

***The Role of the 2025 Chocolate Festival in Boosting the Local Economy in
Glenmore District, Banyuwangi Regency***
Milawaty, S.Hum., M.Hum as a Chief Counselor

Kuni Aulia Aquandi
***Study Program of Tourism Destination
Majoring of Language, Communication, and Tourism***

ABSTRACT

This study aims to analyze the implementation of Festival Cokelat 2025 and examine its role in enhancing the local economy in Glenmore District, Banyuwangi Regency. This research employs a descriptive method with a qualitative approach. Data were collected through non-participant observation, semi-structured interviews, and documentation. The research informants consisted of the manager of Doesoen Kakao, the person in charge of organizing Festival Cokelat 2025, and micro, small, and medium enterprise (MSME) actors. Data were analyzed using the Miles and Huberman model, which includes data reduction, data display, and conclusion drawing/verification. The results show that the implementation of Festival Cokelat 2025 comprised a series of activities, including cocoa education programs, an MSME bazaar, promotion of processed chocolate products, workshops, cultural art performances, and the promotion of Sidodadi Reservoir as a tourist destination. The implementation of these activities was supported by coordination among the site manager, the event organizer, local government, MSME actors, and the community. Based on Joe Goldblatt's event management theory, the implementation of Festival Cokelat 2025 encompassed the stages of planning, coordination, implementation, and evaluation. The role of Festival Cokelat 2025 in boosting the local economy is evident from the increased marketing opportunities for MSME products, higher levels of trading activity, and increased income for business actors during the festival. Based on the Multiplier Effect theory, this economic activity generated direct impacts in the form of increased sales and income for MSMEs and traders, while indirect impacts were reflected in rising demand for raw materials, transportation services, local labor, and other supporting businesses. Thus, Festival Cokelat 2025 functions as a marketing platform for local products and drives the circulation of economic activity within the community of Glenmore District.

Keywords: Chocolate Festival, Local Economy, Event Management, Multiplier Effect, MSMEs