

THE ECONOMIC STRETCH OF THE ENTERTAINMENT STAGE: THE ROLE OF FAIR AND DEVELOPMENT PROMOTION IN THE PROMOTION OF INDUSTRY AND SMALL BUSINESS IN CENTRAL JAVA 1981-1995

Muhammad Lutfi Al Dzaky*, Eka Yudha Wibowo

Universitas Negeri Semarang, Indonesia

Abstract

Central Java Fair and Development Promotion (*Pekan Raya dan Promosi Pembangunan*) began in 1970 under the name *Pekan Raya* Semarang. This research examines the transformation of Central Java Fair and Development Promotion as a strategic policy instrument during the formative period 1981-1995. Against the backdrop of Central Java's important position in national development, this research focuses on two main issues, namely the rationale behind the organization of Fair and Development Promotion and its significant role in the development of the Fair and Development Promotion and its significant role for the development of industry and small businesses in the province. and small businesses in the province. This research uses the historical method, with the heuristic stage relying on primary sources in the form of archival newspapers from 1981-1995, followed by source criticism, interpretation, and historiography. The results show that *Pekan Raya dan Promosi Pembangunan* was organized with the aim of as a media for development promotion, accelerator of domestic product marketing, a driver of non-oil and gas exports, and a vehicle for empowering small entrepreneurs. It was concluded that *Pekan Raya dan Promosi Pembangunan* successfully evolved from an annual exhibition into a vital and effective promotional institution in a vital and effective promotional institution in accelerating regional economic growth, especially in strengthening and empowering small entrepreneurs. regional economic growth, especially in strengthening and empowering the small and medium business sector.

Keywords: Development promotion; Industrial development; Small and medium enterprise empowerment; Central Java.

INTRODUCTION

Central Java Province, with its central geographical position in Java and its status as one of the provinces with the highest population density and significant economic contribution in Indonesia, plays an important role in the national economy and development. The province's characteristics of rich natural resources, noble cultural heritage, and diverse socio-cultural traditions are not only the foundation for regional identity but also potential assets for the development of the tourism and creative economy sectors (Sumastuti, Prabowo, & Violinda, 2021). Each of the subordinate administrative entities, both cities and regencies, has its own unique features and attractions that contribute to the mosaic of Central Java's potential. In this context, Semarang City, as the capital of Central Java Province and one of Indonesia's major metropolitan areas, has historically served as the epicenter of economic activity, governance, and, not least, a significant tourism destination.

Supporting infrastructure such as international ports, airports, a network of railway stations, and representative land transportation terminals, have strengthened Semarang's position as an attractive destination for domestic and foreign tourists. The tourism sector, in its various manifestations, has had a substantial economic impact on the economic development of Semarang City and Central Java as a whole. Increased tourist flows inherently stimulate demand for a variety of supporting services, including hospitality accommodation, transportation services, the culinary

*Correspondance Author: lutfialdzaky@gmail.com

Article History | Submitted: 19 June 2025 | Revised: 11 July 2025 | Accepted: 13 July, 2025 | Publish: 25 July 2025

HOW TO CITE (APA 6th Edition):

Al Dzaky, Muhammad Lutfi., Wibowo, Eka Yudha. (2025). The Economic Stretch of the Entertainment Stage: The Role of Fair and Development Promotion in the Promotion of Industry and Small Business in Central Java 1981-1995. *Juspi: Jurnal Sejarah Peradaban Islam*. 9(1), page.213-223

DOI: <https://dx.doi.org/10.30829/juspi.v9i1.24855>

industry, as well as the retail and entertainment sectors. Consequently, there is an increase in economic activity that not only contributes to local revenue but also to the creation of new jobs (Sumastuti et al., 2021).

Tourism, etymologically derived from the Sanskrit terms *pari* (many, many times, round) and *wisata* (travel), can be defined as a temporary travel activity from one place to another with a variety of motivations, including recreation, fulfillment of curiosity, education, and participation in specific activities (Septiyaningsih, 2020). The development of the tourism sector requires comprehensive strategic planning, which includes improving the quality of existing tourism products, identifying and exploiting new market opportunities, and setting long-term development priorities for local industries. The process also involves analyzing the strengths and weaknesses of the destination, formulating measurable goals and objectives, and implementing effective marketing strategies, including the development of innovative tourism activities, improving the quality of accommodation and accessibility, optimizing supporting facilities, and efficient marketing communications (Sumastuti et al., 2021).

One category within the tourism typology is “commercial tourism,” which is defined as travel with the primary purpose of visiting exhibitions or fairs that have a commercial orientation. (Septiyaningsih, 2020). Semarang City, in this context, has a tradition of organizing an annual large-scale event known as Fair and Development Promotion. A fair, as an institution, is a periodic, usually annual, event that takes place over several weeks and serves as a platform for various government and private agencies to showcase and market their products or services. The concept of “Development Promotion” attached to fairs and development promotion refers to the systematic efforts of the government or private sector to introduce, publicize, and educate the public about the development programs that have been and will be implemented, as well as the concrete results that have been achieved. To increase public attraction and participation, such fairs usually also present various entertainment attractions that can be enjoyed by various segments of society.

The first Central Java development fair and promotion was held in 1970 to commemorate the Independence Day of the Republic of Indonesia, which was named *Pekan Raya Semarang* (PRS). Located in the Tegalwareng People's Entertainment Park (THR), PRS initially had a dual function as a commemoration of independence day and as a provider of entertainment facilities for the people of Semarang City (Suara Merdeka, 1971). The event at Tegalwareng People's Entertainment Park was filled with development exhibitions that displayed development achievements in various regions in Central Java as well as the achievements of government agencies in implementing development programs. Another pragmatic goal was to increase the crowds and vitality of the People's Amusement Park, by inviting the active participation of national private companies and foreign entities to showcase their industrial products to the general public (Suara Merdeka, 1971).

Along with the dynamics and developments, this annual event underwent a series of name evolutions and orientation strengthening. In 1973, the event was known as *Semarang Fair Expo 73*, emphasizing its function as a meeting point between producers, traders and consumers, allowing for the exchange of product information and stimulation of economic transactions. The then Governor of Central Java, Moenadi, underlined the fair's strategic role as a manifestation of collaboration between the local government and the private sector in accelerating economic development (Suara Merdeka, 1973). In 1975, the name was changed back to the *Semarang Development Fair*, which continued to be held at THR Semarang and managed to book a significant business surplus (Suara Merdeka, 1976). The 1977 Semarang Development Fair, opened by Minister of Home Affairs Amir Machmud, further emphasized its identity as an instrument that emphasized aspects of social development and as an effective tool of struggle in the development function (Suara Merdeka, 1977b). The need for a more representative location that could accommodate the increasing number of participants and visitors became a crucial issue in the late 1970s (Suara Merdeka, 1978).

The 1980s saw a significant qualitative and quantitative leap forward. The scale and scope of the event was increased from the Semarang Municipality level to the Central Java Province level. In 1981, the Semarang Development Fair was officially transformed into the Central Java Promotion

and Development Fair (Kartika, 1981h). This name change was not just a formality, but marked the beginning of a new era in efforts to promote development and industrial development in Central Java in a more integrated, structured and comprehensive manner. The period 1981-1995 is a very important time span to analyze because it covers the formative and consolidation phase of Fair and development promotion as a provincial-level promotional entity. This period was characterized by strategic efforts such as moving the location to a more permanent and representative area (Suara Merdeka, 1986), as well as a sharper thematic emphasis on crucial issues such as the promotion of the use of domestic products, the improvement of non-oil and gas export performance, and the empowerment of “economically weak entrepreneurs.” Fair and development promotion in this period is no longer positioned as just an annual exhibition event, but is expected to function as a catalyst and driver of the regional economy, particularly by providing stimulus for the industrial sector and small business development in Central Java. Given this transformative significance, in-depth research into the evolution, rationality and role of fair and development promotion in the context of regional economic promotion during this period is highly relevant and urgent.

Based on the elaboration of the background of the problem that has been presented, the following research problems are formulated 1) Why was the Fair and Development Promotion held? 2) What is the role of the Fair and development promotion for industries and small businesses in Central Java?

RESEARCH METHOD

This research adopts the historical research method as the main approach, namely heuristics, verification, interpretation, and historiography (Kuntowijoyo, 1994). The heuristic stage is a fundamental phase in historical research that focuses on identifying, tracking, and collecting various data sources that are relevant and significant to the research topic. The sources obtained by researchers are articles on the implementation of the fair and development promotion in Suara Merdeka, Kartika, and Wawasan newspapers from 1981 to 1995. The secondary sources used by researchers are only a few because there have not been many studies that discuss Pekan raya and development promotion (Kuntowijoyo, 1994).

The source criticism stage is an essential process to test the authenticity and credibility of the historical sources that have been collected. Although the sources of this research come from a single compilation of texts, the process of criticism remains relevant to ensure the validity of the interpretations. External Criticism: Given that the primary sources are excerpts from established mass media such as Suara Merdeka and Kartika, their authenticity as media that existed and covered the time period can generally be assumed. For this research, external criticism is more focused on understanding that the information quoted did indeed come from these publications on the dates or periods mentioned. Internal Critique: This stage focuses more on analyzing the content of the information presented in the quotations. Considering that news in newspapers or magazines is written by journalists, it is necessary to examine the potential reporting angle, proximity to official sources (government officials, fair and development promotion committees), and objectivity of reporting (Kuntowijoyo, 1994).

After the heuristic process and source criticism have been passed, the next stage is interpretation, which is an intellectual process to give meaning and explanation to historical facts that have been verified and validated. In this research, interpretation will identify and analyze the cause-and-effect relationship between various events, policies, and conditions behind the organization of the Fair and the promotion of development as well as the impacts it has caused. The final stage in the historical research method is historiography, which is the process of writing the research results into a systematic, analytical and communicative historical narrative (Sunandar, 2021).

RESULT AND DISCUSSION

Implementation of the Central Java Development Fair and Promotion

Semarang Entertainment and Recreation Park became the first place to hold a development exhibition that will display the results of production and development in regions throughout Central Java from various government agencies and private companies. This development exhibition was held with the aim of commemorating the proclamation of independence of the Republic of Indonesia (Suara Merdeka, 1971). The annual event held to commemorate Indonesia's Independence Day has changed its name from year to year. It was originally conceived in 1970 by the Semarang City Government and the Semarang Chamber of Commerce and Industry (Kadin) to commemorate the Proclamation of Independence. The Semarang Fair was chosen as the name of the event, which aims to provide entertainment to the public and showcase regional development products, including those of the private sector (Suara Merdeka, 1973). In 1972, the event was originally to be named the Night Market for the Development of THR Kodya Semarang, but after receiving advice from the Mayor of Kodya Semarang R. W. Soegiarto, who was the chairman of the PMI Fund Month committee, the night market was named the 1972 PMI Fund Month Week (Suara Merdeka, 1972).

In 1973, Semarang Mayor Hadijanto decided to organize a fair at Tegalwareng Amusement and Recreation Park called "Semarang Fair Expo 73". The expo showcased various industrial products from both government and private companies. Governor Moenadi in his speech said that the benefit of holding a fair is as a meeting place between producers, traders, and consumers, so that the three parties can provide and obtain information. Semarang Fair is a local government effort to improve the economy supported by the private sector because it has a big role in the economy (Suara Merdeka, 1973).

The name of this annual event changed again in 1975 to Semarang Development Fair. During the implementation of the Semarang Development Fair, construction continued for the convenience of visitors. The road to the Semarang Development Fair and its lighting were improved to provide a sense of security to visitors. The parking lot for large vehicles is still a problem, but the parking lot for small vehicles has been resolved by closing the ditch to the west of the Semarang Development Fair gate (Suara Merdeka, 1977). The new location for the Development Fair in the coming years will be chosen by the Mayor of Semarang after the president issues a decree on the expansion of Semarang City (Suara Merdeka, 1976).

In 1977 the Semarang Development Fair was opened by the Minister of Home Affairs Amir Machmud. In his speech, the Minister of Home Affairs said that the fair must be able to carry an identity that emphasizes aspects of social development in Semarang. This can be in the form of its function as the center of the development of the surrounding area as well as the center of Central Java government that has an influence on the region. It is hoped that the Semarang Development Fair now and in the future can truly become one of the effective tools of the development function (Suara Merdeka, 1977). General Chairman of the 1978 Semarang Development Fair, Didik Soekardi, urged the authorities to immediately appoint a new location for the upcoming Semarang Development Fair, considering the increasing number of exhibitors and visitors every day. The unavailability of parking lots for large vehicles is also the reason. The mayor in his speech said that there was a need for an evaluation of what events were successful and what events were less successful, so that it could be a reference for future events (Suara Merdeka, 1978).

The most decisive qualitative and quantitative leap occurred in 1981, when the Semarang Development Fair was officially transformed and scaled up to become the Central Java Development Promotion and Fair (Kartika, 1981h). This change was not a mere formality, but reflected a fundamental strategic reorientation. The Governor of Central Java during that period considered the change in scope from the city of Semarang to the province of Central Java to be a success. The main considerations were to significantly expand the audience and to facilitate businesses from across the spectrum of regencies/cities in Central Java in their efforts to promote their products and penetrate the market more extensively and effectively. Thus, the Fair and

development promotion is designed as a regional promotion instrument that is more structured, planned, and has a wider impact.

The Central Java development fair and promotion is consciously functioned as a public media for the Central Java Level I Regional Government. Through exhibitions and various supporting activities, concrete achievements of development programs both physical infrastructure and non-physical such as improving the quality of human resources or public services are transparently visualized to the wider community (Kartika, 1983d). This is in line with the principles of good governance, where local governments have an obligation to report their performance to constituents.

The implementation of the Fair and Development Promotion is implicitly or explicitly also intended to demonstrate the capacity, commitment, and contribution of Central Java Province in supporting and succeeding the larger national development agenda, as reflected in the framework of Five-Year Development (Pelita) IV in that period (Kartika, 1983d). The statement of the Minister of Home Affairs Amir Machmud when opening the Fair and Development Promotion, emphasized that the fair must be able to carry an identity that emphasizes aspects of social development and serves as one of the effective tools of struggle from the overall development function (Suara Merdeka, 1977). The orientation of the Development Fair and Promotion is increasingly emphasized as an instrument that is not isolated from the national development context. The Development Promotion Fair, in this perspective, becomes an arena for local governments to demonstrate the alignment of regional programs with national priorities, while mobilizing public support for these agendas.

One of the most prominent economic policies behind the organization of the Development Fair and Promotion was the ambition to accelerate the marketing of domestic products and stimulate the growth of domestic industry. The Central Java Development Fair and Promotion 1981 is explicitly designed with the aim that domestic manufactured products can obtain an objective assessment of the market and gain wider marketing access to the general public (Kartika, 1981). This initiative is part of a larger strategy to build national pride in own products and reduce dependence on imported products. The Development Fair and Promotion was also positioned as a strategic instrument to boost the export performance of non-oil and gas commodities in Central Java Province. The theme carried by the 1982 Development Fair and Promotion, namely "Improving Domestic Products in the Context of Supporting Non-Oil and Gas Exports in Central Java," represents a proactive and visionary policy that aims to (a) accelerate the volume and value of non-oil and gas commodity exports, (b) encourage the improvement of quality standards and competitiveness of export products in order to be able to compete in the global market, and (c) make sustainable consumer education efforts to shift preferences from imported products to quality local products (Kartika, 1982). This step is very relevant in the context of efforts to diversify the national and regional economic structure, which in that period was still heavily dependent on the oil and gas sector. The Fair and Development Promotion became a showcase for Central Java's potential export commodities, opening opportunities for local producers to establish contacts with potential buyers from within and outside the country.

The dimension of socio-economic alignment is one of the fundamental pillars in the rationality of organizing the Fair and Development Promotion. As explicitly articulated by the Governor of Central Java Ismail, the organization of the Fair and Promotion of Development is inherently in harmony and is an integral part of a broader government policy to foster and develop the potential of national entrepreneurs, with special emphasis and affirmative attention to groups of "economically weak entrepreneurs" (Kartika, 1983d). The term "weak economy" refers to small and medium-scale business entities and economic actors in the informal sector who often face structural constraints in accessing productive resources and markets.

This affirmative policy is not just rhetoric, but is realized in various forms of concrete support during the organization of the Fair and Development Promotion. One of the most significant examples is the provision of exhibition space facilities free of charge or with a subsidy scheme for small and medium-sized entrepreneurs who are members of organizations such as the

Indonesian Small and Medium Business Association (Wawasan, 1983b). This step aims to eliminate or at least reduce the financial hurdles that often prevent small and medium enterprises from participating in large-scale promotional events. Thus, the Development Fair and Promotion serves as an instrument for equalizing business opportunities and as an incubation vehicle for the development of the people's economy sector, which is believed to have resilience and a significant contribution to employment and income distribution.

In addition to the dominant economic and physical development dimensions, the Development Fair and Promotion also consciously carries out the mission of preserving and promoting Central Java's rich and diverse cultural heritage. The performance of various traditional art forms, customs, and handicraft products that represent the cultural identity of various district/city entities in Central Java is a routine agenda in every implementation of the Fair and Development Promotion. The purpose of this initiative is to disseminate and internalize the values of cultural wealth to a wider audience, especially the younger generation, as well as to strengthen the sense of regional identity and pride (as indicated by the general narrative in the source text regarding the purpose of introducing regional traditions).

The organization of the Fair and Promotion of Development was annually held at the Tegalwareng People's Entertainment Park, but there were many considerations because the location was close to the zoo, which could cause animal stress due to the loud noise. The Mayor of Semarang in 1984, Imam Suparto, proposed to the Governor of Central Java that the Fair and Promotion of Development have a permanent place in the Krobokan Utara area, West Semarang (Suara Merdeka, 1984). Since its inception, the fair was absent once in 1985 due to location-related issues. The new location of the Fair began to be used in 1986 with a fairly quick construction process of 111 days (Suara Merdeka, 1986). In 1995 PRPP (Pekan Raya dan Promosi Pembangunan) was no longer used as the name of the annual event, but now PRPP (Pekan Raya dan Promosi Pembangunan) will be the name of an area that not only contains a night market but also a Central Java Mini Park and circuit.

The Role of Fairs and Development Promotion for Industry and Small Businesses in Central Java

The primary function of the Fair and Development Promotion is as a major arena or platform that provides space and opportunities for a diverse spectrum of industries to conduct product exhibitions, demonstrate technological innovations and ultimately expand marketing networks and establish potential business contacts. The active participation of various industry sectors in every event of the Fair and Development Promotion is a clear evidence of this exhibition.

This annual exhibition is always crowded with participants from various government agencies and private companies. The pavilion from Kebumen Regency innovatively demonstrated the superior quality of local construction materials such as "banting" bricks, tiles and roof tiles by constructing miniature buildings using these materials (Kartika, 1981), is a concrete example of how the Development Fair and Promotion is utilized for the promotion of region-specific products with an emphasis on quality and uniqueness. The Regional Office of the Ministry of Industry also participated by exhibiting production machinery, diesel engines, and various industrial equipment made by national industrialists, such as mixers, blowers, conveyors, plastic machines, weaving machines, rice threshers (Kartika, 1983) indicates the role of the Fair and Development Promotion in technology dissemination efforts, promotion of regional manufacturing sector capabilities, and encouraging import substitution for capital goods. Industrial cooperatives such as Klaten's Batur Jaya Metal Cast Cooperative also actively displayed their product diversification, ranging from motor vehicle components, engine parts, drinking water pipe connections, to electrical components (Kartika, 1983).

Exhibitors are not only from the Central Java region, private companies such as CV. Central Food from DKI Jakarta which sells promotional processed food products (two flavors of soy sauce, syrup, chili sauce, tomato sauce) participated in this exhibition with special price offers and prizes (Kartika, 1981). Participation from other regions signifies the appeal of the Fair and Development

Promotion as an effective marketing channel to reach mass end consumers. Such participation not only benefits the company but also provides a wider selection of products for visitors to the fair.

The banking sector participated in the exhibition by not only highlighting the architectural design aspects of a magnificent and elegant stand (joglo style with glass walls) but also proactively carrying out public education functions. At the pavilion, visitors could obtain comprehensive information on various banking products and services, including credit schemes for various needs, as well as the mechanism and benefits of the national savings program (Tabanas). Related guidebooks are also on sale, demonstrating systematic financial literacy efforts. Its strategic location, about 20 meters from the main gate, ensures high accessibility and visibility for visitors (Kartika, 1981).

The 1982 Fair and Development Promotion was specifically dedicated to accelerating the promotion of non-oil and gas export commodities, in line with the theme “Increasing Domestic Products in Order to Support Non-Oil and Gas Exports in Central Java” (Kartika, 1982b). Various regions and business entities displayed their superior products that have successfully penetrated the international market. For example, Kodya Tegal presented quantitative and visual data on shuttlecock exports (with an export value of US\$1 million), brooms made from Sorghum grass (exported to Japan for US\$80,000), and woven handicrafts exported to Sweden, Belgium and the Netherlands (Kartika, 1982). Magelang District exhibited exotic handicraft products made from buffalo horn and leather (in the form of soap dishes, powder boxes, pipes, miniature birds) that have been exported, as well as commercial plant seeds such as orchids, cloves, cardamom, and vanilla which have also begun to penetrate the export market (Kartika, 1982). Meanwhile, Purbalingga Regency demonstrated Hamada brooms (made from a specific type of grass that grows by the river) which were exported to Japan, as well as other home industry products such as vehicle exhausts and artificial eyelashes that have been sent to the American and European markets (Kartika, 1982). This series of participation emphasizes the role of the Fair and Development Promotion as a strategic platform to facilitate the promotion and penetration of global markets for Central Java's superior products (Kartika, 1982).

The Fair and Development Promotion is consciously designed so that the role of economically weak entrepreneurs is expected to be equal to other entrepreneurs who have achieved (Kartika, 1981). This means that Fair and Development Promotion seeks to create a level playing field where small and medium enterprises and cooperatives can exhibit their products side by side with large companies, thereby gaining visibility and market access that may have previously been difficult for them to reach. The Kosgoro Pavilion in Central Java, which reportedly always attracts visitors as it is filled with affordable products such as crackers, various handicraft items, and elementary school textbooks, is an example of how the Fair becomes a distribution and promotion channel for small business products (Kartika, 1981). Similarly, the Aneka Koperasi Central Java pavilion displays and sells the products of various cooperative units, including the fisheries sector (such as anchovies, gereh layur, and other types of dried fish) and unique handicraft products such as giant turtles dried for decoration (Kartika, 1981). This shows the role of the Fair and Development Promotion in supporting the collective economy. Various regional-specific handicraft products were also highlighted, such as leather and wood handicrafts or a combination of both from Karanganyar Regency in the form of carved newspaper holders, decoration with puppet paintings, puppet statues in mini glass, handicrafts from horns, garuda birds, smoking pipes made by high school students as extracurricular activities from the Central Java Education and Culture Office (Kartika, 1981). The songket “Pelepai” made in Pekalongan, which is unique due to its complicated manufacturing process that takes one year by one weaver, also received attention. (Kartika, 1981). Even the promotion of regional tourism potential, such as that carried out by Demak Regency by displaying a miniature of the Great Mosque of Demak along with its historical artifacts (wooden tiles, wooden scales of mosque poles, wooden bells) also gets promotional space for souvenir products and local tour packages involving small and medium enterprises (Kartika, 1981).

The commitment of the Fair and Development Promotion to the empowerment of small and medium enterprises is not only passive (providing space), but also active through the implementation of affirmative policies. The culmination of this policy can be seen in the

implementation of the 1983 Development Fair and Promotion, where entrepreneurs from the weak economic groups who are members of the Indonesian Small and Medium Business Association (KUKMI) organization are specifically facilitated by providing exhibition pavilions without rental fees (Wawasan, 1983). This positive intervention policy was significant because it succeeded in removing one of the main barriers to the participation of small and medium-sized enterprises, namely the limited capital for venue rental costs. As a result, participation in that year's Fair and Development Promotion was "dominated by lower-income entrepreneurs," demonstrating the success of this strategy in providing them with greater access to the market (Kartika, 1983). The active involvement of various industrial cooperative units in the pavilion of the Regional Office of the Department of Industry at the 1983 Fair and Development Promotion also emphasized this institutional support. Koperasi Pengrukun Juana (Pati) showcased precision metal products such as water meters and ship propellers; Koperasi Ragam Metal Purbalingga displayed exhausts of various car brands and atomizers; Koperasi Cor Logam Batur Jaya Klaten with its cast metal products; and Koperasi Pandai Besi from Karanganyar, Klaten Regency, which displayed essential farming tools such as crowbars, sickles, hoes, machetes, and axes. These are all tangible proofs of how the Development Fair and Promotion has become an aggregation and promotion platform for the cooperative sector and small and medium-sized manufacturing enterprises (Kartika, 1983).

The fair's support for small and medium-sized enterprises goes beyond the provision of physical facilities. At the 1983 Development Fair and Promotion, the organizers proactively conducted "monitoring" activities for the participating small and medium enterprises. This monitoring was designed to comprehensively identify various problems and challenges faced by small and medium-sized enterprises, including crucial aspects such as capital (accessibility and requirements), strategies for obtaining bank credit facilities, optimizing the marketing of raw materials, and various other operational and managerial constraints. The ultimate goal of this monitoring program is to formulate and implement effective and appropriate intervention solutions in order to solve these problems. This initiative reflects the deeper function of the Fair and Development Promotion, namely as a facilitator of business capacity building and business incubator for small and medium enterprises, not just as a temporary exhibition arena (Kartika, 1983).

The optimistic statement of the Chairman of the Central Java Chamber of Commerce and Industry, Hadiyanto, regarding the potential of Central Java to one day be able to assemble four or two-wheeled vehicles, is based on observations of the emergence of various component factories in Central Java such as diesel, exhaust, glass, car body, and chain factories, many of which participated in the Fair and Development Promotion Week (Wawasan, 1983). This statement implies that the Fair and Development Promotion serves as a barometer that reflects the development and diversification of regional industrial capabilities. The presence of various industry players from upstream to downstream in one exhibition location also has the potential to stimulate the formation of industrial linkages, both forward linkages and backward linkages, which are essential for deepening the industrial structure. The Fair and Development Promotion, therefore, not only showcases finished products, but also the potential for collaboration and integration between industries. Appreciation for exhibitors will be given by selecting the best stand with assessment criteria covering aspects of design, architecture, decoration, organization of stand contents, and maintenance of cleanliness indirectly serving as an incentive mechanism. Such competitions encourage exhibitors, including small and medium-sized enterprises and cooperatives, to be creative and innovative in the way they present their products and business identity. This can stimulate an overall improvement in exhibition quality standards and encourage a culture of innovation in marketing and visual communication (Kartika, 1981).

The decision to move the location of the Fair and Development Promotion to a more permanent and representative place, which was realized in 1986 after previously always hitchhiking at the location of the Tegalwareng People's Amusement Park was a very important strategic step. The construction of the Fair and Development Promotion complex, which was supported by the President and Mrs. Tien Soeharto, and was the dream of the people of Central Java, signaled the

government's long-term commitment to providing a representative and sustainable promotional infrastructure (Suara Merdeka, 1986). The existence of this permanent location provides certainty and better facilities for organizing the Fair and Development Promotion in the following years, allowing for more careful planning and a larger scale of participation, which in turn will further strengthen the role of the Fair and Development Promotion as a regional economic driver. This is carried out in accordance with the government's policy program in Pelita IV to foster national entrepreneurs, especially entrepreneurs of weak economic groups. It is also expected that with so many booths of domestic products, it can open people's minds that domestic products have qualities that are not inferior to imported products.

The name of the event Fair and Development Promotion has been used since 1981, located at THR Tegalwareng until 1986 when it began to have its own location in the Tawang Mas area of West Semarang. Furthermore, in 1995 it was transformed into the name of an area, namely the Central Java Development Recreation and Promotion Center (Suara Merdeka, 1995). Besides being used as an annual fair, this area was also developed into an elite area with various supporting infrastructures.

The exhibition arena is filled with many weak class entrepreneurs with the aim of introducing products to the public. The business was quite successful with many visitors who began to be interested, but there were also many visitors who came to the Fair and Development Promotion not to enjoy the exhibition but to play agility games (Kartika, 1987). One of the most crowded stalls was the one selling peanuts that contained a paper roll containing a prize. Most customers only got pencils as prizes, none of them got big prizes like bicycles, tab recorders, and so on. This left visitors disappointed and questioning the authenticity of the big prizes (Kartika, 1987). There was a stand that was quite crowded compared to the others, namely the bracelet throwing stand. The game requires visitors to buy bracelets at Rp 100 per piece, then throw the bracelet so that it hits each type of cigarette that has been provided. If the bracelet can precisely circle one of the cigarettes, the thrower will get the cigarette for Rp 100 (Wawasan, 1991). Following reports of the agility game, the committee moved quickly to close the stand. Previously, the Governor of Central Java had indeed prohibited any game that led to gambling (Wawasan, 1991).

Through this complex and interrelated constellation of roles, the Central Java Development Fair and Promotion during the 1981-1995 period managed to position itself far beyond the function of a conventional exhibition. It transformed into a dynamic ecosystem that actively facilitated promotion, innovation, collaboration, and empowerment across industrial sectors, with special attention to accelerating the growth of small and medium-scale business entities. The Fair and Development Promotion becomes a vital arena where the potential and dynamics of the Central Java economy can be visualized, promoted, and developed in an integrated and sustainable manner.

CONCLUSION

The Central Java Development Fair and Promotion started as a small exhibition in Semarang to celebrate Independence Day, which has since grown into a huge annual event in the province. Its main purpose is to showcase and help sell various products made in Central Java, ranging from the products of large industries to crafts from small businesses. The event actively encourages people to love and use domestic products more, while helping local entrepreneurs to sell their goods overseas. One of the most special things about the Fair and the Promotion of Development was its great concern for small entrepreneurs or what was then called the "weak economic class". The organizers are aware that small entrepreneurs often find it difficult to join large exhibitions because of the expensive venue rental fees. Therefore, the Fair and Development Promotion provided special facilities in the form of free exhibition space or at a very low cost. The aim was that products from home-based businesses and cooperatives could be displayed side by side with products from large companies, so that they had the same opportunity to be recognized and sold in the market.

The Development Fair and Promotion was born with the aim of reviving small and medium enterprises, especially in the Central Java area so that their products can be recognized by the wider community. Visitors who come are expected to shop at small and medium business stands, but

instead many visitors are more interested in the agility game stand. This game is in demand because by paying cheaply you can get a prize that is of great value which then has an impact on the action to close the agility game stand. This is because the game is indicated as gambling, as ordered by the Governor of Central Java so that there are no games that lead to gambling at the development exhibition. Over time, the Development Fair and Promotion has become increasingly popular and crowded. The old location at Tegalwareng Amusement and Recreation Park was no longer adequate, was too cramped, and often caused traffic jams. In response, the government built a new, much larger complex designed specifically for the event in Krobokan, West Semarang, which was put into use in 1986. The move to a permanent location is a testament to the seriousness and importance of the event, and the name of the area, the Development Recreation and Promotion Center, has since been adopted.

REFERENCES

- Kartika. (1981a). 27 Pengusaha Swasta Sudah Tercatat Ikuti PRPP Jateng. *26 Mei 1981*, p. 2.
- Kartika. (1981b). Bentuk-bentuk Bangunn Ciri Khas Daerah Mulai Bermunculan di PRPP 81. *18 Juli 1981*, p. 2.
- Kartika. (1981c). Bimo Rp 15.000 Gatutkaca Rp 12.000 Semar Rp 7.500. *9 September 1981*, p. 2.
- Kartika. (1981d). Kain Songket Kuno Dikerjakan 1 Tahun dijual Rp 600.000. *5 September 1981*, p. 2.
- Kartika. (1981e). Kerajinan Tanduk SDC Wangen Klaten. *31 Agustus 1981*, p. 2.
- Kartika. (1981f). Penyus Kering Raksasa Dijual Untuk Umum Seharga Rp70.000. *24 Agustus 1981*, p. 2.
- Kartika. (1981g). PRPP Harus Lebih Megah dan Bermutu Daripada PRPS. *28 Juli 1981*, p. 2.
- Kartika. (1981h). PRPS Akan Ganti Nama dan Dilangsungkan di Daerah Krobokan. *16 Januari 1981*, p. 2.
- Kartika. (1981i). Stand Kosgoro dengan Barang-barang Menarik. *20 Agustus 1981*, p. 2.
- Kartika. (1981j). Stand Perbankan Megah. *26 Agustus 1981*, p. 2.
- Kartika. (1981k). Tongkat Kayu Wonosobo Berukir Ular Rp 50.000 dan Berhadiah Kecap ABC. *19 September 1981*, p. 2.
- Kartika. (1982a). Bulumata Buatan Purbalingga Banyak di Ekspor ke AS dan Eropa. *3 September 1982*, p. 2.
- Kartika. (1982b). Kali Ini PRPP 82 Dilengkapi dengan Biro Informasi. *11 Agustus 1982*, p. 2.
- Kartika. (1982c). Piala Gubernur untuk Stand dan Pramuniaga Terbaik. *2 September 1982*, p. 2.
- Kartika. (1982d). Stand Perusda Tampilkan Bahan Pakaian, Alat Listrik. *28 Agustus 1982*, p. 2.
- Kartika. (1983a). Berbagai Hasil Pengusaha Nasional di Stand Perindustrian. *5 September 1983*, p. 2.
- Kartika. (1983b). Dilakukan Monitoring Masalah-masalah yang Dihadapi Para Pengusaha. *16 September 1983*, p. 2.
- Kartika. (1983c). Parkir Liar Ternyata Masih Juga Ada. *12 September 1983*, p. 2.
- Kartika. (1983d). PRPP Tunjukkan Kepada Masyarakat Kemampuan Provinsi. *12 Agustus 1983*, p. 2.
- Kartika. (1987a). Permainan Untung-untungan Juga Ada di PRPP 1987. *21 Oktober 1987*, p. 2.
- Kartika. (1987b). Semalam Taman Hiburan Tawang Mas Belum Peroleh Banyak Perhatian. *16 Oktober 1987*, p. 2.
- Kuntowijoyo. (1994). *Metodologi Sejarah* (2nd ed.). Yogya: Tiara Wacana Yogya.
- Septiyaningsih, T. (2020). Identifikasi Obyek Wisata Puri Maerokoco Semarang. *SIAR 2020 : Seminar Arsitektur*, 8686(3), 372.

- Suara Merdeka. (1971). Pameran Pembangunan di THR Semarang. *10 Agustus 1971*, p. 2.
- Suara Merdeka. (1972). Pameran Mobil-mobil Kuno Disamping Barongsay dan Tong Setan di THR. *6 Mei 1972*, p. 8.
- Suara Merdeka. (1973). Semarang Fair Expo 73 Agustus di THR. *9 Juni 1973*, p. 2.
- Suara Merdeka. (1976). Bila Luas Kota Tambah dapat Pilih Tempat PRPS Selama Belum Diperluas Tempat Tetap di Tegalwareng - Walikota Tunjuk Formateur Untuk Susun Panitia PRPS 1976. *6 Anuari 1976*.
- Suara Merdeka. (1977a). Jalan-jalan ke PRPS akan Diperbaiki dn Penerangannya Ditingkatkan. *18 Juni 1977*.
- Suara Merdeka. (1977b). Mendagri: PRPS Harus Bawakan Identitas Sosial. *18 Juli 1977*.
- Suara Merdeka. (1978). Mendagri: PRPS Perlu Jadi Tradisi Bagi Semarang. *17 Juli 1978*.
- Suara Merdeka. (1984). Walikota Usulkan Areal PRPP Permanen di Krobokan Utara. *15 Juni 1984*, p. 6.
- Suara Merdeka. (1986). PRPP Jateng 1986 Semalam Dibuka dengan Semarak. *15 Agustus 1986*, p. 1.
- Sumastuti, E., Prabowo, H., & Violinda, Q. (2021). Pengembangan Wisata Kota Semarang. *Khasanah Ilmu - Jurnal Pariwisata Dan Budaya*, *12*(1), 30–38. <https://doi.org/10.31294/khi.v12i1.8889>
- Sunandar, M. (2021). *Pengantar Historiografi* (1st ed.). Serang: Media Madani.
- Wawasan. (1983a). 14 Kelompok Anggota KUKMI Ikut Meriahkan PRPP 1983. *15 Agustus 1983*, p. 2.
- Wawasan. (1983b). Arena PRPP 1983 “Melalui PRPP Dimaksudkan Menggugah Kreasi Pengusaha.” *24 Agustus 1983*, p. 4.
- Wawasan. (1991a). Memasuki Hari Ke 13 PRPP Terjadi Sepuluh Kali Perkelahian. *14 Agustus 1991*, p. 4.
- Wawasan. (1991b). Pengunjung PRPP Diharapkan Lakukan Siskamling Perkelahian Berdarah Ganggu Kemeriahan Malam Minggu. *5 Agustus 1991*, p. 4.