THE ROLE OF GEN Z IN THE 2024 ERAU FESTIVAL OF THE KUTAI ING MARTADIPURA SULTANATE

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This study aims to analyze the role of Generation Z as digital marketers and active consumers in increasing the turnover of economic transactions at the Erau Festival of the Kutai Ing Martadipura Sultanate in Tenggarong, East Kalimantan. This phenomenon is interesting because the Erau Festival is not only a means of cultural preservation, but also a driver of the local economy through community participation, especially the younger generation. This study uses a mixed methods approach with a sequential explanatory design, which combines quantitative and qualitative analysis. Primary data was collected through a survey of 272 Generation Z respondents using purposive and quota sampling techniques. Data analysis was carried out using the multiple linear regression (OLS) method with the help of SPSS. The results showed that the variables Digital Marketer (B = 0.294; p < 0.001) and Active Consumer (B = 0.234; p < 0.001) had a positive and significant effect on the turnover of economic transactions, with an R2 value of 0.561. This means that 56.1% of transaction turnover variations can be explained by the role of Generation Z, while the rest are influenced by other factors such as government support and cultural appeal. These findings confirm that Generation Z plays a strategic role in strengthening the culture-based creative economy through digital activities and direct consumption. Therefore, policies are needed that encourage collaboration between the local government, the Sultanate of Kutai, and the Generation Z community in the development of digital promotion, creative marketing training, and sustainable cultural economic facilitation.

Keywords: Gig economy, gig workers, quality of life, income per capita, health status, BPJS, working hours, social protection, digital platform workers, Indonesian labor market

INTRODUCTION

Continuous population growth, accompanied by increasingly rapid globalization, has brought significant changes to various aspects of people's lives. The era of globalization has had a significant impact on local cultures, as people tend to focus more on a modern, fast-paced and instantaneous lifestyle. Consequently, traditions passed down through generations are slowly shifting (Hidayat & Lestari, 2021).

Many regional traditions are experiencing shifting values and even facing the potential for fading due to the dominance of modernization and society's orientation toward a practical, instantaneous lifestyle (Wulandari, 2022). The Longser tradition, a theatrical art form from West Java, serves as a concrete example, as stated by Wulandari (2022). This art form is considered rare due to its decline due to the popularity of other forms of modern entertainment. However, in contrast to this situation, the Kutai Ing Martadipura Sultanate, located on Borneo, specifically in Tenggarong, East Kalimantan, has managed to maintain its existence to this day. The oldest sultanate in Indonesia remains alive through the implementation of various traditional ceremonies and traditions that are solemnly maintained. One of the most prominent is the Erau Festival, a







cultural celebration that not only embodies the identity of the Kutai Kartanegara community but also serves as a tourist attraction and a driver of the regional economy (Fitriana & Nugroho, 2024).

Economically, festivals like this will have a significant positive impact and have the potential to create a multiplier effect, namely increased consumption, increased money circulation, and temporary job creation (Todaro & Smith, 2020). According to Suryani and Firmansyah (2021), cultural festivals in various regions of Indonesia have been shown to contribute significantly to local economic growth, both through increased public consumption and the promotion of regional tourist destinations.

This includes the Erau Festival, a cultural heritage with spiritual, social, and economic dimensions. Economically, festivals like this will have a significant positive impact and have the potential to create a multiplier effect, namely increased consumption, increased money circulation, and temporary job creation (Todaro & Smith, 2020). This is corroborated by Archer (1995). According to Archer, Transaction Circulation Theory explains that visiting tourists will spend their money, thus circulating it in the local economy. This creates a multiplier effect that can improve the welfare of the Erau community. Erau has become a cultural icon in East Kalimantan, recognized nationally and internationally, increasing its potential to support the local economy, which is quite significant (BPS Kutai Kartanegara, 2023).

This Cultural Festival is centered in Tenggarong City. Tenggarong is not only the administrative capital of Kutai Kartanegara Regency but also the cultural heart of the Kutai Sultanate. The city is home to the Kutai Ing Martadipura Sultanate and several historical sites, such as the Mulawarman Museum and Kumala Island. This makes Tenggarong an authentic location for the Erau Festival (Sari, Purawibawa, & Mulyanto, 2021). Furthermore, the Tenggarong area serves as a buffer zone that can support and encourage national development, making cultural preservation and local economic development crucial (Bappenas, 2020). The Erau Festival in the Kutai Ing Martadipura Sultanate is held annually, serving not only as a platform for cultural preservation but also as an economic driver that positively impacts the local community (Strengthening Buffer Zones in Supporting the IKN, 2023).

Community involvement is expected to maximize the economic benefits of cultural festivals, especially among the younger generation (A Guide to Tribes in Indonesia, 2020).

The younger generation, or Gen Z, born between 1997 and 2012, is a unique generation with distinctive characteristics. As digital natives, Gen Z can act as volunteer digital marketers, sharing their experiences during festivals through various social media platforms. Their ability to organically disseminate user-generated content makes them an effective and authentic marketer (Dolan et al., 2021). Gen Z often pioneers trends or influences large segments of society (Kurniasari et al., 2024). In addition to social media, local cultural preservation is also widely promoted through community radio, which has been proven to maintain traditions and raise awareness of cultural values among the younger generation (The Existence of Local Culture Through Community Radio, 2021). Gen Z also has an open mind about new things, which tends to have a positive impact. However, at the same time, they are often considered to lack interest or a strong attachment to traditional cultures, which they consider outdated (Yuliana & Pratiwi, 2023).

According to Priporas et al. (2017), Generation Z Consumer Behavior Theory emphasizes that this generation is not merely passive consumers but active consumers, supporting brands or events that align with their personal values and events that are perceived to provide real benefits to their communities. This generation is also driven by the values of authenticity, experiences, and social impact. This is reinforced by the opinion of Pichler et al. (2020), where Generation Z Consumer Theory asserts that this generation tends to allocate their spending to obtain experiences that are



considered rare, authentic, and can be showcased on social media. Not only do they have authentic vibes, but they are also willing to spend money on goods or products that align with their identity and personal values.

Generation Z's role as active consumers in the Erau Festival is directly reflected in their spending patterns, which are heavily influenced by Generation Z's Participation Intention. This interest has an impact: the higher the participation intention, the higher the Generation Z spending patterns, resulting in higher economic transaction turnover, and vice versa. Thus, it is clear evidence that Generation Z plays a role as an economic driver at the Festival (Dolan, 2021). The Erau Festival has been proven to have a positive impact on the economic turnover in Tenggarong. According to data from the Central Statistics Agency (BPS) of Kutai Kartanegara Regency in 2024, this macro impact was confirmed by a surge in tourist visits during the month of the Erau Festival compared to surrounding months, as seen in Graphs 1 and 2 below:

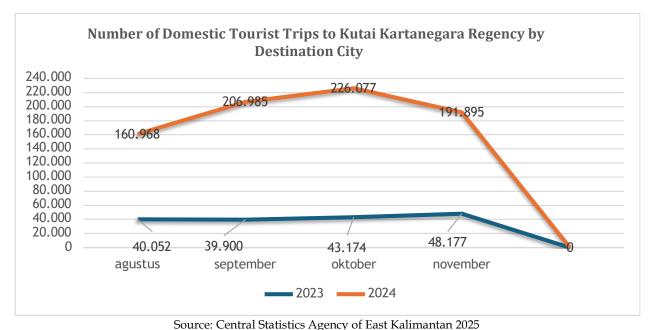


Figure 1. Data on the Number of Domestic Tourist Trips by Regency by Destination City in 2023

The spike in these macro indicators demonstrates a significant increase in transaction turnover during the festival, given the dominant Generation Z population in Kutai Kartanegara, representing 207,061 out of a total population of 789,767. This calculation is based on the population by age group 15-29 (BPS Kutai Kartanegara, 2024). Based on this data, it is strongly suspected that there was a significant increase in Generation Z spending during the Erau Festival.

Several previous studies have discussed the impact of Cultural Festivals from various perspectives, including Sari & Wijaya's (2022) study on the macroeconomic impact on local communities, while Lee & Zhang's (2021) study explored factors influencing community participation in tourism development. Recent studies have begun to highlight the role of Generation Z, but other research tends to separate the discussion between economic impact, participation, and the role of the younger generation. Based on the research gap, the researcher is interested in combining these three aspects, specifically examining the mechanism of the role of Generation Z as Digital Marketers and Active Consumers towards the Erau Festival of the Sultanate of Kutai Ing Martadipura Tenggarong, East Kalimantan in 2024. Therefore, this study aims to analyze the role of







Generation Z in the Erau Festival on the Turnover of Economic Transactions in Tenggarong. In addition, this study also wants to examine whether the role of Gen Z as a digital marketer and active consumer can influence the turnover of transactions at the Erau Festival. Through this study, it is expected to provide theoretical contributions by enriching the literature regarding the influence of cultural festivals on the economy and the active role of Generation Z, as well as strengthening the Transaction Circulation theory and Consumer Behavior Theory, which view Generation Z as active consumers and digital marketers. It can be concluded that this study places the Turnover of Economic Transactions as the dependent variable (Y) and the Role of Generation Z as the independent variable (X). Therefore, this study has novelty by focusing on the Role of Gen Z towards the Erau festival, which takes place every year in Tenggarong, one of the cities in the Sultanate of Kutai Ing Martadipura.

METHODS

This study uses a mixed methods approach with an Explanatory sequential design by Creswell & Plano Clark (2018). This approach was chosen because it is capable of providing a deeper understanding by combining quantitative data to test hypotheses and qualitative data to deepen the meaning behind the quantitative findings. This study also uses the philosophy of pragmatism (Morgan, 2014). Pragmatism allows the integration of quantitative evidence about the relationship between variables with a qualitative understanding of the mechanisms and meaning behind the relationship. This research will be conducted in Tenggarong City, the center of the Kutai Ing Martadipura Sultanate, thus becoming the area where the Erau Festival takes place, through the distribution of questionnaires via G-Form. The research time used is from September until completion. The sample refers to a portion of the population selected to represent the entire population in the research study. The sampling process aims to achieve research efficiency and effectiveness by considering constraints related to time, cost, and human resources (Enago, 2023). This study uses non-probability sampling techniques, specifically Purposive sampling and Quota sampling. Quota sampling is used to ensure proportional representation of participants according to the demographic characteristics of the Tengarong area. This combination of sampling techniques is expected to produce a sample with relevant and representative characteristics (Memon et al., 2024; Scribbr, 2023). This technique was chosen based on the consideration that the Generation Z population attending the Erau Festival has specific characteristics that must meet the study's inclusion criteria, including:

Table 1. Respondent Characteristics

No	Information	Amount
1	Generation Z (Born 1997-2012).	10,353 (Generation Z Population in
		Tenggarong)
2	Residing or visiting Tenggarong during the	11,303 (Average visits to Tenggarong
	Festival	City by Destination City)
3	Physically present at least once during the	270 (Target sample)
	erau	270 (Tanget Sample)

The target sample size for this study was 270 Generation Z respondents in Tenggarong District. With a population of 10,353 (BPS, 2024), the sample size provides a 95% confidence level. The confidence level is a probability that indicates how confident we are that the sample results will reflect the actual population (DQLab, 2023). In social and business research, a 95% confidence level is considered standard because it provides a good balance between confidence and resource







efficiency (UIN Syahada, 2021). This means that if we conduct 100 samples, approximately 95% of the results will cover the actual population parameters within the specified error margin (Cakrawala University, 2025). The margin of error is 5.9%, and this result is obtained using the Lemeshow formula:

$$n = \frac{Z^2 x \ p \ x \ (1-p)}{d^2}$$

Description:

n = Target sample

Z = Z-score value at a certain confidence level (for 95% it is 1.96) p = Estimated population proportion (if unknown, use 0.5)

d = Margin of error or allowable error rate (in decimal)

Known Data:

n = 270 (target sample)

Z = 1.96 (95% confidence level)

p = 0.5 (heterogeneous population proportion)

 $d = (Z^2 x P x (1-P)) / n$

 $d = (1,96^2 \times 0.5 \times (1-0.5)) / 270$

d = 0.9604 / 270

d = -0.003557

d = 0.059 = 5.9%

Therefore, it can be concluded that the accuracy status is: Margin of Error: 5.9%

Confidence Level: 95%

Sample Size: 270 respondents

Analysis Model. This study used the Ordinary Least Squares (OLS) regression method, using SPSS software to process it. The questionnaire data are ordinal data, so before processing them using SPSS, they must first be converted to interval data. Transforming ordinal data to interval data uses the Monotone Scaling Interval (MSI) method. This is done because ordinal data only shows the order of categories without equal distance between categories, thus failing to meet the parametric statistical assumptions required for OLS, as stated by Hancock & Mueller (2017) in the journal Statistician (2023). The data used for OLS is interval data for valid and reliable results.

The MSI method is a mathematical technique that gradually converts ordinal data into interval data by calculating frequencies, cumulative proportions, z-scores of these proportions, and determining interval values based on a normal distribution. MSI was chosen because it produces valid interval data without assuming equal distance between ordinal categories and improves data quality prior to regression analysis (Sarwono, 2025; Statistikian, 2023). This process also helps approximate the data distribution toward normality, thus meeting the requirements of OLS.

In addition to quantitative analysis using OLS, this study also adopted a mixed methods approach, predominantly quantitative, complemented by qualitative analysis. The qualitative approach serves to deepen the interpretation of quantitative results, provide context, and explain the findings more thoroughly. Thus, this study achieves a comprehensive and holistic understanding of the phenomenon under study, going beyond mere statistical results (Creswell & Creswell, 2017; Tashakkori & Teddlie, 2010). The multiple linear regression formula used in this study is:





$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

Where:

- *Y* = transaction turnover
- *X*1 = the role of Generation Z as digital marketers
- X2 = the role of Generation Z as active consumers
- $\beta 0$ = intercept
- β 1, β 2 = regression coefficients indicating the influence of each independent variable on the dependent variable
- ε = error term

RESULT AND DISCUSSION

This study analyzes the role of Generation Z in two main aspects, namely as digital marketers and active consumers, towards increasing economic transaction turnover during the Erau Kutai Ing Martadipura Festival in Tenggarong, East Kalimantan. The data used comes from the results of a survey of 272 respondents who are part of Generation Z (aged 17-27 years) domiciled in the Tenggarong area. Based on the results of the descriptive analysis, the average value (mean) of the Active Consumer variable is 2,104.87, the Digital Marketer variable is 5,260.18, and the Transaction Turnover variable is 2,809.49. This indicates that the level of participation of Generation Z in digital promotional activities and consumption activities at the Erau Festival is relatively high. The relatively moderate standard deviation illustrates that respondents' perceptions are quite homogeneous regarding their experiences during participation in the festival. The reliability test using Cronbach's Alpha produced a value of 0.809, which means that all research instruments are reliable and consistent in measuring the same construct. The communalities values ranged from 0.764 to 0.884, indicating that each variable's indicators strongly contributed to its main factor. Meanwhile, the factor analysis results showed a total variance explained of 79.42%, meaning the three main variables explained nearly 80 percent of the variation in the model. Therefore, the research data is suitable for further regression testing.

Table 2. Linear Regression Estimation Results for Transaction Turnover

Variable	Coefficient	Standard Error	T statistic	Probability
Constanta (C)	819.665	111.265	7.367	< 0.001
Konsumen_Aktif	0.234	0.058	4.068	< 0.001
Digital_Marketer	0.294	0.029	9.904	< 0.001
R squared	0.561			
Prob (<i>F-statistic</i>)	< 0.001			

Source: Data Processed (SPSS 2025)

The test results showed an R value of 0.749 and an R^2 value of 0.561, indicating that 56.1% of the variation in economic transaction turnover during the Erau Festival can be explained by Generation Z's role as digital marketers and active consumers. The remaining 43.9% is explained by other factors such as cultural appeal, government support, and conventional media promotion. The Durbin-Watson value of 2.110 also indicates no autocorrelation between variables, thus confirming the appropriateness of the regression model. The ANOVA test results showed an F value of 172.164 with a significance level of p < 0.001, indicating that the regression model was simultaneously significant. Therefore, it can be concluded that the variables Digital Marketer and Active Consumer jointly had a significant effect on increasing economic transaction turnover during the Erau Kutai





Ing Martadipura Festival. This confirms the initial hypothesis that the active involvement of Generation Z is a key driver of the regional culture-based creative economy.

The Influence of Generation Z's Role as Digital Marketers on Transaction Turnover: The t-test results show that the Digital Marketer variable has a regression coefficient of B = 0.294, with a tvalue of 9.904 and a significance level of p < 0.001. These results indicate that Generation Z's role as digital marketers has a positive and significant effect on increasing economic transaction turnover during the Erau Festival. Therefore, H₀ is accepted and H₁ is rejected.

These findings indicate that the higher the level of involvement of Generation Z in digital marketing activities, such as social media promotions, creative content creation, and participation in digital campaigns, the greater the positive impact on increasing local economic activity. These results align with research by Prasetyo and Nurul (2022), which states that youth-based digital marketing can increase regional economic visibility and expand the reach of online cultural tourism. Similarly, according to the OECD (2023), youth digital participation plays a crucial role in accelerating local innovation-based economic transformation.

The regression results show that the Active Consumer variable has a regression coefficient of B = 0.234, a t-value of 4.068, and a significance level of p < 0.001. This demonstrates that Generation Z's role as active consumers also has a positive and significant influence on increasing economic transactions at the Erau Festival. Therefore, H₀ is accepted and H₁ is rejected. These findings illustrate that Generation Z not only acts as digital promoters but also as active economic actors who purchase local products, attend festival events, and disseminate information about cultural products through social media. These results are supported by research by Simanjuntak and Maharani (2023), which confirms that Generation Z's consumer behavior in the cultural tourism sector has a significant impact on increasing the income of local MSMEs. Furthermore, research by the UNWTO (2022) also shows that the younger generation is now a key market segment in culture-based tourism activities, with a significant impact on regional economic turnover.

CONCLUSION

Based on descriptive and inferential analysis using 2023 SAKERNAS data, this study concludes that the quality of life of gig workers in Indonesia still shows inequality compared to nongig workers, both in terms of economics and health. Economically, the average income of gig workers is only around IDR 2.95 million per month, indicating a relatively low level of welfare compared to the minimum wage standard in urban areas. Multiple linear regression estimates show that the type of employment variable has a significant negative effect on income (B = -0.077; p < 0.05), indicating that gig workers earn less than non-gig workers. Meanwhile, the variables of working hours, BPJS membership, age, and education have a significant positive effect on income, indicating that longer working hours, higher education levels, and social security ownership can improve workers' economic welfare. However, the area of residence (urban/rural) does not show a significant effect, indicating that geographic location is not yet a major determinant of income formation in the digital work era. In terms of health, binary logistic regression results indicate that gig workers are 1.93 times more likely to experience health problems than non-gig workers (B = 0.659; p = 0.002). Long working hours also increase the risk of health problems, while BPJS membership has been shown to play a protective role, reducing the likelihood of health problems by up to 35 percent. Furthermore, education also significantly negatively impacts health risks, indicating that higher levels of education help workers adopt safe work behaviors and maintain physical and mental balance. Residential location does not significantly impact worker health, indicating that health challenges in this sector are widespread across Indonesia.



ROAD

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Overall, this study confirms that the miracle of the gig economy does not always result in improved welfare. The lack of formal employment relationships and social protection is are key factors that reduce the quality of life for gig workers. Therefore, policy interventions are needed that focus on expanding social security (BPJS Employment and Health) for platform-based workers, as well as improving health literacy and safe work education. The government, digital platform companies, and social security institutions need to collaborate to create an adaptive protection system that can improve the welfare and social resilience of workers in the digital economy era.

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