kita harus lewat jalan yang agak jauh jadi kalo sesampainya disini itu aksesnya itu masih belum ada petunjuk jalan atau e... kayak fasilitas utilitas lampu gitu masih kurang kalau menurut saya ya” (MI-1-B8)

“Jadi kesannya tuh ketika e... gua mulai keluar kosan tuh berasa bahwa hari itu tu kita punya hajatan jadi dimana pas kita dijalan itu kayak orang dengan berpakaian motor waw ini pasti mau datang ke Barbeque Ride juga jadi kayak apa ya? Kayak kita antusias lah kayak dijalan kita ketemu temen-temen yang sama datang ke acara itu” (MM-2-B1)

“Kalau menurutku sih eh susah sih agak susah jalannya, karena aksesnya kan macet di daerah macet, terus eh ternyata tempatnya itu kalau dari Lembang kita harus naik dulu baru kita turun gitu” (MS-2-B2), “...mungkin e kurang apa petunjuk arah juga sih dari panitianya sih, kayak gitu” (MS-2-B3)

The Bandung BBQ Ride Event (Run to the Hills) is the first time using a venue that can be said to be Out of the box from other motorcycle events in Indonesia, the impression felt by visitors when they arrived at the venue was mostly positive, because many commented that the new venue for the Bandung BBQ Ride Event (Run to the Hills) has a nice atmosphere, to gather and chat with friends, and provides a new experience for visitors who come, where previously it was always in the city, in 2019 it was very different because it was in the mountains. Some others said that the place was exciting, cool, very nice for refreshing and there were many things that could be done at the event venue, including meeting old friends and new acquaintances among fellow motorcycle lovers.

“...bisa digambarkan dengan satu kata wow, karena bener-bener *back to nature*, ya kita bener-bener menikmati acara yang beda lah dari yang sebelum-sebelumnya” (MJ-1-B8)

“Seru seneng soalnya konsepnya kan camping kayak gini ya, dan pasnya sih tempatnya ada ditempat yang sejuk enak ya, dan bener-bener refreshing sih kalo biat orang-orang di kota mungkin” (MA-1-B8), “*Experience* sih, jadi mungkin acara ini ngejual *experience* sih nggak kayak yang lain-lain cuman jual, jual apa namanya ya, ya jual konsep...” (MA-3-B10)

“...takjub lah karena yaa konsepnya kan emang terbuka dan emang asik gitu, maksudnya ada tongkrongan, ada stand-stand terus ada panggungnya juga kan bisa orang-orang jadi nggak-nggak bosan gitu maksudnya nggak cuman nongkrong atau Cuma lihat-lihat stand-stand jadi bisa banyak hal yang dilakukan disini lah” (MI-2-B3)

“Saat datang di *venue* e... *excited* mungkin ya soalnya kayak dari perjalanan awal sampai ke venue kan emang dari trek nya lumayan gitu, jadi kayak ketika kita datang di venue kita ketemu temen-temen yang emang satu hobi gitu, kita ngobrol apa, jadi rasa apa yang tadi di perjalanan ilang aja gitu. Jadi kaya bener-bener waah ilang lah kebayar gitu” (MM-2-B4)

“Nah kesan yang pertama aku rasain sih sesuatu yang baru sih, karena memang baru dibikin yang tahun lalu tu nggak kayak gini, pake tema kaya gini, dan mungkin di Indonesia juga ya mungkin

yang *event* gede dengan tema *camp* kayak gini baru ini sih, baru ini yang di Barbeque Ride ini yang jalanin. Jadi emang kesan pertama tu karena penasaran itu jadi oh ternyata bagus juga karena ada tenda *camp* di apa areanya dan ini area *out door* juga kan yang istilahnya baru, terus dengan suasana baru lah kayak gitu” (MS-2-B5), “Karena aku lebih suka apa? Dengan kondisi yang kayak gini, aku suka, seneng karena aku suka camp, suka jalan, main motor juga apa lagi scrambler kan” (MS-4-B4)

The average visitor who attended the Bandung BBQ Ride Event (Run to the Hills) was because of curiosity about the new venue in the mountains that was very far from people's minds to create a motorcycle event on the mountain, accompanied by the concept of an exhibition of old trail bikes with large to small cubic capacity called scrambler together. Secondly, several sources said that they were happy to meet friends at the event location because they could share stories and get new friends at a motorcycle event that was a shame to miss, and the last motivation to come to the Bandung BBQ Ride Event (Run to the Hills) was because they preferred traveling by motorbike with friends.

“...Barbeque Ride ini tentunya yang pertama konsep ya, jadi dia punya konsep tiap tahun beda-beda dan di tahun ini kebetulan dia ambil di bisa dibidang hawa dinginnya Bandung ya di daerah Lembang, konsepnya yaitu tadi kembali ke alam, kita ada *motocamp* jadi ya bener-bener ngerasain lah, dari yang hiruk pikuknya selama di perkotaan kita datang kesini udah bener-bener fresh itu sih” (MJ-2-B1)

“...Pertama mungkin karena memang mungkin acaranya ya karena namanya, terus saya memang seneng datang ke acara naik motor dari Semarang, nah itu sebenarnya kalo buat saya utamanya disitu dan di tambah lagi kalo dengan konsep yang sekarang mungkin lebih menarik karena kalau kita yang dari luar kota naik motor datang ke acara yang sehari itu sedikit kurang puas, tapi sekarang bisa terpuaskan apalagi bisa tidur disini” (MA-2-B1)

“Iya, kalau ke untuk tertarik kesini ya emang karena tadi ya maksudnya iklannya, yang kedua emang kalo dari sini tu e... kita bisa ketemu dari berbagai golongan motor maksudnya ada motor klasik, ada motor yang modern, ada motor yang lain-lain jadi kita bisa tukar pikiran, atau sharing-sharing sekitar motor ya itulah” (MI-2-B4), “disini kan kita bisa berbagi cerita, maksudnya dari berbagai daerah kita bisa berbagi cerita, dari daerah kayak gini komunitas motornya bagaimana?, daerah ini bagaimana?, jadi kita disini bukan cuman berburu merk-merk yang terkenal, kita bisa berbagi cerita-cerita di daerah-daerah dan kita bisa angkat lah disini gitu deh cerita-ceritanya” (MI-4-B4)

“Yang bikin tertarik sebenarnya kayak apa ya, kayak mungkin hajatan anak-anak motor ya mungkin bisa dibilangnya kayak acara rutin tahunan gitu kayak sayang aja sih buat dilewatkan kayak buat kita kumpul temen-temen mungkin pecinta motor yang lain dengan diadakan-nya rutin mungkin tiap tahun dan ini kayak ajang yang sangat sulit buat di lewatkan sih” (MM-2-B6)

“yang membuat tertarik sih karena dari awal e lebih suka ama naik motor jauh ya, naik motor turing gitu kan, nah sekalian kan sekalian ada acara dan acaranya juga istilahnya bikin penasaran karena masih baru kan dengan tema baru akhirnya naik motor buat touring kesini, jadi e... kayak asik aja sih di buat jalanin, buat datang kesini itu” (MS-3-B1), “...konsep baru, ngumpul-ngumpul bareng temen tapi di acara motor, camping bareng juga gitu kan, sesuatu yang baru dengan kondisi hati yang baru hehe” (MS-4-B8)

The uniqueness of the Bandung BBQ Ride Event (Run to the Hills) according to visitors varies, some say because it takes place in the mountains where in previous years there has never been a motorbike event like this, the second is because it takes place in the mountains, the motorbike exhibition is also adjusted, namely the scrambler concept called scrambler together, the third is because only in 2019 the BBQ Ride was made for two days with additional content, namely moto camp out, which provides tents for visitors who stay overnight and the last is because it is far from the hustle and bustle of the city.

"Kalau yang saya lihat tahun ini Barbeque Ride mengusung konsep Scrambler Together ya, jadi ada space khusus untuk motor-motor scrambler untuk di eksebisikan di display tentunya dengan berkaitan dengan eh apa namanya? *Venue* nah, karena *venue* nya seperti ini mereka lebih mengangkat scrambler itu tadi karena cocok di *venue* seperti ini" (MJ-2-B2)

"Campingnya sih, campingnya unik, sama tempatnya, yaa jauh dari kota" (MA-2-B4), "Jelas konsep campingnya, dua hari, dua hari pertama itu dari dulu satu hari baru sekarang, mungkin udah enam tahun sehari ya baru tahun ini dua hari, ya itu sih menariknya disitu sama di tempat ini bisa lebih intim kalo ketemu dengan temen-temen dari luar kota, bisa ngobrolnya lebih asik" (MA-2-B7)

"Kalo yang unik jelas dilihat dari konsep ya, karena konsep tahun-tahun kemarin itu kan masih ya paling masih di kota-kota, kalo untuk tahun ini kan konsepnya emang lebih ke alam..." (MI-2-B5)

"...tahun sekarang itu ya *venue* nya, dia berada jauh dari keramaian kota terus *venue* nya itu kayak motor banget gitu, *adventure* banget disana, jadi kayak cuaca juga mempengaruhi gitu, jadi kayak kita motor-motoran jadi kayak anjing ini acara motor banget gitu, dapet, ngena nih (MM-3-B5)

"...ada tempat camp nya sendiri jadi kayak si pengunjung tu bisa bawa motornya masuk, pengunjung sambil bawa motornya masuk dan camp disamping motornya itu yang unik..." (MS-3-B4), "...kebanyakan biasanya kan kalo yang show off motor itu kan chopper-chopper, kalau disini yang di angkat scrambler, jadi lebih ke alam gitu, dan aku juga lebih suka model yang kayak gitu" (MS-3-B5)

Public facilities provided by the committee according to visitors are still lacking. Many visitors complained because of the lack of portable toilets at the event location, the second is about the parking lot and its security because at night there is no one guarding the motorbike parking lot and directing visitors who come so that the parking lot at night seems chaotic, the third is the lack of shade to guard when it rains, and the last is the lack of directions that direct visitors to the BBQ Ride Bandung Event venue (Run to the Hills).

"Mungkin dari toilet aja ya, toilet portablenya mungkin perlu ditambah lagi di beberapa titik yang mudah di jangkau gitu aja, yang lainnya oke" (MJ-2-B6)

"Toilet, tapi mungkin kalo toiletnya banyak bisa memuaskan, mungkin kalo ada alternatif pilihan makanannya diperbanyak lagi, harganya bervariasi, terus mungkin parkir motornya, parkir motor buat yang *stay* disini bisa, keamanan dan lain sebagainya bisa dikasi mungkin itu" (MA-3-B9)

"...misalnya kalau hari ini hujan, seharusnya panitia juga menyediakan tempat-tempat atau apapun itu yang bisa membuat si pengunjung atau pengendara motor ini nyaman disini gitu" (MI-2-B5), "...mungkin dari jalan-jalan sebelum masuk ke daerah sini mungkin harus ada plang-plang..." (MI-3-B5), "...mungkin yang terutama harus di waspadai disini tu paling parkir ya, jadi kan kita kan disini bebas bawa kendaraan, otomatis parkirnya juga harus tersedia juga" (MI-3-B6)

"...mungkin toilet paling ya, toilet kayaknya kurang sih" (MM-4-B3)

"...ada tempat camp nya sendiri jadi kayak si pengunjung tu bisa bawa motornya masuk" (MS-3-B4)

During their stay in Bandung, the visitors of the Bandung BBQ Ride Event (Run to the Hills) mostly used accommodation or hotels located around Lembang Bandung. In addition, several visitors said that after the Bandung BBQ Ride Event (Run to the Hills) they would go on tours to popular places in Bandung, culinary tours around the city of Bandung, and visit friends around Bandung so that it can be concluded that the existence of the Bandung BBQ Ride Event (Run to the Hills) can have a positive impact on the tourism industry in Bandung.

“Saya menginap di penginapan dekat venue sih” (MJ-3-B1), “Ada rencana eh mungkin kalo berwisata kayaknya ini ya, sala lebih ke main ke temen-temen bengkel yang ada di Bandung” (MJ-3-B4)

“...eh di hotel sori, heeh semalem di hotel” (MA-4-B2)

“Mau diajakin kulineran sih sama temen-temen” (MA-4-B5)

“...saya disini kan ada beberapa hari jadi setelah acara ini mungkin besok-besok saya bisa berwisata-wisata, khususnya wisata-wisata populer di Bandung ya” (MI-4-B7)

“...gua cenderung malah wisata itu ketika mungkin ada temen-temen gue yang dari luar gitu” (MM-4-B7), “Event motor ya itu mah udah jangan ditanya lah hehe, udah kayak agenda rutin banget” (MM-5-B2)

“E... aku ada penginapan di bawah” (MS-5-B3), “...jadi rencana dari Bandung ke acara *venue*, setelah ke *venue* aku sama temen mau ke Garut buat eksplor Garut sekalian balik ke Jogja, jadi kita langsung kayak lewat, satu arah balik ke Jogja” (MS-5-B6)

#### **d. Interview & Results : Bandung City Tourism and Culture Office**

Currently, the Department of Culture and Tourism cannot provide direct assistance to local events organized by communities or the private sector. The Department of Culture and Tourism focuses more on events initiated by themselves, whose budgets and event concept ideas are managed independently, and then in their implementation they collaborate with communities or the private sector. Sponsorship assistance from the government for local events still exists, but the application no longer goes through the Department of Culture and Tourism but directly to the Mayor and must be submitted one year before the event is held. The role of the Department of Culture and Tourism for local events currently includes socialization in the form of technical recommendations for crowd permits and the most helpful thing at this time is providing recommendations to BUMD and BUMN companies regarding events that will be held in order to obtain sponsorship funds from the related company.

“...untuk *sponsorship* sekarang itu pemerintah kota sudah tidak bisa lagi memberikan *sponsorship* berupa bantuan langsung.. harus melalui mekanisme hibah dan bantuan sosial, jika tidak hibah ya bantuan sosial, gitu ya e...” (PI-2-B5)

“...tapi kalo mau dibantu berupa uang bisa, bisaa” (PI-3-B1)

“Tapi permohonannya langsung ke Walikota tidak lagi menggunakan, melalui Dinas Kebudayaan dan Pariwisata” (PI-3-B2)

“Itupun harus dilakukan satu tahun sebelum, karena aturannya di dalam aturan pengelolaan keuangan daerahnya yang namanya hibah dan bansos harus ditetapkan sebelum, satu tahun sebelum...” (PI-3-B3)

“...tapi selain itu juga Disbudpar juga memberikan berupa rekomendasi teknis... itu rekomendasi teknis ini berfungsi satu untuk izin keramaian, yang kedua juga minta dukungan ke Disbudpar biasanya jika memang ada komunitas yang memerlukan nah dukungan csr dari perusahaan-perusahaan biasanya dari beberapa BUMD dan BUMN itu meminta dukungan dari e.. Dinas terkait. E.. disini ya kita ya memang kita *support* langsung kegiatannya, kita memberikan rekomendasi itu untuk dapat dana sponsor dari atau csr dari perusahaan BUMN dan BUMD, itu yang sejauh ini bisa kita lakukan” (PI-3-B4)

## **Conclusion**

The conclusion that answers the perception of visitors to the Bandung BBQ Ride Event (Run to the Hills) mostly responded positively to the event venue which includes new themes and concepts. Many stated that the Bandung BBQ Ride was unique, the event held Out of the box was different from other motorcycle events in Indonesia, the concept and theme of the event were different from previous years, some even argued that the Bandung BBQ Ride Event (Run to the Hills) was the same as motorcycle events abroad such as the Born Free Motorcycle Show based on Santiago Canyon Rd, Silverado, California with almost the same concept, which is always taking place in the forest and mountains accompanied by camping.

## **Suggestion**

1. BBQ Ride Organizers should equip the venue with signs indicating public facilities, shade, and directions to the venue at each event. In addition, portable toilets should be placed more carefully so that they are easily seen and reached by visitors, parking security at the event location is 24 hours especially at night and do not forget to always provide updates on the theme and concept of the event for the next year's BBQ Ride.
2. Exhibitors say that the BBQ Ride Bandung can be used as a means of building and increasing their business brand so that it would be better if exhibitors always participate in this event. The large number of exhibitors who filled the event was also felt by the organizers because it was a form of support for local events organized by the creative industry, so that it could be an attraction for the event itself. It is hoped that exhibitors will also always support the BBQ Ride Bandung.
3. Visitors must be more observant when looking for public facilities, care about the surrounding environment and be independent of their personal belongings or vehicles so that they do not always rely on officers for neatness and security. In addition, always obey the announcements that have been shared by the organizers before the event day such as bringing personal trash bags, bringing raincoats, bringing boots and not leaving the venue area too far for the safety and security of the visitors themselves. Another problem is that visitors play a very important role in the tourism industry such as lodging or hotels, culinary tours, and popular tours in Bandung, so the presence of visitors plays a very important role for tourism industry service providers in Bandung.
4. Disbudpar should be able to participate in organizing private events that can raise the tourism industry and the name of the city of Bandung. In addition, it also provides flexibility for private events organized by the creative industry without taking over and calling it a Department event, so that this can benefit both sides.

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