

ABSTRACT

Dieng Culture Festival is an annual event held in the dry season precisely in August in the village of Dieng Kulon, Banjarnegara, Central Java. Increased tourist arrivals have an impact on all levels of society in the village of Dieng Kulon from various aspects. There for this study aims to assess the impact of the implementation of a cultural festival accompanied by various aspects, namely economic, socio-cultural, environment and culture. In this research, the writer uses descriptive qualitative methodology. Data obtained from observations, interviews and documentation. Based on the results of research conducted, the implementation of Dieng cultural festival has two impacts positive and negative. From the economic aspect the positive impact of opening employment opportunities to residents of Dieng Kulon. While the negative impact of the economy is that people's incomes become unstable. From the socio-cultural aspect the positive impact of socio-cultural customs in the village of Dieng Kulon is well known and has good tourism value. While the negative is impact in social life in the village community dieng kulon. From the environmental aspect the positive impact of the construction of supporting facilities for tourism is better. While the negative impact is the waste generated from tourism activities. From a cultural aspect the positive impact of culture in the village of Dieng is becoming better known. The negative impact of holding the cultural festival was not compatible with the original purpose of the implementation.

Keywords: Dieng Culture Festival, Cultural Tourism, Tourism Impact.