

***Analyzing the Role of the Segoro Topeng Kaliwungu Event as an Effort to
Improve the Tourism Image of Lumajang Regency***

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ABSTRACT

Lumajang Regency has considerable natural and cultural tourism potential, however, its tourism image still requires strengthening. One of the strategies implemented is the Segoro Topeng Kaliwungu Event, a cultural festival that combines the Topeng Kaliwungu dance performance with the tourism potential of Watu Pecak Beach. This study aims to analyze the implementation of the 2026 Segoro Topeng Kaliwungu Event as a tourism event and examine its role in enhancing the tourism image of Lumajang Regency. This study employed a descriptive qualitative approach. Data were collected through observation, interviews, documentation, and literature review. Informants were selected using purposive sampling. Data were analyzed through data reduction, data display, and conclusion drawing, while data validity was ensured through source and technique triangulation. The findings indicate that the 2026 Segoro Topeng Kaliwungu Event was implemented through the stages of planning, organizing, implementation, and evaluation. The event contributed to enhancing the tourism image of Lumajang Regency through its cultural uniqueness, quality of event organization, educational and experiential value, promotion via digital media and electronic word-of-mouth, as well as its socio-economic impact on the local community. Furthermore, the event successfully fostered tourists' cognitive, affective, and conative destination image, resulting in a more positive perception of Lumajang Regency and encouraging revisit intention.

Keywords: *segoro topeng kaliwungu event, tourism image, event tourism, lumajang regency*