

Original Article

PUBLIC SATISFACTION WITH GOVERNMENT TOURISM AND CREATIVE ECONOMY PROGRAMS IN BANYUWANGI REGENCY, INDONESIA

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ABSTRACT

Background. Tourism and the creative economy are sectors with significant potential to drive economic growth and improve public welfare, particularly in Banyuwangi Regency, which is designated as a Priority Tourism Destination, or one of the "10 New Balis," under the 2015-2019 National Medium-Term Development Plan (RPJMN).

Research Purpose. This study evaluates public awareness, perceived success, economic benefits and measures community satisfaction of government programs in the tourism and creative economy sectors in Banyuwangi Regency, Indonesia.

Research Method. This study uses a quantitative, cross-sectional survey design with 250 respondents across 25 sub-districts. The analysis combines descriptive summaries of program awareness, perceived success, perceived economic benefits, and information dissemination with the Community Satisfaction Index (CSI) and Importance Performance Analysis (IPA).

Findings. The findings provide an overview of program recognition and public assessment, while the satisfaction analysis identifies service attributes that should be maintained and those requiring improvement. The results can inform more responsive public services and program communication in Banyuwangi Regency.

Conclusion. Positive public perceptions of government programs coexist with uneven program awareness and service attributes that require improvement. This indicates the need to strengthen public communication and prioritize service improvements based on community expectations.

Keywords: Banyuwangi Regency, Community Satisfaction Index, Creative Economy, Government Programs, Importance-Performance Analysis, Public Satisfaction, Tourism.

BACKGROUND

Tourism and the creative economy are sectors with significant potential to drive economic growth and improve public welfare, particularly in Banyuwangi Regency, which is designated as a Priority Tourism Destination, or one of the "10 New Balis," under the 2015–2019 National Medium-Term Development Plan (RPJMN). Banyuwangi has also been designated as a National Tourism Strategic Area (KSPN) under Minister of Tourism Decree No. 100 of 2018. Tourism planning literature provides a framework for considering policy processes and destination development [1]. Destination competitiveness research further highlights the role of factors and indicators in assessing tourism destinations [2].

These designations demonstrate the government's strong support for the development of tourism and the creative economy in Banyuwangi. The Banyuwangi Regency

Government has launched a range of programs and policies to develop this sector, including the development of tourist destinations, the improvement of human resource quality, and the empowerment of micro, small, and medium enterprises (MSMEs). Strategic destination marketing provides a perspective for evaluating how tourism initiatives are communicated and positioned [3]. International recommendations for tourism statistics also offer a framework for defining and measuring tourism activities, which is distinct from the assessment of public satisfaction undertaken in this study [4].

One of the Regency Government's flagship programs is the development of tourism based on local wisdom and cultural festivals, such as the Banyuwangi Ethno Carnival (BEC) and the Banyuwangi Tour de Ijen. The purpose of these programs extends beyond drawing tourists; they also serve to protect local traditions and support the local economy. The economic role of cultural activities provides a relevant perspective for understanding the potential contribution of cultural tourism to local development [5].

On the creative economy side, the Banyuwangi Regency Government is also actively promoting the growth of MSMEs through various training programs, mentoring, and market access facilitation. The development of the creative economy is expected to create new job opportunities and enhance the competitiveness of local products. Creative economy scholarship explains how ideas and creative activities can become sources of economic value [6]. International reports also discuss links between the creative economy and development opportunities [7,8].

Previous research provides several analytical foundations for examining these issues. Importance–Performance Analysis (IPA) was introduced as a technique for comparing the importance of service or product attributes with their perceived performance [9]. Its application to tourism services has subsequently been examined from conceptual and methodological perspectives [10]. Research comparing different IPA approaches also highlights the need to interpret quadrant-based findings cautiously [11]. In Indonesia, community satisfaction measurement has been applied to public-service evaluation; for example, a study in Banyuwangi examined public-service innovation through the Community Satisfaction Index (CSI) [12]. More recent research combined the Community Satisfaction Survey and IPA to evaluate tourism-related public services in Banyuwangi, identifying accessibility, transportation, and complaint handling as areas requiring improvement [13]. These studies confirm the relevance of satisfaction measurement and performance-priority analysis, but they also indicate that the use of CSI and IPA alone cannot be claimed as the principal novelty of another study in the same setting.

Nevertheless, the success of tourism and creative economy development depends not only on government initiatives but also on the level of satisfaction among the public as service users. Public satisfaction constitutes a critical indicator for evaluating the performance of public services and identifying areas requiring improvement.

Therefore, this study was conducted to measure the level of public satisfaction with public services in the tourism and creative economy sector in Banyuwangi Regency. The findings of this study are expected to provide useful information for the Banyuwangi Regency Government in improving the quality of public services and developing a stronger tourism and creative economy sector.

The objectives of this research are to identify public perceptions of tourism access and infrastructure in Banyuwangi Regency and to analyze the priority issues that need to be addressed in the development of tourism and the creative economy. Furthermore, this study aims to evaluate public assessments of tourism and creative economy programs implemented by the Banyuwangi Regency Government and to measure the level of public satisfaction with the tourism and creative economy services provided in the regency. Through these objectives, the research seeks to provide a comprehensive understanding of public

perceptions, identify areas requiring improvement, and generate evidence-based insights to support the development of more effective, responsive, and community-oriented tourism and creative economy policies in Banyuwangi Regency.

RESEARCH METHOD

Research Type and Approach

This study employs a quantitative method with a survey approach. The quantitative method was selected because the study aims to measure the level of public satisfaction, which is expressed numerically (the CSI score). The survey approach adopted in this method is a public opinion survey based on the elements of the Community Satisfaction Survey (CSS), supplemented by Importance-Performance Analysis (IPA) using a Cartesian diagram that displays the level of importance and performance of each service attribute.

Population and Sample

- **Population:** The population in this study comprises all residents of Banyuwangi Regency who have used tourism and creative economy services.
- **Sample:** The sample in this study was determined using the Krejcie and Morgan formula, which are:

$$S = \{h^2 \cdot N \cdot P \cdot Q\} / \{d^2(N-1) + h^2 \cdot P \cdot Q\}$$

Which are :

S = sample size

h^2 = lambda (multiplier factor) with degrees of freedom (df) = 1, at an error level of 1%, 5%, or 10%

N = population size

P (population is normally distributed) = Q = 0.5 d = 0.0

Based on data from Statistics Indonesia (BPS), the population of Banyuwangi Regency in 2020 was 1,708,114 [15]. Assuming a population of 1,750,000, the calculation yields approximately 250 respondents, selected randomly from the 25 sub-districts (kecamatan) of Banyuwangi Regency, with 10 respondents from each sub-district. The sampling technique employed was multistage random sampling.

Research Instrument

The research instrument was a structured questionnaire developed in accordance with Regulation No. 14 of 2017 of the Minister of Administrative and Bureaucratic Reform of the Republic of Indonesia concerning guidelines for the preparation of community satisfaction surveys for public service providers [16]. The questionnaire consists of the following sections:

- Respondent demographic data
- Assessment of public service elements (requirements, procedures, time, courtesy, cost, and environment)
- Assessment of specific attributes of tourism and creative economy services
- Assessment of tourism and creative economy programs

Data Collection Method

Data were collected through face-to-face interviews with respondents using a structured questionnaire. The interviews were conducted by the researcher and several research assistants who had received prior training. The study was conducted with

permission from Universitas Terbuka under research permission letter No. B/197/UN31.LPPM/PT.01.03/2025 . Respondents were informed about the purpose of the study and their participation was voluntary.

Data Analysis Method

The data were analyzed using quantitative descriptive method and inferential analysis. Quantitative descriptive method were used to describe respondent characteristics through the public opinion survey by calculating the Community Satisfaction Survey (CSS) value and the CSI score. Inferential analysis was used to test the research hypotheses.

Calculation of the Community Satisfaction Survey (CSS) Value

The CSS value is calculated using the "weighted average value" of each service element. In calculating public satisfaction with the nine service elements examined, each service element carries an equal weight, using the following formula:

$$\text{Weight of the weighted average value} = \frac{\text{Total weight}}{\text{Total element}} = \frac{1}{X} = N$$

The community satisfaction survey value for the service unit is calculated using a weighted average approach:

$$CSS = \frac{\text{Total Perception Scores per Element}}{\text{Total Elements Filled}} \times \text{Weighted Value}$$

To facilitate interpretation, the assessment results are converted using a base value of 25, with the following formula:

Table 1. Perception Score, CSS Interval, CSS Conversion Interval, Service Quality, and Service Unit Performance

Interval (IV)	Value	Converted Interval Value (CIV)	Service Quality (x)	Service Unit Performance (y)
1.00 – 2.5996		25.00 – 64.99	D	Poor
2.60 – 3.064		65.00 – 76.60	C	Fair
3.0644 – 3.532		76.61 – 88.30	B	Good
3.5324 – 4.00		88.31 – 100.00	A	Very Good

Community Satisfaction Index (CSI)

The CSI is calculated using the following formula:

$$CSI = \frac{\sum (\text{Perception Score} \times \text{Element Weight})}{\sum \text{Element Weight}}$$

Importance-Performance Analysis (IPA)

The IPA is conducted by constructing a Cartesian diagram that displays the level of importance and performance of each service attribute. The matrix in this IPA is divided into four quadrants, as illustrated in the following diagram:

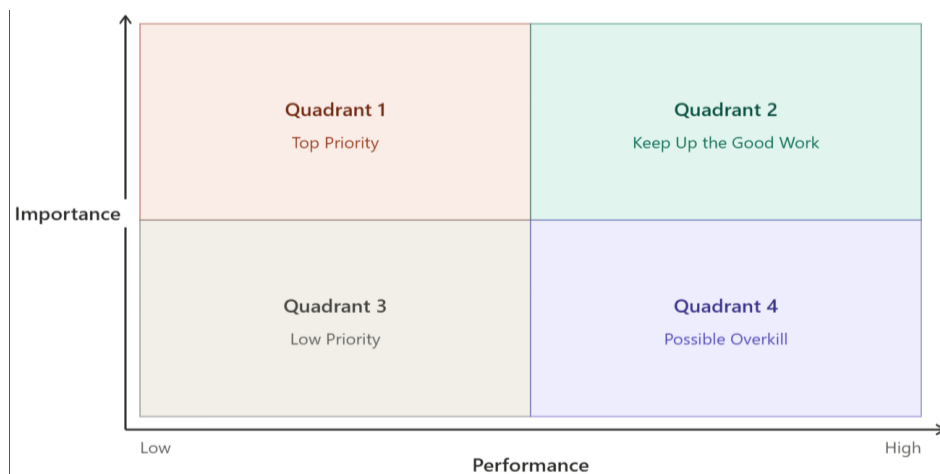


Figure 1. Importance-Performance Analysis Quadrants

Table 2. Interval Classification Values and Meaning of Satisfaction Levels

Interval	Classification	Satisfaction Level
-3.0 to -1.5	Very Negative	Much Less Satisfied Compared to Importance
-1.5 to 0	Negative	Less Satisfied Compared to Importance
0 to 1.5	Positive	More Satisfied Compared to Importance
1.5 to 3.0	Very Positive	Much More Satisfied Compared to Importance

FINDINGS

Public Awareness and Perceptions of Government Tourism and Creative Economy Programs

This section evaluates public awareness and perceptions of tourism and creative economy programs implemented by the Banyuwangi Regency Government. It examines the extent to which respondents recognize these programs and how they assess their success. The findings provide an overview of public assessments of government initiatives and help identify areas where program communication and implementation may require improvement. The levels of public recognition of these programs and respondents' perceptions of their success are presented in the following table:

Table 3. Level of Recognition and Success of Work Programs in the Tourism and Creative Economy Sectors

Work Program	Awareness of the Program			Success of the Program		
	Yes	No	NA	Successful/Very Successful	Unsuccessful/Very Unsuccessful	NA
Banyuwangi Ethno Carnival (BEC)	69.77%	24.09%	6.14%	91.96%	2.25%	5.79%

Work Program	Awareness of the Program			Success of the Program		
	Yes	No	NA	Successful/Very Successful	Unsuccessful/Very Unsuccessful	NA
Banyuwangi Tour de Ijen	66.82%	27.05%	6.14%	91.44%	3.08%	5.48%
Banyuwangi Festival	55.68%	35.91%	8.41%	92.80%	2.00%	5.20%
Kemiren Traditional Village Area	50.00%	41.36%	8.64%	89.19%	3.60%	7.21%
Tourism Villages (<i>Desa Wisata</i>)	46.14%	45.00%	8.86%	90.70%	5.12%	4.19%
Banyuwangi Green and Clean	31.36%	58.41%	10.23%	90.41%	6.16%	3.42%
PPKM (Culinary Product and Merchandise Promotion)	27.50%	61.82%	10.68%	91.27%	3.17%	5.56%
Banyuwangi Tourism App	17.73%	71.59%	10.68%	93.24%	4.05%	2.70%
Destination 360°	10.23%	77.05%	12.73%	97.50%	0.00%	2.50%

The level of economic benefit measured from tourism and creative economy programs in Banyuwangi Regency is a key aspect to understand in order to complement the earlier survey findings. This question aims to evaluate the extent to which these programs have a positive impact on the local economy. The survey results show that most respondents considered the economic benefits of the programs to be large or very large. The PPKM program (Culinary Product and Merchandise Promotion) stood out with an economic benefit level of 83.33%, followed by Banyuwangi Green and Clean at 82.19% and the Banyuwangi Festival at 82.00%.

The relationship between public perceptions of economic benefit and the level of program success can be seen as a logical continuation of the previous survey. A high level of public awareness and knowledge of certain programs tends to have a positive effect on success ratings, and these results show that the level of economic benefit also reflects a positive public view of the programs. Programs with high awareness and success, such as PPKM, Banyuwangi Green and Clean, and the Banyuwangi Festival, also show high levels of economic benefit. Meanwhile, programs with lower awareness and success, such as Destination 360° and the Banyuwangi Tourism App, also recorded lower levels of economic benefit.

Although most tourism and creative economy programs in Banyuwangi Regency received positive ratings for economic benefit, some programs recorded lower levels of economic benefit than others. The Banyuwangi Tourism App, despite its lower levels of knowledge and success, recorded an economic benefit level of 77.03%, which is among the highest in this survey. On the other hand, the Destination 360° program, which also has lower

awareness and success, recorded an economic benefit level of 80.00%, which remains relatively high even though it is below average.

In interpreting these results, it is important to consider the factors that may influence the level of economic benefit of a program. Geographic factors, the type of industry related to the program, and the business model adopted in implementing the program may all affect the resulting economic impact. Therefore, while the level of economic benefit can be a useful indicator, a more detailed and contextual evaluation of these factors is needed to better understand the economic dynamics surrounding a particular program. This can provide a basis for the Banyuwangi Regency Government to design additional, more specific measures to optimize the economic benefits of programs with lower benefit levels.

The evaluation of the effectiveness of information dissemination (*sosialisasi*) for tourism and creative economy development programs in Banyuwangi Regency is a further stage in understanding public participation. The survey results show that most of these programs received positive ratings for the effectiveness of information dissemination. The Banyuwangi Tourism App stood out as the program with the highest effectiveness, receiving an approval rate of 89.19%, followed by Banyuwangi Green and Clean at 89.04% and the Banyuwangi Festival at 88.00%. These results reflect successful efforts to communicate information about tourism and creative economy programs to the public.

Interestingly, the Destination 360° program received a score of 87.50% in the successful category, but received no Unsuccessful/Very Unsuccessful responses. This can be interpreted to mean that, although the program achieved a good level of effectiveness, there is still room for more intensive information dissemination. Other programs, such as the Banyuwangi Ethno Carnival (BEC) and the Banyuwangi Tour de Ijen, although receiving lower effectiveness levels, still recorded positive scores of 83.28% and 80.82%, respectively.

In interpreting these results, it should be noted that the effectiveness of information dissemination can influence the public's level of awareness and knowledge of a program. The Banyuwangi Regency Government's strategies for communicating information should therefore continue to be improved, especially for programs that recorded lower effectiveness levels. More intensive and targeted dissemination can be a key step in increasing public participation and support, and in maximizing the benefits of tourism and creative economy programs in Banyuwangi Regency. The magnitude of economic benefit and the effectiveness of information dissemination for the Government's programs are presented in detail in the following table:

Table 4. Level of Economic Benefit and Effectiveness of Information Dissemination of Government Programs in the Tourism and Creative Economy Sectors

Work Program	Economic Benefit			Effectiveness of Information Dissemination		
	Large/ Very Large	Small/ Very Small	NA	Effective/ Very Effective	Ineffective/ Very Ineffective	NA
PPKM (Culinary Product and Merchandise Promotion)	83.33%	7.94%	8.73%	87.30%	4.76%	7.94%
Banyuwangi Green and Clean	82.19%	10.27%	7.53%	89.04%	4.79%	6.16%

Work Program	Economic Benefit			Effectiveness of Information Dissemination		
	Large/Very Large	Small/Very Small	NA	Effective/Very Effective	Ineffective/Very Ineffective	NA
Banyuwangi Festival	82.00%	12.80%	5.20%	88.00%	5.60%	6.40%
Tourism Villages (Desa Wisata)	81.40%	12.56%	6.05%	87.91%	4.65%	7.44%
Kemiren Traditional Village Area	80.63%	9.01%	10.36%	86.04%	2.70%	11.26%
Destination 360°	80.00%	7.50%	12.50%	87.50%	0.00%	12.50%
Banyuwangi Ethno Carnival (BEC)	79.42%	11.90%	8.68%	83.28%	6.43%	10.29%
Banyuwangi Tour de Ijen	77.40%	11.30%	11.30%	80.82%	5.48%	13.70%
Banyuwangi Tourism App	77.03%	16.22%	6.76%	89.19%	5.41%	5.41%

Breakdown of Government Programs in the Tourism and Creative Economy Sectors by Sub-District

Breaking the survey data down to the sub-district level is a crucial step in understanding the dynamics and variability of public views in greater detail. Disaggregating the data to a smaller level, namely the sub-districts of Banyuwangi Regency, provides a deeper understanding of how the public's awareness, perceptions, and evaluations of tourism and creative economy programs vary. By examining the data from each sub-district, the government can identify specific patterns and trends that may emerge in particular areas.

The importance of breaking the data down to the sub-district level lies in its ability to provide a more accurate and specific picture of the extent to which these programs are accepted and have an impact in each area. The government can thereby adjust its communication and promotion strategies for particular programs to the characteristics and needs of the local community. In addition, more detailed analysis can help the government allocate resources more efficiently and effectively to support programs that need greater attention in each sub-district.

For the public, breaking the data down to the sub-district level provides a more relevant and personal picture of the impact of tourism and creative economy programs in their own communities. This can increase public participation and involvement in supporting and implementing the programs. With deeper insight, the public can contribute more actively, provide more accurate feedback, and play a role in advancing the tourism and creative economy sectors in their respective areas. Breaking the data down to the sub-district level is therefore not only an important analytical tool for the government but also a

significant instrument for community empowerment in optimizing the benefits of the programs being implemented.

At this stage, the survey report presents a more detailed breakdown of the data, focusing on the public's views of tourism and creative economy programs in Banyuwangi Regency, disaggregated by sub-district. This breakdown is a critical step in providing a more detailed and contextual picture of the public's response to specific programs. Through deeper analysis, differences in views and patterns of public participation in each sub-district are explored, providing readers with a richer and more relevant understanding. This disaggregation is also key to designing more precise and impactful strategies and policies for developing the tourism and creative economy sectors across Banyuwangi Regency.

Turning to the public's level of knowledge of the Tourism Village (*Desa Wisata*) program in Banyuwangi Regency, the sub-district breakdown provides a more detailed picture. The five sub-districts with the highest levels of knowledge reflect successful implementation of the Tourism Village program. Rogojampi had the highest level of knowledge, at 100%, indicating optimal awareness of the program among its residents. It was followed by Glagah, Kalipuro, Cluring, and Tegaldlimo, with positive percentages that were still fairly high.

On the other hand, the five sub-districts with the lowest levels of knowledge face the challenge of raising public awareness of the Tourism Village program. Bangorejo, Blimbingsari, Sempu, Songgon, and Wongsorejo recorded varying levels of knowledge, but generally remained at a lower level. Although the tourism program in a given sub-district may not yet have achieved optimal knowledge levels, this reflects not only a lack of information dissemination in that sub-district but also potential for improving communication and information strategies.

The breakdown data on program success show considerable variability at the sub-district level in Banyuwangi Regency. A number of sub-districts, such as Bangorejo, Banyuwangi, Giri, Muncar, and Purwoharjo, recorded optimal program success levels of 100%, indicating that the implementation of tourism and creative economy programs in these sub-districts received maximum public support.

On the other hand, there are sub-districts that recorded lower success levels, with some even receiving significant Unsuccessful/Very Unsuccessful ratings. Blimbingsari, for example, recorded 100% Unsuccessful/Very Unsuccessful, indicating certain obstacles or constraints in program implementation in that area.

The breakdown data on the success of the Tourism Village program in Banyuwangi Regency provide an interesting picture of the level of public support at the sub-district level. Several sub-districts, such as Bangorejo, Banyuwangi, Giri, Muncar, and Purwoharjo, reached an optimal program success level of 100%. This shows that the implementation of the Tourism Village program in these sub-districts gained the full support of the residents who knew about the program.

On the other hand, several sub-districts recorded Unsuccessful/Very Unsuccessful levels that cannot be ignored, such as Licin at 50% and Glenmore at 22.22%. Although success levels remain high in some sub-districts, challenges remain in increasing support in these sub-districts.

The data on the benefits of the Tourism Village program in Banyuwangi Regency show wide variation in public perceptions at the sub-district level. Several sub-districts, such as Giri, Rogojampi, Sempu, Siliragung, Singojuruh, Songgon, Tegaldlimo, and Wongsorejo, recorded high benefit levels, with 100% of respondents reporting large or very large benefits. This reflects that in these sub-districts, the Tourism Village program has a significant positive impact on the residents who know about it. High benefit levels can also be observed in other sub-districts, although with lower variation. For example, Muncar and Banyuwangi

recorded benefit levels above 80%, while a number of other sub-districts recorded benefit levels in the range of 50-75%.

However, it should be noted that some sub-districts, such as Licin and Blimbingsari, show lower benefit levels. Licin recorded a small/very small level of 50%, while Blimbingsari showed that 100% of respondents considered the program's benefits small/very small. This indicates differences in perception at the sub-district level regarding the impact of the Tourism Village program. The breakdown data on the effectiveness of information dissemination for the Tourism Village program in Banyuwangi Regency show a fairly high level of effectiveness in most sub-districts. A number of sub-districts, such as Banyuwangi, Muncar, Purwoharjo, Rogojampi, Sempu, Singojuruh, Songgon, Srono, Tegaldlimo, and Wongsorejo, reached 100% effectiveness. This reflects success in communicating information and introducing the program to the public in those sub-districts.

However, some sub-districts show lower effectiveness levels. These include Blimbingsari, with an ineffective/very ineffective level of 100%, Genteng with 37.50%, and Kalipuro with 26.67%. These results indicate challenges in the dissemination of information about the Tourism Village program in these sub-districts. Through this data analysis, a correlation can be seen between the level of knowledge, program success, perceived benefits, and effectiveness of information dissemination at the sub-district level. Sub-districts with high levels of knowledge and program success tend to have good dissemination effectiveness. Conversely, sub-districts with low levels of knowledge and program success need greater attention to improve dissemination effectiveness.

Based on the analysis of the survey results on the Tourism Village program in Banyuwangi Regency, it can be concluded that, in general, the program has achieved a good level of knowledge and awareness among the public. The program's success is significant in most sub-districts, although there is variation in perceived benefits across areas. Information dissemination for the Tourism Village program is also fairly effective, although some sub-districts need more attention regarding dissemination effectiveness.

The recommendations for improving the sustainability and effectiveness of the Tourism Village program involve more focused strategies. First, information dissemination efforts need to be strengthened in sub-districts that still show low levels of knowledge and program success. The Banyuwangi Regency Government should adopt a more local and specific approach to improve understanding among local communities. A thorough evaluation of the dissemination strategies already applied is also a key step. Identifying the most effective dissemination methods can serve as a basis for adjusting approaches to better suit the characteristics of the community in each sub-district.

In addition, it is important to strengthen partnerships with local parties such as community groups, local leaders, and business operators around the Tourism Villages. By involving them actively, public support and participation in the program are expected to increase.

Finally, a continuous monitoring and evaluation system is needed to ensure that the Tourism Village program remains relevant and can respond to changing needs and challenges in the field. By implementing these recommendations, the Tourism Village program in Banyuwangi Regency is expected to continue to develop and have a significant positive impact on economic growth and the tourism sector in the region. The breakdown of the Tourism Village program is presented in detail in the following table:

Table 5. Level of Awareness and Success of the Tourism Village Work Program by Sub-District

Sub-District	Awareness of the Program			Success of the Program		
	Yes	No	NA	Successful/Very Successful	Unsuccessful/Very Unsuccessful	NA
Rogojampi	100.00%	0.00%	0.00%	90.00%	0.00%	10.00%
Glagah	90.00%	0.00%	10.00%	77.78%	11.11%	11.11%
Kalipuro	75.00%	25.00%	0.00%	93.33%	6.67%	0.00%
Cluring	70.00%	25.00%	5.00%	92.86%	7.14%	0.00%
Tegaldlimo	70.00%	30.00%	0.00%	100.00%	0.00%	0.00%
Banyuwangi	63.33%	30.00%	6.67%	100.00%	0.00%	0.00%
Siliragung	60.00%	10.00%	30.00%	83.33%	0.00%	16.67%
Tegalsari	60.00%	40.00%	0.00%	100.00%	0.00%	0.00%
Giri	55.00%	40.00%	5.00%	100.00%	0.00%	0.00%
Kabat	55.00%	45.00%	0.00%	90.91%	0.00%	9.09%
Purwoharjo	55.00%	45.00%	0.00%	100.00%	0.00%	0.00%
Gambiran	50.00%	45.00%	5.00%	70.00%	30.00%	0.00%
Muncar	50.00%	42.50%	7.50%	100.00%	0.00%	0.00%
Srono	50.00%	50.00%	0.00%	90.00%	0.00%	10.00%
Glenmore	45.00%	55.00%	0.00%	77.78%	22.22%	0.00%
Genteng	40.00%	30.00%	30.00%	87.50%	0.00%	12.50%
Kalibaru	40.00%	45.00%	15.00%	87.50%	12.50%	0.00%
Licin	40.00%	40.00%	20.00%	50.00%	0.00%	50.00%
Pesanggaran	40.00%	30.00%	30.00%	50.00%	25.00%	25.00%
Singojuruh	40.00%	60.00%	0.00%	100.00%	0.00%	0.00%
Bangorejo	30.00%	35.00%	35.00%	100.00%	0.00%	0.00%
Blimbingsari	10.00%	40.00%	50.00%	0.00%	100.00%	0.00%
Sempu	10.00%	90.00%	0.00%	100.00%	0.00%	0.00%
Songgon	10.00%	80.00%	10.00%	100.00%	0.00%	0.00%
Wongsorejo	10.00%	80.00%	10.00%	100.00%	0.00%	0.00%

Table 6. Level of Economic Benefit and Effectiveness of Information Dissemination of the Tourism Village Work Program by Sub-District

Sub-District	Economic Benefit			Effectiveness of Information Dissemination		
	Large/Very Large	Small/Very Small	NA	Effective/Very Effective	Ineffective/Very Ineffective	NA
Rogojampi	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Glagah	88.89%	0.00%	11.11%	88.89%	0.00%	11.11%
Kalipuro	60.00%	40.00%	0.00%	73.33%	20.00%	6.67%
Cluring	85.71%	7.14%	7.14%	92.86%	0.00%	7.14%
Tegaldlimo	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%

Sub-District	Economic Benefit			Effectiveness of Information Dissemination		
	Large/Very Large	Small/Very Small	NA	Effective/Very Effective	Ineffective/Very Ineffective	NA
Banyuwangi	89.47%	10.53%	0.00%	100.00%	0.00%	0.00%
Siliragung	100.00%	0.00%	0.00%	83.33%	0.00%	16.67%
Tegalsari	66.67%	0.00%	33.33%	83.33%	0.00%	16.67%
Giri	100.00%	0.00%	0.00%	90.91%	0.00%	9.09%
Kabat	54.55%	27.27%	18.18%	81.82%	0.00%	18.18%
Purwoharjo	81.82%	18.18%	0.00%	100.00%	0.00%	0.00%
Gambiran	50.00%	40.00%	10.00%	70.00%	30.00%	0.00%
Muncar	95.00%	5.00%	0.00%	100.00%	0.00%	0.00%
Srono	80.00%	20.00%	0.00%	100.00%	0.00%	0.00%
Glenmore	88.89%	11.11%	0.00%	77.78%	22.22%	0.00%
Genteng	75.00%	12.50%	12.50%	62.50%	0.00%	37.50%
Kalibaru	75.00%	25.00%	0.00%	87.50%	12.50%	0.00%
Licin	25.00%	50.00%	25.00%	50.00%	25.00%	25.00%
Pesanggaran	50.00%	0.00%	50.00%	50.00%	0.00%	50.00%
Singojuruh	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Bangorejo	83.33%	0.00%	16.67%	83.33%	0.00%	16.67%
Blimbingsari	0.00%	0.00%	100.00%	0.00%	0.00%	100.00%
Sempu	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Songgon	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Wongsorejo	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%

The survey data on the Banyuwangi Ethno Carnival (BEC) program show significant variation among sub-districts. For awareness of the program, sub-districts such as Glenmore, Kalibaru, Gambiran, Muncar, and Cluring recorded 100% awareness, indicating high public knowledge of the program. In contrast, sub-districts such as Wongsorejo, Pesanggaran, Bangorejo, Sempu, and Purwoharjo had lower awareness, with the lowest value in Wongsorejo (40%).

In terms of program success, Wongsorejo, Pesanggaran, Tegaldlimo, Bangorejo, and Tegalsari stood out, with 100% of respondents considering the program successful. However, in sub-districts such as Genteng, Kalipuro, Srono, Songgon, and Giri, perceptions of success were much lower, with Genteng recording 0% success according to respondents. Regarding economic benefits, sub-districts such as Wongsorejo, Bangorejo, Tegaldlimo, Rogojampi, and Gambiran reported high economic benefits (75% to 100%). On the other hand, Pesanggaran, Giri, Glenmore, Kalibaru, and Muncar showed lower figures, with Pesanggaran at the bottom (25%).

Finally, for the effectiveness of information dissemination, the sub-districts of Wongsorejo, Bangorejo, Tegaldlimo, Rogojampi, and Gambiran again recorded high scores (100%). However, Pesanggaran, Giri, Srono, Songgon, and Cluring had lower scores, with Pesanggaran having the lowest level of dissemination effectiveness (25%).

In conclusion, these data show that although some sub-districts show high levels of awareness, success, economic benefit, and dissemination effectiveness, other sub-districts have much lower perceptions of these aspects of the BEC program. This indicates a need to evaluate and adjust strategies in implementing and publicizing the program so that it can reach, and deliver benefits equally to, all sub-districts. The breakdown of the Banyuwangi Ethno Carnival (BEC) program is presented in detail in the following table:

Table 7. Level of Awareness and Success of the Banyuwangi Ethno Carnival (BEC) Work Program by Sub-District

Sub-District	Awareness of the Program			Success of the Program		
	Yes	No	NA	Successful/Very Successful	Unsuccessful/Very Unsuccessful	NA
Kabat	95.00%	0.00%	5.00%	94.74%	0.00%	5.26%
Banyuwangi	93.33%	0.00%	6.67%	96.43%	3.57%	0.00%
Rogojampi	90.00%	10.00%	0.00%	88.89%	0.00%	11.11%
Singojuruh	90.00%	10.00%	0.00%	77.78%	0.00%	22.22%
Tegaldlimo	90.00%	10.00%	0.00%	100.00%	0.00%	0.00%
Srono	85.00%	15.00%	0.00%	88.24%	5.88%	5.88%
Genteng	80.00%	0.00%	20.00%	81.25%	0.00%	18.75%
Glagah	80.00%	10.00%	10.00%	100.00%	0.00%	0.00%
Siliragung	80.00%	0.00%	20.00%	100.00%	0.00%	0.00%
Muncar	77.50%	17.50%	5.00%	100.00%	0.00%	0.00%
Cluring	75.00%	20.00%	5.00%	93.33%	0.00%	6.67%
Gambiran	75.00%	25.00%	0.00%	80.00%	13.33%	6.67%
Giri	75.00%	20.00%	5.00%	93.33%	0.00%	6.67%
Kalibaru	70.00%	20.00%	10.00%	92.86%	7.14%	0.00%
Kalipuro	70.00%	30.00%	0.00%	100.00%	0.00%	0.00%
Purwoharjo	70.00%	30.00%	0.00%	100.00%	0.00%	0.00%
Tegalsari	70.00%	30.00%	0.00%	100.00%	0.00%	0.00%
Glenmore	65.00%	35.00%	0.00%	92.31%	0.00%	7.69%
Licin	50.00%	30.00%	20.00%	40.00%	0.00%	60.00%
Sempu	50.00%	50.00%	0.00%	90.00%	0.00%	10.00%
Bangorejo	40.00%	15.00%	45.00%	100.00%	0.00%	0.00%
Blimbingsari	40.00%	30.00%	30.00%	25.00%	50.00%	25.00%
Pesanggaran	40.00%	20.00%	40.00%	100.00%	0.00%	0.00%
Wongsorejo	40.00%	60.00%	0.00%	100.00%	0.00%	0.00%
Songgon	30.00%	60.00%	10.00%	83.33%	0.00%	16.67%

Table 8. Level of Economic Benefit and Effectiveness of Information Dissemination of the Banyuwangi Ethno Carnival (BEC) Work Program by Sub-District

Sub-District	Economic Benefit			Effectiveness of Information Dissemination		
	Large/Very Large	Small/Very Small	NA	Effective/Very Effective	Ineffective/Very Ineffective	NA
Kabat	57.89%	31.58%	10.53%	57.89%	21.05%	21.05%
Banyuwangi	89.29%	7.14%	3.57%	96.43%	0.00%	3.57%
Rogojampi	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Singojuruh	88.89%	0.00%	11.11%	88.89%	0.00%	11.11%
Tegaldlimo	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Srono	82.35%	17.65%	0.00%	100.00%	0.00%	0.00%
Genteng	62.50%	6.25%	31.25%	62.50%	0.00%	37.50%
Glagah	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Siliragung	100.00%	0.00%	0.00%	87.50%	0.00%	12.50%
Muncar	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Cluring	93.33%	0.00%	6.67%	86.67%	6.67%	6.67%
Gambiran	60.00%	33.33%	6.67%	73.33%	26.67%	0.00%
Giri	86.67%	0.00%	13.33%	80.00%	0.00%	20.00%
Kalibaru	57.14%	35.71%	7.14%	71.43%	21.43%	7.14%
Kalipuro	64.29%	35.71%	0.00%	78.57%	14.29%	7.14%
Purwoharjo	85.71%	14.29%	0.00%	100.00%	0.00%	0.00%
Tegalsari	71.43%	28.57%	0.00%	71.43%	28.57%	0.00%
Glenmore	69.23%	23.08%	7.69%	61.54%	30.77%	7.69%
Licin	20.00%	20.00%	60.00%	40.00%	0.00%	60.00%
Sempu	80.00%	0.00%	20.00%	90.00%	0.00%	10.00%
Bangorejo	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Blimbingsari	50.00%	0.00%	50.00%	50.00%	0.00%	50.00%
Pesanggaran	25.00%	0.00%	75.00%	25.00%	0.00%	75.00%
Wongsorejo	75.00%	25.00%	0.00%	100.00%	0.00%	0.00%
Songgon	50.00%	16.67%	33.33%	50.00%	0.00%	50.00%

The survey data on the Banyuwangi Festival program reveal significant variation in perceptions among sub-districts. For program success, sub-districts such as Sempu, Glenmore, Tegalsari, Pesanggaran, and Wongsorejo stood out with very high success levels (above 90%), indicating good acceptance of the program. However, in sub-districts such as Genteng, Kalipuro, Srono, Songgon, and Giri, perceptions of success were much lower, with Genteng recording the lowest success level.

In terms of economic benefits, sub-districts such as Kalibaru, Cluring, Gambiran, Giri, and Singojuruh showed high economic benefits, with percentages reaching or approaching 100%. In contrast, sub-districts such as Purwoharjo, Kabat, Banyuwangi, Rogojampi, and Kalipuro showed lower perceptions of economic benefit, with Purwoharjo having the lowest value. Regarding the effectiveness of information dissemination, the sub-districts of Licin, Kalipuro, Srono, Glagah, and Tegalsari recorded very high dissemination

effectiveness scores. On the other hand, sub-districts such as Genteng, Kalibaru, Cluring, Singojuruh, and Songgon had lower dissemination effectiveness scores.

Based on these findings, the recommendation is to adjust the communication and information dissemination strategies for the program in order to achieve broader awareness and acceptance, particularly in sub-districts with low success and economic benefit levels. The Banyuwangi Festival program could place more emphasis on aspects that have proven successful in the highest-scoring sub-districts, while improving the weaker areas in the lowest-scoring sub-districts. The breakdown of the Banyuwangi Festival program is presented in detail in the following table:

Table 9. Level of Awareness and Success of the Banyuwangi Festival Work Program by Sub-District

Sub-District	Awareness of the Program			Success of the Program		
	Yes	No	NA	Successful/Very Successful	Unsuccessful/Very Unsuccessful	NA
Rogojampi	90.00%	10.00%	0.00%	88.89%	0.00%	11.11%
Banyuwangi	80.00%	13.33%	6.67%	95.83%	4.17%	0.00%
Glagah	80.00%	10.00%	10.00%	100.00%	0.00%	0.00%
Singojuruh	80.00%	20.00%	0.00%	62.50%	0.00%	37.50%
Srono	80.00%	20.00%	0.00%	87.50%	6.25%	6.25%
Tegaldlimo	80.00%	20.00%	0.00%	100.00%	0.00%	0.00%
Muncar	75.00%	20.00%	5.00%	100.00%	0.00%	0.00%
Cluring	70.00%	25.00%	5.00%	100.00%	0.00%	0.00%
Gambiran	70.00%	30.00%	0.00%	71.43%	14.29%	14.29%
Kalipuro	70.00%	25.00%	5.00%	100.00%	0.00%	0.00%
Kalibaru	65.00%	25.00%	10.00%	100.00%	0.00%	0.00%
Glenmore	55.00%	45.00%	0.00%	90.91%	0.00%	9.09%
Purwoharjo	55.00%	45.00%	0.00%	100.00%	0.00%	0.00%
Genteng	50.00%	20.00%	30.00%	100.00%	0.00%	0.00%
Giri	50.00%	45.00%	5.00%	100.00%	0.00%	0.00%
Pesanggaran	50.00%	20.00%	30.00%	80.00%	0.00%	20.00%
Siliragung	50.00%	10.00%	40.00%	80.00%	0.00%	20.00%
Tegalsari	50.00%	50.00%	0.00%	100.00%	0.00%	0.00%
Kabat	45.00%	45.00%	10.00%	77.78%	11.11%	11.11%
Wongsorejo	40.00%	60.00%	0.00%	100.00%	0.00%	0.00%
Licin	30.00%	50.00%	20.00%	66.67%	0.00%	33.33%
Bangorejo	25.00%	30.00%	45.00%	100.00%	0.00%	0.00%
Sempu	15.00%	85.00%	0.00%	100.00%	0.00%	0.00%
Songgon	15.00%	75.00%	10.00%	66.67%	0.00%	33.33%
Blimbingsari	0.00%	40.00%	60.00%	0.00%	0.00%	100.00%

The survey data on the Banyuwangi Tour de Ijen program show significant variation in perceptions among sub-districts. For program success, sub-districts such as Sempu, Glenmore, Tegalsari, Pesanggaran, and Wongsorejo recorded very high success levels (above 75%), indicating good appreciation and acceptance from the public. However, in sub-districts such as Genteng, Kalipuro, Srono, Songgon, and Giri, perceptions of success were lower, with Genteng recording the lowest success level.

Table 10. Level of Economic Benefit and Effectiveness of Information Dissemination of the Banyuwangi Festival Work Program by Sub-District

Sub-District	Economic Benefit			Effectiveness of Information Dissemination		
	Large/Very Large	Small/Very Small	NA	Effective/Very Effective	Ineffective/Very Ineffective	NA
Rogojampi	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Banyuwangi	91.67%	4.17%	4.17%	95.83%	0.00%	4.17%
Glagah	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Singojuruh	75.00%	0.00%	25.00%	75.00%	0.00%	25.00%
Srono	87.50%	12.50%	0.00%	100.00%	0.00%	0.00%
Tegaldlimo	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Muncar	96.67%	3.33%	0.00%	96.67%	0.00%	3.33%
Cluring	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Gambiran	50.00%	35.71%	14.29%	71.43%	28.57%	0.00%
Kalipuro	71.43%	28.57%	0.00%	78.57%	14.29%	7.14%
Kalibaru	76.92%	23.08%	0.00%	92.31%	7.69%	0.00%
Glenmore	81.82%	9.09%	9.09%	90.91%	0.00%	9.09%
Purwoharjo	90.91%	9.09%	0.00%	100.00%	0.00%	0.00%
Genteng	70.00%	10.00%	20.00%	60.00%	10.00%	30.00%
Giri	80.00%	0.00%	20.00%	80.00%	0.00%	20.00%
Pesanggaran	40.00%	20.00%	40.00%	40.00%	20.00%	40.00%
Siliragung	100.00%	0.00%	0.00%	80.00%	0.00%	20.00%
Tegalsari	60.00%	40.00%	0.00%	60.00%	40.00%	0.00%
Kabat	22.22%	77.78%	0.00%	66.67%	33.33%	0.00%
Wongsorejo	75.00%	25.00%	0.00%	100.00%	0.00%	0.00%
Licin	66.67%	33.33%	0.00%	100.00%	0.00%	0.00%
Bangorejo	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Sempu	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Songgon	33.33%	33.33%	33.33%	33.33%	0.00%	66.67%
Blimbingsari	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%

In terms of economic benefits, sub-districts such as Kalibaru, Cluring, Gambiran, Giri, and Singojuruh showed high economic benefits, with percentages approaching or reaching 100%. Meanwhile, sub-districts such as Purwoharjo, Kabat, Banyuwangi,

Rogojampi, and Kalipuro had lower perceptions of economic benefit. Regarding the effectiveness of information dissemination, the sub-districts of Licin, Kalipuro, Srono, Glagah, and Tegalsari recorded high dissemination effectiveness scores. On the other hand, sub-districts such as Genteng, Kalibaru, Cluring, Singojuruh, and Songgon had lower dissemination effectiveness scores.

Based on these findings, the recommendation is to adjust the communication and information dissemination strategies for the program in order to achieve broader awareness and acceptance, especially in sub-districts with low success and economic benefit levels. The Banyuwangi Tour de Ijen program could place more emphasis on aspects that have proven successful in the highest-scoring sub-districts, while improving the weaker areas in the lowest-scoring sub-districts. This will help improve the overall perception and positive impact of the program in all sub-districts. The breakdown of the Banyuwangi Tour de Ijen program is presented in detail in the following table:

Table 11. Level of Awareness and Success of the Banyuwangi Tour de Ijen Work Program by Sub-District

Sub-District	Awareness of the Program			Success of the Program		
	Yes	No	NA	Successful/Very Successful	Unsuccessful/Very Unsuccessful	NA
Rogojampi	100.00%	0.00%	0.00%	90.00%	0.00%	10.00%
Banyuwangi	93.33%	0.00%	6.67%	96.43%	3.57%	0.00%
Singojuruh	90.00%	0.00%	10.00%	77.78%	0.00%	22.22%
Tegaldlimo	90.00%	10.00%	0.00%	100.00%	0.00%	0.00%
Genteng	85.00%	0.00%	15.00%	82.35%	0.00%	17.65%
Cluring	80.00%	15.00%	5.00%	93.75%	0.00%	6.25%
Licin	80.00%	10.00%	10.00%	62.50%	12.50%	25.00%
Siliragung	80.00%	0.00%	20.00%	100.00%	0.00%	0.00%
Gambiran	75.00%	25.00%	0.00%	80.00%	13.33%	6.67%
Giri	75.00%	20.00%	5.00%	86.67%	0.00%	13.33%
Kalipuro	75.00%	25.00%	0.00%	93.33%	0.00%	6.67%
Glagah	70.00%	20.00%	10.00%	100.00%	0.00%	0.00%
Kabat	65.00%	35.00%	0.00%	84.62%	7.69%	7.69%
Kalibaru	65.00%	25.00%	10.00%	100.00%	0.00%	0.00%
Purwoharjo	65.00%	35.00%	0.00%	100.00%	0.00%	0.00%
Srono	65.00%	35.00%	0.00%	100.00%	0.00%	0.00%
Pesanggaran	60.00%	20.00%	20.00%	83.33%	0.00%	16.67%
Muncar	57.50%	37.50%	5.00%	95.65%	4.35%	0.00%
Songgon	50.00%	50.00%	0.00%	90.00%	10.00%	0.00%
Tegalsari	50.00%	50.00%	0.00%	100.00%	0.00%	0.00%
Bangorejo	45.00%	10.00%	45.00%	88.89%	0.00%	11.11%
Glenmore	45.00%	50.00%	5.00%	88.89%	11.11%	0.00%
Sempu	45.00%	55.00%	0.00%	100.00%	0.00%	0.00%
Wongsorejo	20.00%	70.00%	10.00%	100.00%	0.00%	0.00%

Sub-District	Awareness of the Program			Success of the Program		
	Yes	No	NA	Successful/Very Successful	Unsuccessful/Very Unsuccessful	NA
Blimbingsari	10.00%	40.00%	50.00%	0.00%	100.00%	0.00%

The survey data on the Banyuwangi Tourism App program show that the success and acceptance of the program vary among sub-districts. In terms of program success, the sub-districts of Licin, Giri, Tegalsari, Genteng, and Kalipuro recorded the highest success levels, with 100% in Licin, Giri, and Tegalsari, and 87.5% in Genteng.

Table 12. Level of Economic Benefit and Effectiveness of Information Dissemination of the Banyuwangi Tour de Ijen Work Program by Sub-District

Sub-District	Economic Benefit			Effectiveness of Information Dissemination		
	Large/Very Large	Small/Very Small	NA	Effective/Very Effective	Ineffective/Very Ineffective	NA
Rogojampi	90.00%	0.00%	10.00%	90.00%	0.00%	10.00%
Banyuwangi	89.29%	3.57%	7.14%	92.86%	0.00%	7.14%
Singojuruh	22.22%	33.33%	44.44%	22.22%	22.22%	55.56%
Tegaldlimo	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Genteng	58.82%	5.88%	35.29%	47.06%	5.88%	47.06%
Cluring	93.75%	0.00%	6.25%	93.75%	0.00%	6.25%
Licin	12.50%	25.00%	62.50%	25.00%	12.50%	62.50%
Siliragung	100.00%	0.00%	0.00%	87.50%	0.00%	12.50%
Gambiran	40.00%	40.00%	20.00%	73.33%	20.00%	6.67%
Giri	86.67%	0.00%	13.33%	80.00%	0.00%	20.00%
Kalipuro	73.33%	13.33%	13.33%	73.33%	6.67%	20.00%
Glagah	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Kabat	46.15%	53.85%	0.00%	46.15%	46.15%	7.69%
Kalibaru	76.92%	15.38%	7.69%	84.62%	7.69%	7.69%
Purwoharjo	92.31%	7.69%	0.00%	100.00%	0.00%	0.00%
Srono	92.31%	7.69%	0.00%	100.00%	0.00%	0.00%
Pesanggaran	50.00%	16.67%	33.33%	50.00%	16.67%	33.33%
Muncar	95.65%	4.35%	0.00%	95.65%	0.00%	4.35%
Songgon	50.00%	20.00%	30.00%	60.00%	0.00%	40.00%
Tegalsari	80.00%	20.00%	0.00%	100.00%	0.00%	0.00%
Bangorejo	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Glenmore	88.89%	11.11%	0.00%	100.00%	0.00%	0.00%
Sempu	88.89%	0.00%	11.11%	88.89%	0.00%	11.11%
Wongsorejo	50.00%	50.00%	0.00%	100.00%	0.00%	0.00%
Blimbingsari	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%

For economic benefits, the sub-districts of Licin, Giri, Tegalsari, Genteng, and Kalipuro also showed the highest values, with 100% in all four of these sub-districts. In terms of the effectiveness of information dissemination, the sub-districts of Licin, Giri, Tegalsari, Genteng, and Kalipuro recorded the highest dissemination effectiveness scores, at 100%. The data tend toward low numbers because few respondents knew the program, so the base of respondents who answered the subsequent questions is small.

Based on these findings, the recommendation is to increase information dissemination and education efforts on the benefits of the tourism app in sub-districts with low awareness. Emphasizing the success and economic benefits already experienced in high-scoring sub-districts can serve as an example to attract interest and increase adoption in other sub-districts. In addition, the program needs to target low-scoring sub-districts more intensively to ensure that the benefits of this tourism app are distributed evenly across Banyuwangi. The breakdown of the Banyuwangi Tourism App program is presented in detail in the following table:

Table 13. Level of Awareness and Success of the Banyuwangi Tourism App Work Program by Sub-District

Sub-District	Awareness of the Program			Success of the Program		
	Yes	No	NA	Successful/Very Successful	Unsuccessful/Very Unsuccessful	NA
Cluring	50.00%	45.00%	5.00%	100.00%	0.00%	0.00%
Srono	40.00%	55.00%	5.00%	100.00%	0.00%	0.00%
Tegaldlimo	40.00%	60.00%	0.00%	100.00%	0.00%	0.00%
Kalibaru	30.00%	55.00%	15.00%	83.33%	16.67%	0.00%
Siliragung	30.00%	30.00%	40.00%	100.00%	0.00%	0.00%
Purwoharjo	25.00%	70.00%	5.00%	100.00%	0.00%	0.00%
Glenmore	20.00%	75.00%	5.00%	75.00%	25.00%	0.00%
Kabat	20.00%	80.00%	0.00%	75.00%	0.00%	25.00%
Kalipuro	20.00%	65.00%	15.00%	100.00%	0.00%	0.00%
Muncar	20.00%	75.00%	5.00%	100.00%	0.00%	0.00%
Rogojampi	20.00%	70.00%	10.00%	100.00%	0.00%	0.00%
Banyuwangi	10.00%	76.67%	13.33%	100.00%	0.00%	0.00%
Gambiran	10.00%	65.00%	25.00%	100.00%	0.00%	0.00%
Genteng	10.00%	55.00%	35.00%	50.00%	50.00%	0.00%
Pesanggaran	10.00%	40.00%	50.00%	0.00%	0.00%	100.00%
Tegalsari	10.00%	90.00%	0.00%	100.00%	0.00%	0.00%
Giri	5.00%	90.00%	5.00%	100.00%	0.00%	0.00%
Sempu	5.00%	95.00%	0.00%	100.00%	0.00%	0.00%
Songgon	5.00%	85.00%	10.00%	100.00%	0.00%	0.00%
Bangorejo	0.00%	55.00%	45.00%	0.00%	0.00%	100.00%
Blimbingsari	0.00%	40.00%	60.00%	0.00%	0.00%	100.00%
Glagah	0.00%	90.00%	10.00%	0.00%	0.00%	100.00%
Licin	0.00%	70.00%	30.00%	0.00%	0.00%	100.00%

Sub-District	Awareness of the Program			Success of the Program		
	Yes	No	NA	Successful/Very Successful	Unsuccessful/Very Unsuccessful	NA
Singojuruh	0.00%	90.00%	10.00%	0.00%	0.00%	0.00%
Wongsorejo	0.00%	90.00%	10.00%	0.00%	0.00%	0.00%

Table 14. Level of Economic Benefit and Effectiveness of Information Dissemination of the Banyuwangi Tourism App Work Program by Sub-District

Sub-District	Economic Benefit			Effectiveness of Information Dissemination		
	Large/Very Large	Small/Very Small	NA	Effective/Very Effective	Ineffective/Very Ineffective	NA
Cluring	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Srono	87.50%	12.50%	0.00%	100.00%	0.00%	0.00%
Tegaldlimo	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Kalibaru	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Siliragung	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Purwoharjo	80.00%	20.00%	0.00%	100.00%	0.00%	0.00%
Glenmore	75.00%	25.00%	0.00%	75.00%	25.00%	0.00%
Kabat	0.00%	100.00%	0.00%	100.00%	0.00%	0.00%
Kalipuro	25.00%	50.00%	25.00%	50.00%	25.00%	25.00%
Muncar	87.50%	12.50%	0.00%	100.00%	0.00%	0.00%
Rogojampi	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Banyuwangi	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Gambiran	0.00%	50.00%	50.00%	50.00%	50.00%	0.00%
Genteng	0.00%	0.00%	100.00%	0.00%	0.00%	100.00%
Pesanggaran	0.00%	0.00%	100.00%	0.00%	0.00%	100.00%
Tegalsari	0.00%	100.00%	0.00%	0.00%	100.00%	0.00%
Giri	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Sempu	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Songgon	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Bangorejo	0.00%	0.00%	100.00%	0.00%	0.00%	100.00%
Blimbingsari	0.00%	0.00%	100.00%	0.00%	0.00%	100.00%
Glagah	0.00%	0.00%	100.00%	0.00%	0.00%	100.00%
Licin	0.00%	0.00%	100.00%	0.00%	0.00%	100.00%
Singojuruh	0.00%	0.00%	100.00%	0.00%	0.00%	100.00%

Sub-District	Economic Benefit			Effectiveness of Information Dissemination		
	Large/Very Large	Small/Very Small	NA	Effective/Very Effective	Ineffective/Very Ineffective	NA
Wongsorejo	0.00%	0.00%	100.00%	0.00%	0.00%	100.00%

The survey on the Banyuwangi Green and Clean program reveals variation in perceptions among the sub-districts of Banyuwangi Regency. In terms of program success, the sub-districts of Sempu, Glenmore, Tegalsari, Pesanggaran, and Wongsorejo recorded the highest success levels, with 100% in Sempu, Glenmore, and Tegalsari. For economic benefits, the sub-districts of Sempu, Glenmore, Tegalsari, Pesanggaran, and Wongsorejo also showed the highest values, with 100% in Sempu, Glenmore, and Tegalsari. Regarding the effectiveness of information dissemination, the sub-districts of Sempu, Glenmore, Tegalsari, Pesanggaran, and Wongsorejo recorded the highest dissemination effectiveness scores, at 100%.

Based on these findings, the recommendation is to increase information dissemination and education efforts on the benefits of environmental cleanliness and sustainability in sub-districts with low awareness. The program needs to focus on low-scoring sub-districts to ensure that the public understands the importance of cleanliness and environmental sustainability, as well as its positive impact on tourism and the local economy. High-scoring sub-districts can serve as examples and inspiration for other sub-districts in adopting good cleanliness and environmental preservation practices. The breakdown of the Banyuwangi Green and Clean program is presented in detail in the following table:

Table 15. Level of Awareness and Success of the Banyuwangi Green and Clean Work Program by Sub-District

Sub-District	Awareness of the Program			Success of the Program		
	Yes	No	NA	Successful/Very Successful	Unsuccessful/Very Unsuccessful	NA
Cluring	60.00%	35.00%	5.00%	91.67%	8.33%	0.00%
Rogojampi	60.00%	40.00%	0.00%	83.33%	0.00%	16.67%
Gambiran	55.00%	35.00%	10.00%	90.91%	9.09%	0.00%
Srono	55.00%	40.00%	5.00%	90.91%	0.00%	9.09%
Tegaldlimo	55.00%	45.00%	0.00%	100.00%	0.00%	0.00%
Kabat	45.00%	55.00%	0.00%	100.00%	0.00%	0.00%
Kalibaru	45.00%	40.00%	15.00%	88.89%	11.11%	0.00%
Kalipuro	45.00%	45.00%	10.00%	88.89%	11.11%	0.00%
Muncar	42.50%	52.50%	5.00%	94.12%	5.88%	0.00%
Glenmore	40.00%	55.00%	5.00%	75.00%	25.00%	0.00%
Tegalsari	40.00%	60.00%	0.00%	100.00%	0.00%	0.00%
Banyuwangi	36.67%	50.00%	13.33%	90.91%	9.09%	0.00%
Genteng	35.00%	35.00%	30.00%	71.43%	14.29%	14.29%
Purwoharjo	35.00%	65.00%	0.00%	100.00%	0.00%	0.00%
Pesanggaran	30.00%	30.00%	40.00%	66.67%	0.00%	33.33%

Sub-District	Awareness of the Program			Success of the Program		
	Yes	No	NA	Successful/Very Successful	Unsuccessful/Very Unsuccessful	NA
Siliragung	20.00%	40.00%	40.00%	100.00%	0.00%	0.00%
Singojuruh	20.00%	70.00%	10.00%	100.00%	0.00%	0.00%
Giri	10.00%	85.00%	5.00%	100.00%	0.00%	0.00%
Glagah	10.00%	80.00%	10.00%	100.00%	0.00%	0.00%
Licin	10.00%	70.00%	20.00%	0.00%	0.00%	100.00%
Sempu	10.00%	90.00%	0.00%	100.00%	0.00%	0.00%
Songgon	5.00%	85.00%	10.00%	100.00%	0.00%	0.00%
Bangorejo	0.00%	50.00%	50.00%	0.00%	0.00%	100.00%
Blimbingsari	0.00%	40.00%	60.00%	0.00%	0.00%	100.00%
Wongsorejo	0.00%	90.00%	10.00%	0.00%	0.00%	100.00%

The survey on the Kemiren Traditional Village Area program shows significant variation in perceptions among the sub-districts of Banyuwangi Regency. In terms of public awareness, Rogojampi was the highest, followed by Glagah, Giri, and Kabat. For program success, the sub-districts of Singojuruh, Tegalsari, Kalipuro, Banyuwangi, and Cluring recorded the highest success levels, with the highest value of 90% in Tegalsari and the lowest of 60% in Singojuruh. Meanwhile, the sub-districts of Muncar, Giri, Genteng, Srono, and Rogojampi recorded the lowest success levels, with the lowest value of 10% in Muncar.

Table 16. Level of Economic Benefit and Effectiveness of Information Dissemination of the Banyuwangi Green and Clean Work Program by Sub-District

Sub-District	Economic Benefit			Effectiveness of Information Dissemination		
	Large/Very Large	Small/Very Small	NA	Effective/Very Effective	Ineffective/Very Ineffective	NA
Cluring	91.67%	8.33%	0.00%	91.67%	8.33%	0.00%
Rogojampi	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Gambiran	54.55%	27.27%	18.18%	90.91%	9.09%	0.00%
Srono	90.91%	9.09%	0.00%	90.91%	9.09%	0.00%
Tegaldlimo	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Kabat	55.56%	44.44%	0.00%	88.89%	11.11%	0.00%
Kalibaru	88.89%	11.11%	0.00%	100.00%	0.00%	0.00%
Kalipuro	66.67%	33.33%	0.00%	88.89%	11.11%	0.00%
Muncar	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Glenmore	87.50%	12.50%	0.00%	87.50%	12.50%	0.00%
Tegalsari	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Banyuwangi	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Genteng	42.86%	0.00%	57.14%	42.86%	0.00%	57.14%
Purwoharjo	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%

Sub-District	Economic Benefit			Effectiveness of Information Dissemination		
	Large/Very Large	Small/Very Small	NA	Effective/Very Effective	Ineffective/Very Ineffective	NA
Pesanggaran	0.00%	0.00%	100.00%	0.00%	0.00%	100.00%
Siliragung	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Singojuruh	50.00%	0.00%	50.00%	50.00%	0.00%	50.00%
Giri	50.00%	0.00%	50.00%	50.00%	0.00%	50.00%
Glagah	0.00%	100.00%	0.00%	0.00%	100.00%	0.00%
Licin	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Sempu	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Songgon	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Bangorejo	0.00%	0.00%	100.00%	0.00%	0.00%	100.00%
Blimbingsari	0.00%	0.00%	100.00%	0.00%	0.00%	100.00%
Wongsorejo	0.00%	0.00%	100.00%	0.00%	0.00%	100.00%

For economic benefits, the sub-districts of Singojuruh, Tegalsari, Kalipuro, Banyuwangi, and Cluring also showed the highest values, with the highest value of 100% in Cluring and the lowest of 50% in Kalipuro. On the other hand, Muncar, Giri, Genteng, Srono, and Rogojampi again recorded the lowest values, with the lowest value of 12.5% in Muncar. Regarding the effectiveness of information dissemination, the sub-districts of Singojuruh, Tegalsari, Kalipuro, Banyuwangi, and Cluring recorded the highest dissemination effectiveness scores, with 100% in Cluring and Banyuwangi. However, Muncar, Giri, Genteng, Srono, and Rogojampi recorded the lowest dissemination effectiveness scores, with the lowest value of 50% in Muncar.

Based on these findings, the recommendation is to increase information dissemination and education efforts for the Kemiren Traditional Village Area program in sub-districts with low awareness. High-scoring sub-districts can serve as examples to demonstrate the economic benefits and success of the program, which can increase public motivation and participation in other sub-districts. In addition, strategies should be evaluated and adjusted to improve the effectiveness of information dissemination and the success of the program in low-scoring sub-districts. The breakdown of the Kemiren Traditional Village Area program is presented in detail in the following table:

Table 17. Level of Awareness and Success of the Kemiren Traditional Village Area Work Program by Sub-District

Sub-District	Awareness of the Program			Success of the Program		
	Yes	No	NA	Successful/Very Successful	Unsuccessful/Very Unsuccessful	NA
Rogojampi	100.00%	0.00%	0.00%	90.00%	0.00%	10.00%
Glagah	90.00%	0.00%	10.00%	77.78%	0.00%	22.22%
Giri	80.00%	15.00%	5.00%	93.75%	0.00%	6.25%
Kabat	80.00%	20.00%	0.00%	81.25%	6.25%	12.50%

Sub-District	Awareness of the Program			Success of the Program		
	Yes	No	NA	Successful/Very Successful	Unsuccessful/Very Unsuccessful	NA
Banyuwangi	76.67%	16.67%	6.67%	95.65%	4.35%	0.00%
Cluring	65.00%	30.00%	5.00%	100.00%	0.00%	0.00%
Kalipuro	60.00%	40.00%	0.00%	83.33%	8.33%	8.33%
Singojuruh	60.00%	30.00%	10.00%	100.00%	0.00%	0.00%
Srono	60.00%	40.00%	0.00%	91.67%	8.33%	0.00%
Muncar	57.50%	37.50%	5.00%	100.00%	0.00%	0.00%
Tegaldlimo	55.00%	45.00%	0.00%	100.00%	0.00%	0.00%
Genteng	50.00%	15.00%	35.00%	100.00%	0.00%	0.00%
Licin	50.00%	40.00%	10.00%	20.00%	20.00%	60.00%
Purwoharjo	50.00%	50.00%	0.00%	100.00%	0.00%	0.00%
Siliragung	40.00%	20.00%	40.00%	75.00%	0.00%	25.00%
Songgon	40.00%	50.00%	10.00%	75.00%	0.00%	25.00%
Gambiran	35.00%	40.00%	25.00%	85.71%	0.00%	14.29%
Glenmore	35.00%	60.00%	5.00%	85.71%	14.29%	0.00%
Kalibaru	35.00%	50.00%	15.00%	85.71%	14.29%	0.00%
Pesanggaran	20.00%	30.00%	50.00%	50.00%	0.00%	50.00%
Tegalsari	20.00%	80.00%	0.00%	100.00%	0.00%	0.00%
Wongsorejo	20.00%	80.00%	0.00%	100.00%	0.00%	0.00%
Bangorejo	15.00%	40.00%	45.00%	66.67%	0.00%	33.33%
Sempu	15.00%	85.00%	0.00%	100.00%	0.00%	0.00%
Blimbingsari	10.00%	20.00%	70.00%	0.00%	100.00%	100.00%

Table 18. Level of Economic Benefit and Effectiveness of Information Dissemination of the Kemiren Traditional Village Area Work Program by Sub-District

Sub-District	Economic Benefit			Effectiveness of Information Dissemination		
	Large/Very Large	Small/Very Small	NA	Effective/Very Effective	Ineffective/Very Ineffective	NA
Rogojampi	100.00%	0.00%	0.00%	90.00%	0.00%	10.00%
Glagah	88.89%	0.00%	11.11%	88.89%	0.00%	11.11%
Giri	87.50%	0.00%	12.50%	81.25%	0.00%	18.75%
Kabat	43.75%	37.50%	18.75%	75.00%	6.25%	18.75%
Banyuwangi	82.61%	8.70%	8.70%	86.96%	4.35%	8.70%
Cluring	92.31%	7.69%	0.00%	100.00%	0.00%	0.00%
Kalipuro	66.67%	16.67%	16.67%	75.00%	8.33%	16.67%

Sub-District	Economic Benefit			Effectiveness of Information Dissemination		
	Large/Very Large	Small/Very Small	NA	Effective/Very Effective	Ineffective/Very Ineffective	NA
Singojuruh	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Srono	83.33%	16.67%	0.00%	100.00%	0.00%	0.00%
Muncar	95.65%	4.35%	0.00%	100.00%	0.00%	0.00%
Tegaldlimo	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Genteng	60.00%	10.00%	30.00%	50.00%	10.00%	40.00%
Licin	40.00%	20.00%	40.00%	60.00%	0.00%	40.00%
Purwoharjo	90.00%	10.00%	0.00%	100.00%	0.00%	0.00%
Siliragung	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Songgon	37.50%	0.00%	62.50%	37.50%	0.00%	62.50%
Gambiran	71.43%	14.29%	14.29%	85.71%	14.29%	0.00%
Glenmore	85.71%	14.29%	0.00%	85.71%	14.29%	0.00%
Kalibaru	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Pesanggaran	0.00%	0.00%	100.00%	0.00%	0.00%	100.00%
Tegalsari	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Wongsorejo	50.00%	50.00%	0.00%	100.00%	0.00%	0.00%
Bangorejo	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Sempu	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Blimbingsari	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%

The Destination 360° program received a rather poor awareness score. Only Cluring Sub-District reached 50% awareness, while none of the other sub-districts exceeded 20%, and in ten sub-districts, no respondents knew the program at all. Information dissemination for this program will be needed in the future, not only to achieve good awareness but also to make it easier to analyze the program and obtain feedback on any shortcomings that need to be addressed. The breakdown of the Destination 360° program is presented in detail in the following table:

Table 19. Level of Awareness of the Destination 360° Work Program by Sub-District

Sub-District	Awareness of the Program		
	Yes	No	NA
Cluring	50.00%	45.00%	5.00%
Purwoharjo	20.00%	80.00%	0.00%
Srono	20.00%	75.00%	5.00%
Kalibaru	15.00%	70.00%	15.00%
Kalipuro	15.00%	70.00%	15.00%
Banyuwangi	10.00%	76.67%	13.33%
Glenmore	10.00%	85.00%	5.00%

Sub-District	Awareness of the Program		
	Yes	No	NA
Kabat	10.00%	80.00%	10.00%
Pesanggaran	10.00%	40.00%	50.00%
Siliragung	10.00%	50.00%	40.00%
Songgon	10.00%	80.00%	10.00%
Genteng	5.00%	50.00%	45.00%
Muncar	5.00%	90.00%	5.00%
Sempu	5.00%	95.00%	0.00%
Tegaldlimo	5.00%	95.00%	0.00%
Bangorejo	0.00%	50.00%	50.00%
Blimbingsari	0.00%	20.00%	80.00%
Gambiran	0.00%	70.00%	30.00%
Giri	0.00%	95.00%	5.00%
Glagah	0.00%	80.00%	20.00%
Licin	0.00%	70.00%	30.00%
Rogojampi	0.00%	60.00%	40.00%
Singojuruh	0.00%	90.00%	10.00%
Tegalsari	0.00%	100.00%	0.00%
Wongsorejo	0.00%	90.00%	10.00%

The survey on the PPKM program in Banyuwangi Regency shows significant variation in perceptions among sub-districts. In terms of program success, the sub-districts of Licin, Glagah, Genteng, Kalibaru, and Sempu recorded the highest success levels, with the highest value of 100% in Licin and Genteng. Meanwhile, sub-districts such as Purwoharjo, Giri, Gambiran, Songgon, and Kabat recorded the lowest success levels.

For economic benefits, the sub-districts of Licin, Glagah, Genteng, Kalibaru, and Sempu also showed the highest values, with the highest value of 100% in Licin and Genteng. On the other hand, Purwoharjo, Giri, Gambiran, Songgon, and Kabat again recorded the lowest values. Regarding the effectiveness of information dissemination, the sub-districts of Licin, Glagah, Genteng, Kalibaru, and Sempu recorded the highest dissemination effectiveness scores, with 100% in Licin and Genteng. However, Purwoharjo, Giri, Gambiran, Songgon, and Kabat recorded the lowest dissemination effectiveness scores.

Based on these findings, the recommendation is to increase information dissemination and education efforts on the PPKM program in sub-districts with low awareness. It is important to highlight the economic benefits experienced in high-scoring sub-districts as examples to attract interest and increase public participation in other sub-districts. In addition, strategies should be evaluated and adjusted to improve the success and effectiveness of program dissemination in low-scoring sub-districts. The breakdown of the PPKM (Culinary Product and Merchandise Promotion) program is presented in detail in the following table:

Table 20. Level of Awareness and Success of the PPKM (Culinary Product and Merchandise Promotion) Work Program by Sub-District

Sub-District	Awareness of the Program			Success of the Program		
	Yes	No	NA	Successful/Very Successful	Unsuccessful/Very Unsuccessful	NA
Rogojampi	100.00%	0.00%	0.00%	90.00%	0.00%	10.00%
Glagah	80.00%	0.00%	20.00%	100.00%	0.00%	0.00%
Srono	65.00%	35.00%	0.00%	100.00%	0.00%	0.00%
Cluring	60.00%	35.00%	5.00%	100.00%	0.00%	0.00%
Siliragung	60.00%	10.00%	30.00%	100.00%	0.00%	0.00%
Glenmore	45.00%	50.00%	5.00%	77.78%	22.22%	0.00%
Genteng	40.00%	30.00%	30.00%	62.50%	0.00%	37.50%
Kalipuro	40.00%	50.00%	10.00%	75.00%	25.00%	0.00%
Tegalsari	40.00%	60.00%	0.00%	100.00%	0.00%	0.00%
Kalibaru	35.00%	50.00%	15.00%	100.00%	0.00%	0.00%
Muncar	30.00%	65.00%	5.00%	91.67%	0.00%	8.33%
Gambiran	25.00%	50.00%	25.00%	100.00%	0.00%	0.00%
Banyuwangi	20.00%	66.67%	13.33%	100.00%	0.00%	0.00%
Kabat	20.00%	70.00%	10.00%	100.00%	0.00%	0.00%
Purwoharjo	20.00%	80.00%	0.00%	100.00%	0.00%	0.00%
Sempu	20.00%	80.00%	0.00%	100.00%	0.00%	0.00%
Songgon	15.00%	75.00%	10.00%	66.67%	0.00%	33.33%
Blimbingsari	10.00%	20.00%	70.00%	100.00%	0.00%	0.00%
Pesanggaran	10.00%	40.00%	50.00%	0.00%	0.00%	100.00%
Tegaldlimo	5.00%	95.00%	0.00%	100.00%	0.00%	0.00%
Bangorejo	0.00%	55.00%	45.00%	0.00%	0.00%	0.00%
Giri	0.00%	95.00%	5.00%	0.00%	0.00%	0.00%
Licin	0.00%	70.00%	30.00%	0.00%	0.00%	0.00%
Singojuruh	0.00%	90.00%	10.00%	0.00%	0.00%	0.00%
Wongsorejo	0.00%	90.00%	10.00%	0.00%	0.00%	0.00%

Table 21. Level of Economic Benefit and Effectiveness of Information Dissemination of the PPKM (Culinary Product and Merchandise Promotion) Work Program by Sub-District

Sub-District	Economic Benefit			Effectiveness of Information Dissemination		
	Large/Very Large	Small/Very Small	NA	Effective/Very Effective	Ineffective/Very Ineffective	NA
Rogojampi	90.00%	10.00%	0.00%	100.00%	0.00%	0.00%
Glagah	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Srono	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Cluring	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%

Sub-District	Economic Benefit			Effectiveness of Information Dissemination		
	Large/Very Large	Small/Very Small	NA	Effective/Very Effective	Ineffective/Very Ineffective	NA
Siliragung	83.33%	16.67%	0.00%	83.33%	0.00%	16.67%
Glenmore	66.67%	22.22%	11.11%	66.67%	22.22%	11.11%
Genteng	50.00%	0.00%	50.00%	50.00%	0.00%	50.00%
Kalipuro	62.50%	25.00%	12.50%	75.00%	12.50%	12.50%
Tegalsari	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Kalibaru	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Muncar	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Gambiran	20.00%	40.00%	40.00%	60.00%	40.00%	0.00%
Banyuwangi	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Kabat	50.00%	50.00%	0.00%	75.00%	25.00%	0.00%
Purwoharjo	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Sempu	75.00%	0.00%	25.00%	75.00%	0.00%	25.00%
Songgon	66.67%	0.00%	33.33%	66.67%	0.00%	33.33%
Blimbingsari	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Pesanggaran	0.00%	0.00%	100.00%	0.00%	0.00%	100.00%
Tegaldlimo	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Bangorejo	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Giri	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Licin	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Singojuruh	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wongsorejo	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

Public Suggestions on Programs in the Tourism and Creative Economy Sectors

Suggestions and input from the public are very important in the development of the tourism and creative economy sectors in Banyuwangi Regency. The public are the main stakeholders and have direct knowledge of conditions in the areas where they live. By receiving and considering public suggestions, the government can obtain more comprehensive and accurate information about community needs and the potential that exists in the region. In addition, the public can offer varied perspectives and input that can serve as solutions to the problems and difficulties encountered in developing tourism and the creative economy in their areas. By receiving public suggestions and input, the government can formulate policies that are better targeted and have a positive impact on the development of tourism and the creative economy. Collaboration and active public participation are therefore expected to help the government formulate programs that can improve public welfare and bring benefits to Banyuwangi Regency.

In the open-ended question, respondents were asked whether they had any suggestions about existing programs, or programs that could be created, to develop tourism and the creative economy in Banyuwangi Regency. The public gave many suggestions and opinions on this matter. The author then grouped these suggestions into several categories.

Increasing Training and Developing Villages with Potential: 4.55% of respondents suggested increasing the amount of training and the development of villages with tourism or creative economy potential. Focusing on these villages can help improve local skills and develop new tourist destinations.

Improving Access and Connectivity Between Regions: Also 4.55% of respondents recommended improving access and connectivity between areas in Banyuwangi Regency. This is important to make it easier for visitors to reach various tourist destinations and to strengthen the distribution network for MSME products.

Building Facilities for Selling Souvenirs and Other MSME Products: 4.09% of respondents suggested building facilities for selling souvenirs and other MSME products. This aims to support the promotion and sale of local products to tourists.

Developing Services and Cleanliness in Tourist Areas: 2.73% of respondents emphasized the importance of developing services and improving cleanliness in tourist areas. This will enhance the tourist experience and promote sustainable tourism.

Information Dissemination and Wider Information Access: 2.27% of respondents felt that information dissemination and the expansion of information about tourism and the creative economy need to be improved. This can help local communities better understand and actively engage in the tourism industry.

Providing Capital and Business Equipment to the Public: Only 0.91% of respondents suggested providing capital and business equipment to the public. This indicates that although financial support is considered important, it is not a top priority for respondents.

Others: 2.27% of respondents gave other suggestions that do not fall into the categories above.

NA (Don't Know/Unclear): Most respondents, 78.64%, did not provide a specific answer or did not know the answer to the question. This indicates that there may still be a lack of information or awareness among the public about the potential of tourism and the creative economy in Banyuwangi Regency. The distribution of respondents' opinions on the suggestions needed to develop tourism and the creative economy in Banyuwangi Regency is presented in detail in the following figure:

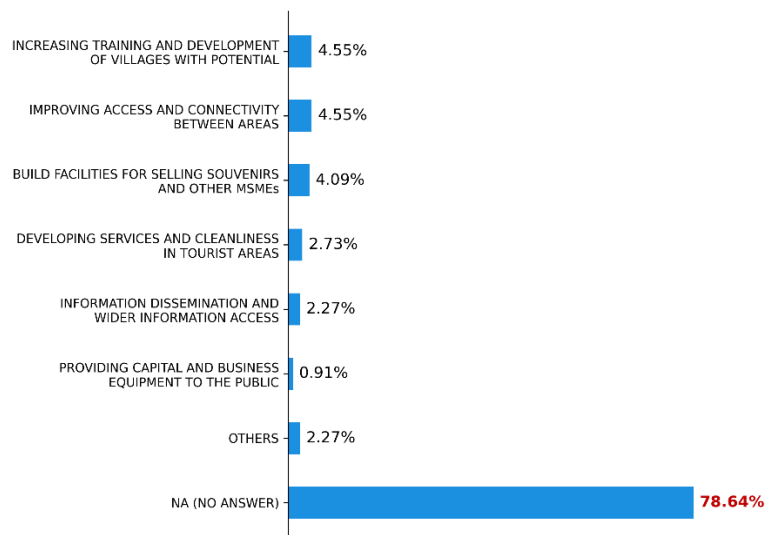


Figure 2. Suggestions for Developing Tourism and the Creative Economy

Community Satisfaction Index for the Tourism and Creative Economy Sectors

Assessing the community satisfaction index is important for measuring how well a government is performing its duties. This evaluation is carried out to determine the extent to which the government has met the needs of the public and resolved existing problems.

Knowing the level of public satisfaction with government performance can help the government plan programs and policies that are better targeted and more aligned with the needs of the community. Moreover, the assessment of the community satisfaction index also provides reciprocal benefits for the public. Evaluations conducted by the government can provide a channel for the public to express their aspirations and give input to the government. This can increase public participation in regional development and strengthen the relationship between the government and the community. The benefits the public will gain from this satisfaction index assessment are better and more effective public services, as well as the fulfillment of community needs in a more targeted way. In addition, the evaluation results can motivate the government to keep improving its performance and the quality of the public services it provides. In the long term, evaluating the community satisfaction index can contribute to the progress of the region. With continuous assessment, the government can keep monitoring and improving its performance and evaluating the programs and policies it has implemented. This can have positive effects on regional progress, such as improved public welfare, increased investment, and greater regional competitiveness at the national and international levels. The assessment of the community satisfaction index is therefore very important for improving the quality of public services and the progress of the region.

Assessment of CSI Elements in Recreation-Based Tourism

The following table presents the results of processing the data on the nine service elements and their indicators, with the Average Score (*Nilai Rata-Rata*, NRR) for Importance and Performance from the satisfaction assessment of the tourism sector in Banyuwangi Regency. The Importance and Performance NRR values all scored above three. Overall, the average importance score is 3.02 and the average satisfaction score is 2.99, giving a gap value of -0.03. The negative gap value indicates that the actual quality has not yet matched the ideal quality expected by the public. Even so, this gap value is still relatively low and close to zero.

Table 22. Average Scores of Elements in the Recreation-Based Tourism Sector

Element	Indicator	Importance NRR		Performance NRR	
Requirements					
U1	Suitability	2.96	2.97	2.99	2.99
	Simplicity	2.99		2.99	
Systems, Mechanisms, and Procedures					
U2	Simplicity	3.02	3.02	2.99	2.99
	Orderliness	3.02		2.99	
	Suitability	3.00		2.99	
Completion Time					
U3	Suitability	3.02	3.02	2.99	2.98
	Accuracy	3.02		2.97	
Cost/Fees					
U4	Suitability	3.03	3.03	2.99	2.99
Product Specification of Service Type					
U5	Suitability	2.98	3.00	2.98	2.98

Element	Indicator	Importance NRR	Performance NRR
	Availability	3.01	2.99
Competence of Implementers			
U6	Ability	3.02	2.97
	Speed	3.02	2.99
Behavior of Implementers			
U7	Courtesy and friendliness	3.03	3.00
	Neatness and appropriateness	3.04	3.00
	Responsibility	3.04	3.01
Facilities and Infrastructure			
U8	Availability	3.05	2.99
	Quality	3.04	2.99
Handling of Complaints, Suggestions, and Feedback			
U9	Accessibility	2.99	2.96
	Responsiveness	3.03	2.98
Average		3.02	2.99
GAP		-0.03	

*) NRR: Average Score (Nilai Rata-Rata)

Based on Table 10, it can be concluded that the Quality Score for satisfaction with the tourism sector in Banyuwangi Regency is C (Fair), with a CSI value of 75.50. The table also shows that the assessment of each element is actually already good, with average scores close to three.

Table 23. CSI Value for the Recreation-Based Tourism Sector

Service Element	NRR of Element	Weighted NRR (0.11)
U1 Requirements	2.99	0.33
U2 Systems, Mechanisms, and Procedures	2.99	0.33
U3 Completion Time	2.98	0.33
U4 Cost/Fees	2.99	0.33
U5 Product Specification of Service Type	3.27	0.36
U6 Competence of Implementers	2.98	0.33
U7 Behavior of Implementers	2.98	0.33
U8 Facilities and Infrastructure	3.00	0.33
U9 Handling of Complaints, Suggestions, and Feedback	2.99	0.33
Index Value		3.02
CSS Value (Index Value × 25)		75.50
Quality Score		C - Fair

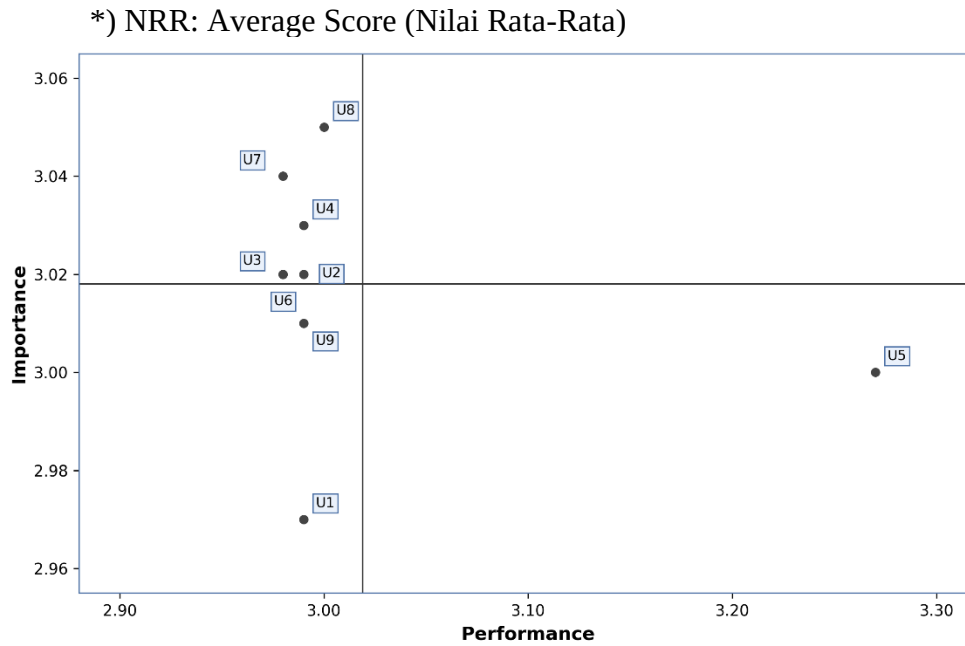


Figure 3. Cartesian Diagram of Importance-Performance Analysis (IPA) for the Recreation-Based Tourism Sector

Figure 3 shows the improvement priority quadrant of each element. Table 43 above also shows which service elements fall into each quadrant. Although the assessment of every element is already good, to further increase public satisfaction with the tourism sector in Banyuwangi Regency, the elements that should be prioritized for improvement are procedures, completion time, cost and fees, competence of implementers, behavior of implementers, and facilities and infrastructure.

Table 24. IPA Quadrants for the Recreation-Based Tourism Sector

Quadrant 1 (Top Priority for Performance Improvement) U2 (Procedures) U3 (Completion Time) U4 (Cost and Fees) U6 (Competence of Implementers) U7 (Behavior of Implementers) U8 (Facilities and Infrastructure)	Quadrant 2 (Strengths to Be Maintained) None
Quadrant 3 (Second Priority After Top Priority) U1 (Requirements) U9 (Handling of Complaints, Suggestions, and Feedback)	Quadrant 4 (Performance Exceeds Importance) U5 (Product Specification of Service Type)

The next priority for improvement consists of requirements and the handling of complaints, suggestions, and feedback. The elements in Quadrants 2 and 4 must have their

performance maintained. Three elements received criticism and suggestions from the public, presented in the following table:

Table 25. Criticisms and Suggestions

Criticism	Suggestion
Cost and Fees	
Entrance tickets are expensive	Provide ticket subsidies
Facilities and Infrastructure	
Cleanliness of facilities and infrastructure	Improve cleanliness
Competence of Implementers	
Quality of human resources	Human resource training

Assessment of CSI Elements in Local Wisdom-Based Tourism

The following table presents the results of the data analysis for the nine service elements and their respective indicators, including the Average Importance Score (NRR) and Average Performance Score (NRR) based on the public satisfaction assessment of Local Wisdom-Based Tourism Services in Banyuwangi Regency. All Average Importance and Performance Scores are above three. Overall, the average importance score is 2.99, and the average satisfaction score is also 2.99, resulting in a gap score of 0.00. A zero gap score indicates that the actual quality of service meets the ideal quality expected by the community.

Table 26. Average Scores of Elements in the Local Wisdom-Based Tourism Sector

Element	Indicator	Importance NRR		Performance NRR	
Requirements					
U1	Suitability	2.96	2.96	2.99	2.99
	Simplicity	2.97		2.99	
Systems, Mechanisms, and Procedures					
U2	Simplicity	2.99	2.98	2.99	2.98
	Orderliness	2.97		2.99	
	Suitability	2.97		2.97	
Completion Time					
U3	Suitability	2.97	2.98	2.98	2.98
	Accuracy	2.98		2.98	
Cost/Fees					
U4	Suitability	3.00	3.00	3.01	3.01
Product Specification of Service Type					
U5	Suitability	2.96	2.98	2.98	2.98
	Availability	3.00		2.98	
Competence of Implementers					
U6	Ability	3.02	3.02	2.99	2.99
	Speed	3.02		2.99	
U7	Behavior of Implementers				

Element	Indicator	Importance NRR	Performance NRR
	Courtesy and friendliness	3.03	3.00
	Neatness and appropriateness	3.01	3.00
	Responsibility	3.02	3.00
Facilities and Infrastructure			
U8	Availability	3.02	3.00
	Quality	3.01	3.00
Handling of Complaints, Suggestions, and Feedback			
U9	Accessibility	2.98	2.95
	Responsiveness	3.00	2.97
Average		2.99	2.99
GAP		0.00	

*) NRR: Average Score (Nilai Rata-Rata)

Based on the table below, it can be concluded that the Quality Score for satisfaction with the tourism sector in Banyuwangi Regency is C (Fair), with a CSI value of 75.57. The table also shows that the assessment of each element is actually already good, with average scores close to three.

Table 27. CSI Value for the Local Wisdom-Based Tourism Sector

Service Element	NRR of Element	Weighted NRR (0.11)
U1 Requirements	2.99	0.33
U2 Systems, Mechanisms, and Procedures	2.98	0.33
U3 Completion Time	2.98	0.33
U4 Cost/Fees	3.01	0.33
U5 Product Specification of Service Type	3.27	0.36
U6 Competence of Implementers	2.98	0.33
U7 Behavior of Implementers	2.99	0.33
U8 Facilities and Infrastructure	3.00	0.33
U9 Handling of Complaints, Suggestions, and Feedback	3.00	0.33
Index Value		3.02
CSS Value (Index Value × 25)		75.57
Quality Score		C - Fair

*) NRR: Average Score (Nilai Rata-Rata)

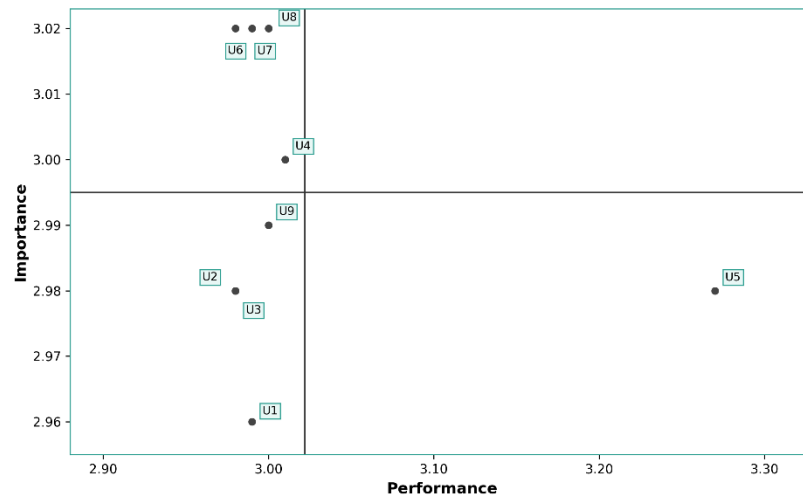


Figure 4. Cartesian Diagram of Importance-Performance Analysis (IPA) for the Local Wisdom-Based Tourism Sector

Figure 8 shows the improvement priority quadrant of each element. Table 43 also shows which service elements fall into each quadrant. Although the assessment of every element is already good, to further increase public satisfaction with the tourism sector in Banyuwangi Regency, the elements that should be prioritized for improvement are cost and fees, competence of implementers, behavior of implementers, and facilities and infrastructure.

Table 28. IPA Quadrants for the Local Wisdom-Based Tourism Sector

Quadrant 1 (Top Priority for Performance Improvement) U4 (Cost and Fees) U6 (Competence of Implementers) U7 (Behavior of Implementers) U8 (Facilities and Infrastructure)	Quadrant 2 (Strengths to Be Maintained) None
Quadrant 3 (Second Priority After Top Priority) U1 (Requirements) U2 (Procedures) U3 (Completion Time) U9 (Handling of Complaints, Suggestions, and Feedback)	Quadrant 4 (Performance Exceeds Importance) U5 (Product Specification of Service Type)

The next priority for improvement consists of requirements, procedures, completion time, and the handling of complaints, suggestions, and feedback. The elements in Quadrants 2 and 4 must have their performance maintained. Three elements received criticism and suggestions from the public, presented in the following table:

Table 29. Criticisms and Suggestions

Criticism	Suggestion
Completion Time	
Too rushed	More relaxed
Handling of Complaints, Suggestions, and Feedback	
No facilities available	Create a complaints facility

Assessment of CSI Elements in Events and Festivals

The table below presents the results of processing the data on the nine service elements and their indicators, with the Average Score (*Nilai Rata-Rata*, NRR) for Importance and Performance from the satisfaction assessment of the events and festivals sector in Banyuwangi Regency. The Importance and Performance NRR values all scored above three. Overall, the average importance score is 3.02 and the average satisfaction score is 2.99, giving a gap value of -0.024. The negative gap value indicates that the actual quality has not yet matched the ideal quality expected by the public.

Table 30. Average Scores of Elements in the Events and Festivals Sector

Element	Indicator	Importance	NRR	Performance	NRR
Requirements					
U1	Suitability	3.01	3.01	2.98	2.98
	Simplicity	3.02		2.99	
Systems, Mechanisms, and Procedures					
U2	Simplicity	3.01	3.02	3.01	3.01
	Orderliness	3.02		3.02	
	Suitability	3.03		3.01	
Completion Time					
U3	Suitability	3.01	3.01	2.97	2.98
	Accuracy	3.01		2.98	
Cost/Fees					
U4	Suitability	3.00	3.00	2.98	2.98
Product Specification of Service Type					
U5	Suitability	2.97	2.98	3.01	3.00
	Availability	3.00		2.99	
Competence of Implementers					
U6	Ability	3.03	3.03	2.99	2.98
	Speed	3.02		2.98	
Behavior of Implementers					
U7	Courtesy and friendliness	3.05	3.03	3.02	3.00
	Neatness and appropriateness	3.02		2.99	
	Responsibility	3.04		2.99	
U8	Facilities and Infrastructure				

Element	Indicator	Importance NRR	Performance NRR
	Availability	3.05	3.00
	Quality	3.04	3.01
	Handling of Complaints, Suggestions, and Feedback		
U9	Accessibility	2.98	2.97
	Responsiveness	3.05	3.02
	Average	3.02	2.99
	GAP	-0.024	

*) NRR: Average Score (Nilai Rata-Rata)

Based on the table below, it can be concluded that the Quality Score for satisfaction with the events and festivals sector in Banyuwangi Regency is C (Fair), with a CSI value of 74.82. The table also shows that the assessment of each element is actually already good, with average scores close to three.

Table 31. CSI Value for the Events and Festivals Sector

Service Element	NRR of Element	Weighted NRR (0.11)
U1 Requirements	2.98	0.33
U2 Systems, Mechanisms, and Procedures	3.01	0.33
U3 Completion Time	2.98	0.33
U4 Cost/Fees	2.98	0.33
U5 Product Specification of Service Type	3.00	0.33
U6 Competence of Implementers	3.00	0.33
U7 Behavior of Implementers	2.98	0.33
U8 Facilities and Infrastructure	3.00	0.33
U9 Handling of Complaints, Suggestions, and Feedback	3.00	0.33
Index Value		2.99
CSS Value (Index Value × 25)		74.82
Quality Score		C - Fair

*) NRR: Average Score (Nilai Rata-Rata)

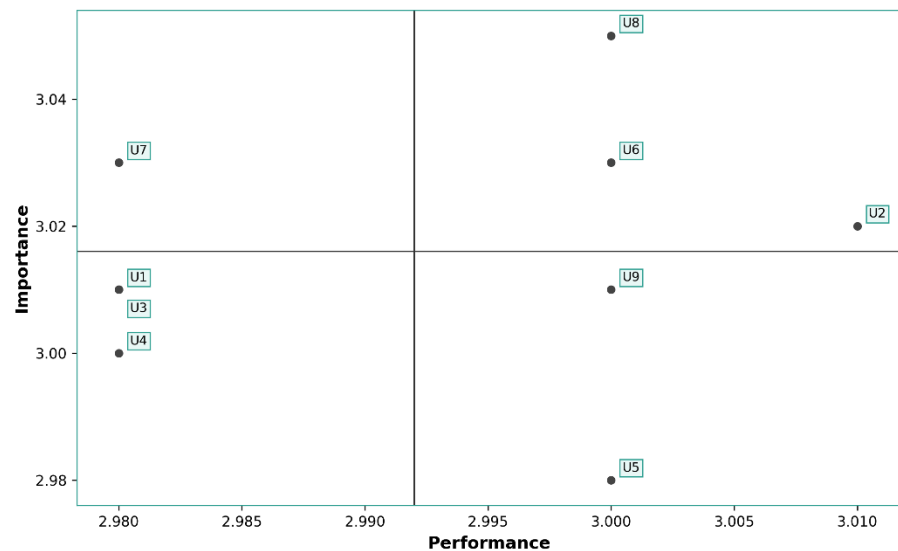


Figure 5. Cartesian Diagram of Importance-Performance Analysis (IPA) for the Events and Festivals Sector

Table 32. IPA Quadrants for the Events and Festivals Sector

Quadrant 1 (Top Priority for Performance Improvement)	Quadrant 2 (Strengths to Be Maintained)
U7 (Behavior of Implementers)	U2 (Procedures)
U8 (Facilities and Infrastructure)	U6 (Competence of Implementers)
Quadrant 3 (Second Priority After Top Priority)	Quadrant 4 (Performance Exceeds Importance)
U1 (Requirements)	U5 (Product Specification of Service Type)
U3 (Completion Time)	U9 (Handling of Complaints, Suggestions, and Feedback)
U4 (Cost and Fees)	

Figure 5 shows the improvement priority quadrant of each element. Table 47 also shows which service elements fall into each quadrant. Although the assessment of every element is already good, to further increase public satisfaction with the tourism sector in Banyuwangi Regency, the elements that should be prioritized for improvement are the behavior of implementers, and facilities and infrastructure. The next priority for improvement consists of requirements, completion time, and cost and fees. The elements in Quadrants 2 and 4 must have their performance maintained. Three elements received criticism and suggestions from the public, presented in the following table:

Table 33. Criticisms and Suggestions

Criticism	Suggestion
Competence of Implementers	
Quality of human resources	Hold training
Facilities and Infrastructure	
Facilities are still lacking	Further improvement

Assessment of CSI Elements in the Creative Economy Sector

The table below presents the results of processing the data on the nine service elements and their indicators, with the Average Score (*Nilai Rata-Rata*, NRR) for Importance and Performance from the satisfaction assessment of the services of the Health Office (*Dinas Kesehatan*) in Banyuwangi Regency. The Importance and Performance NRR values all scored above three. Overall, the average importance score is 2.88 and the average satisfaction score is 2.97, giving a gap value of 0.089. A positive gap value indicates that the actual quality exceeds the ideal quality expected by the public.

Table 34. Average Scores of Elements in the Creative Economy Sector

Element	Indicator	Importance NRR	Performance NRR
U1	Requirements		
	Suitability	2.90	2.90
	Simplicity	2.90	2.97
U2	Systems, Mechanisms, and Procedures		
	Simplicity	2.87	2.87
	Orderliness	2.87	2.97
	Suitability	2.87	2.97
U3	Completion Time		
	Suitability	2.87	2.87
	Accuracy	2.87	2.97
U4	Cost/Fees		
	Suitability	2.90	2.90
U5	Product Specification of Service Type		
	Suitability	2.90	2.89
	Availability	2.87	3.00
U6	Competence of Implementers		
	Ability	2.87	2.87
	Speed	2.87	2.97
U7	Behavior of Implementers		
	Courtesy and friendliness	2.87	2.87
	Neatness and appropriateness	2.87	2.97
	Responsibility	2.87	2.97
U8	Facilities and Infrastructure		
	Availability	2.87	2.87
	Quality	2.87	2.97
U9	Handling of Complaints, Suggestions, and Feedback		
	Accessibility	2.87	2.87
	Responsiveness	2.87	2.93
Average		2.88	2.97

Element	Indicator	Importance NRR	Performance NRR
GAP		0.089	

*) NRR: Average Score (Nilai Rata-Rata)

Based on the following table, it can be concluded that the Quality Score for satisfaction with the services of the Health Office (*Dinas Kesehatan*) in Banyuwangi Regency is C (Fair), with a CSI value of 74.35. The table also shows that several elements still need service improvements.

Table 35. CSI Value for the Creative Economy Sector

Service Element	NRR of Element	Weighted NRR (0.11)
U1 Requirements	2.97	0.33
U2 Systems, Mechanisms, and Procedures	2.97	0.33
U3 Completion Time	2.97	0.33
U4 Cost/Fees	3.00	0.33
U5 Product Specification of Service Type	2.98	0.33
U6 Competence of Implementers	2.98	0.33
U7 Behavior of Implementers	2.97	0.33
U8 Facilities and Infrastructure	2.97	0.33
U9 Handling of Complaints, Suggestions, and Feedback	2.97	0.33
Index Value		2.97
CSS Value (Index Value × 25)		74.35
Quality Score		C - Fair

*) NRR: Average Score (Nilai Rata-Rata)

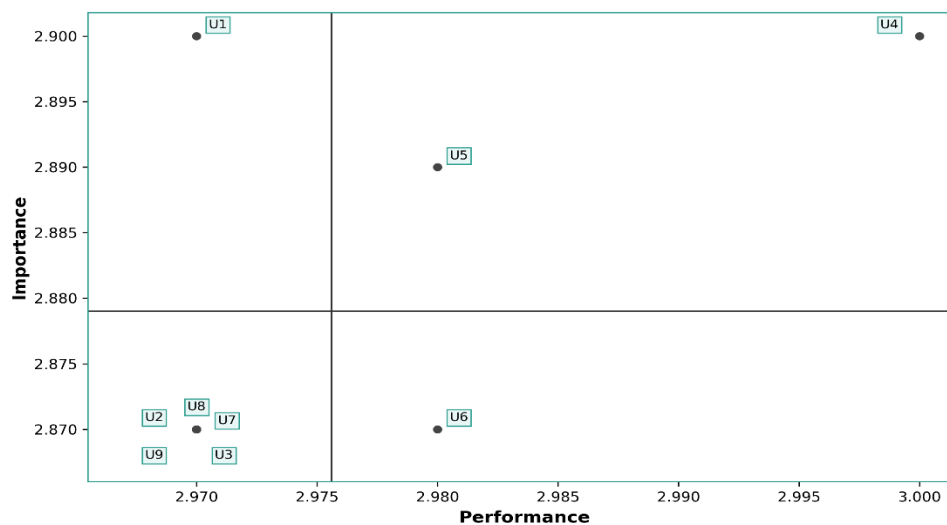


Figure 6. Cartesian Diagram of Importance-Performance Analysis (IPA) for the Creative Economy Sector

Table 36. IPA Quadrants for the Creative Economy Sector

Quadrant 1 (Top Priority for Performance Improvement) U1 (Requirements)	Quadrant 2 (Strengths to Be Maintained) U6 (Competence of Implementers) U9 (Handling of Complaints, Suggestions, and Feedback)
Quadrant 3 (Second Priority After Top Priority) U2 (Procedures) U3 (Completion Time) U7 (Behavior of Implementers) U8 (Facilities and Infrastructure)	Quadrant 4 (Performance Exceeds Importance) U4 (Cost and Fees) U5 (Product Specification of Service Type)

Figure 6 shows the improvement priority quadrant of each element. Table 51 also shows which service elements fall into each quadrant. Although the assessment of every element is already good, to further increase public satisfaction with the creative economy sector in Banyuwangi Regency, the element that should be prioritized for improvement is requirements. The elements in Quadrants 2 and 4 must have their performance maintained. Three elements received criticism and suggestions from the public, presented in the following table:

Table 37. Criticisms and Suggestions

Criticism	Suggestion
Handling of Complaints, Suggestions, and Feedback	
No facilities available	Provide a clear place for complaints

DISCUSSIONS

Program Evaluation and Public Expectations in the Tourism and Creative Economy Sectors

Surveys in the tourism and creative economy sectors play an important role in evaluating and developing government programs in these fields. Public evaluation of the programs that have been implemented in the tourism and creative economy sectors is essential for determining the success of those programs and the shortcomings that need to be corrected in future programs. In addition, mapping public expectations is also important in formulating programs that will have a greater impact in the future. In the tourism sector, public evaluation is needed to determine the effectiveness of tourism promotion, the quality of tourism services, and the development of existing tourist attractions. This evaluation can help the government formulate programs that focus more on developing tourist attractions with strong appeal that can increase the number of tourist visits.

In addition, mapping public expectations can help the government formulate programs that focus on improving the welfare of communities around tourist sites. In the creative economy sector, public evaluation is needed to determine the extent of the creative

sector's development and its impact on the regional economy. This evaluation can help the government formulate programs that focus on developing creative sectors that have great potential and can have a significant economic impact. Furthermore, mapping public expectations can also help the government formulate programs that focus on improving the quality of human resources and the availability of infrastructure that supports the development of the creative sector. In this regard, public evaluation and expectations need to be a primary consideration in developing programs in the tourism and creative economy sectors. This will help the government optimize existing programs and formulate programs that are more impactful and sustainable in the future.

Public Assessment of Tourism and Creative Economy Programs

In this era of globalization, the development of the tourism and creative economy sectors has become one of the main priorities of local governments seeking to boost local economic growth. Banyuwangi Regency, as a tourism destination with considerable potential in Indonesia, continues its efforts to optimize its programs in this field. This survey therefore aims to provide an in-depth picture of the public's knowledge and perceptions of these programs. By assessing the extent to which the programs are known and regarded as successful by the public, the government can design more effective strategies to increase public participation and support. With better knowledge, synergy between the government and the community is expected to emerge, bringing positive impacts to the development of the tourism and creative economy sectors in Banyuwangi Regency. Thus, this survey is not only an evaluation instrument but also a proactive step toward understanding and meeting the expectations and needs of the public, creating sustainable positive impacts for the progress of Banyuwangi Regency. Evaluating the programs implemented by the government is highly important, because evaluation provides an indication of the extent to which a program has benefited the public. Through evaluation, the public can provide input on the strengths and weaknesses of the programs that have been implemented. The government can thereby identify what needs to be improved or changed so that the programs become more effective and efficient in delivering benefits to the public.

In addition, program evaluation can affect public welfare. If an implemented program proves effective and efficient, the public will experience its benefits directly. This will improve public welfare and strengthen the relationship between the government and the community. However, if a program does not deliver significant benefits, evaluation can help the government find more appropriate solutions. Public evaluation of programs is therefore very important in helping the government formulate better programs in the future and improve public welfare.

In evaluating the level of knowledge and the success of tourism and creative economy programs in Banyuwangi Regency, this survey also aims to provide an initial overview of several programs that are the focus of the study. The Banyuwangi Ethno Carnival (BEC), for example, is an annual event celebrating local cultural richness through cultural parades and ethnic arts. The Banyuwangi Tour de Ijen invites cyclists to explore natural beauty, particularly the Ijen Crater, while promoting healthy and sustainable sports. The Banyuwangi Festival is a series of arts and cultural events showcasing local uniqueness, while the Kemiren Traditional Village Area offers an authentic experience in a traditional village with distinctive traditions and arts. Tourism Villages (*Desa Wisata*) present a community-based tourism concept in villages that preserve local wisdom.

The importance of this survey lies in gaining a deeper understanding of the extent to which these programs are known and regarded as successful by the public. The success of a tourism program is reflected not only in the level of participation but also in the positive impact it has on the local community. By understanding the public's level of knowledge and

perceptions, the government can therefore design more accurate measures to raise public awareness of, and support for, the programs that have been implemented. Accordingly, the survey results not only provide information but also serve as a strategic step in developing tourism and the creative economy in Banyuwangi Regency toward a more advanced and sustainable future.

The survey results show respondents' level of knowledge of the tourism and creative economy programs organized by the Banyuwangi Regency Government. The best-known program was the Banyuwangi Ethno Carnival (BEC), with a knowledge level of 69.77%, followed by the Banyuwangi Tour de Ijen at 66.82%. The Banyuwangi Festival was also fairly well known, at 55.68%. On the other hand, the Destination 360° program and the Banyuwangi Tourism App had relatively low levels of knowledge, at only 10.23% and 17.73%, respectively. From these results, it can be concluded that programs such as BEC, Tour de Ijen, and the Banyuwangi Festival have significant awareness compared with other programs, while Destination 360° and the Banyuwangi Tourism App require more attention in efforts to raise public awareness.

Before examining the success of government tourism programs as perceived by the public, understanding the level of public awareness of these programs is an important first step. The level of awareness reflects the extent to which information about tourism programs has spread among, and been absorbed by, the public. The earlier survey results show that several programs are known to most respondents, such as the Banyuwangi Ethno Carnival (BEC) and the Banyuwangi Tour de Ijen, while other programs may require further efforts to raise awareness among the public.

In line with this level of awareness, the survey also explored the public's views on the success of these programs. By linking the level of knowledge with the public's perceptions of government programs, it is possible to understand the extent to which public understanding of the programs influences their views on how successful the programs are. In other words, the level of awareness can be regarded as an initial step that may influence how the public judges the success of a program. In this context, the survey provides a comprehensive understanding of the role of awareness in assessing the success of tourism and creative economy programs in Banyuwangi Regency.

The survey results on the success of tourism and creative economy programs organized by the Banyuwangi Regency Government show a positive evaluation from respondents' perspective. The program rated most successful by respondents was the Banyuwangi Ethno Carnival (BEC), with a success rate of 90.55%, followed by the Banyuwangi Tour de Ijen and the Banyuwangi Festival at 89.80% and 89.39%, respectively. The Destination 360° program also received a high rating, with a success rate of 88.89%.

Interestingly, there is a positive correlation between respondents' level of knowledge and their assessment of program success. Programs with a high level of knowledge, such as BEC, Tour de Ijen, and the Banyuwangi Festival, also received high success ratings. Conversely, programs with a low level of knowledge, such as Destination 360° and the Banyuwangi Tourism App, tended to receive lower success ratings.

In this context, it is recommended that the Banyuwangi Regency Government focus more on raising public awareness of programs with low success rates, such as Destination 360° and the Banyuwangi Tourism App. Promotion and education efforts can be strengthened to improve public perceptions and knowledge of these programs. In addition, regular evaluation and the collection of feedback from the public can be important steps for understanding more deeply the factors that influence the success of a program and for formulating more appropriate improvement strategies.

This study has several limitations that should be considered when interpreting the findings. First, the study was conducted in Banyuwangi Regency, Indonesia, and focused on

public perceptions of government tourism and creative economy programs. Therefore, the findings reflect the local context and may not be directly generalizable to other regions with different socioeconomic characteristics, tourism resources, and public service conditions.

Second, the study employed a quantitative, cross-sectional survey involving 250 respondents across 25 sub-districts. Although this approach provides an overview of public awareness, perceived program success, perceived economic benefits, and satisfaction with service delivery, it captures respondents' perceptions at a particular point in time. Consequently, the findings cannot establish causal relationships between government programs and changes in public welfare or regional economic performance.

Third, the assessment of program awareness, perceived success, and economic benefits relied on respondents' self-reported answers. These responses may reflect individual experiences and subjective judgments rather than independently verified measures of program outcomes. Furthermore, the study primarily employed descriptive analysis, the Community Satisfaction Index (CSI), and Importance–Performance Analysis (IPA). While these methods are useful for identifying satisfaction levels and service attributes requiring attention, they do not independently establish the causal factors underlying public satisfaction.

Finally, the study may not fully capture differences in perceptions among specific population groups or changes in satisfaction over time. Future research could address these limitations by incorporating qualitative interviews, longitudinal data, and comparative studies across regions to provide a more comprehensive understanding of public satisfaction with tourism and creative economy programs.

CONCLUSIONS

This study examined public awareness and perceptions of government tourism and creative economy programs and measured satisfaction with related public services in Banyuwangi Regency. The findings indicate that public awareness varies across programs. The Banyuwangi Ethno Carnival was among the most widely recognized programs, whereas Destination 360° had the lowest level of recognition. These findings suggest that government communication and public outreach remain important for ensuring that residents are aware of the programs available to them.

Regarding public satisfaction, the Community Satisfaction Index (CSI) scores were 75.50 for recreation-based tourism, 75.57 for local-wisdom-based tourism, 74.82 for events and festivals, and 74.35 for the creative economy. Based on the classification applied in this study, these scores indicate that service quality still requires improvement. The Importance–Performance Analysis (IPA) also identified service attributes that require attention, particularly access and supporting facilities in the tourism sector. In the creative economy sector, the identified attributes included service requirements, service-product specifications, implementer competence, and the handling of complaints, suggestions, and feedback.

Based on these findings, the Banyuwangi Regency Government should prioritize improving access to tourist destinations and the availability of supporting facilities, including facilities for people with disabilities. Public communication should also be strengthened for programs with relatively low awareness, particularly Destination 360° and the Banyuwangi Tourism App, using communication channels that are accessible and appropriate for local communities.

Furthermore, the government should review the service attributes identified through the CSI and IPA analyses and use regular satisfaction surveys and public feedback mechanisms to monitor service quality. These measures could help ensure that government programs respond more effectively to community needs. Future evaluations should also

consider combining public satisfaction measures with administrative data and, where feasible, longitudinal or comparative approaches to provide a stronger evidence base for developing more responsive and inclusive tourism and creative economy policies.

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