ABSTRAK

Festival musik di Indonesia menunjukkan pergeseran orientasi penyelenggaraan, kini pertunjukkan musik menghadirkan *event experience* seiring perubahan kebutuhan audiens yang mencari pengalaman berkesan dalam sebuah festival. Prambanan Jazz Festival menjadi salah satu festival yang menarik untuk dikaji karena memadukan pengalaman pertunjukan musik dengan identitas warisan budaya Candi Prambanan. Penelitian menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data berupa wawancara, dokumentasi, dan studi pustaka. Penelitian ini menggunakan teori *value co-creation* untuk menganalisis praktik *event experience.* Hasil penelitian menunjukkan bahwa *event experience* Prambanan Jazz Festival dirancang sebagai ekosistem pengalaman menyeluruh yang bersumber dari identitas *World Heritage* dan berbagai aktivasi yang membentuk pengalaman *audience journey*. Praktik ini tersebut berlangsung dengan nilai inti festival ditetapkan penyelenggara, sedangkan pengalaman yang diturunkan dari nilai tersebut dibentuk secara partisipatif bersama audiens. Melalui *Dialogue*, masukan audiens ditindaklanjuti menjadi program nyata. *Access* membuka pengalaman bagi beragam segmen meskipun terkendala kepadatan pengunjung. *Risk-Benefit* menjaga manfaat tetap lebih besar daripada risiko. *Transparency* menjaga kesesuaian informasi dengan pengalaman yang dihadirkan. Penelitian menyimpulkan bahwa Prambanan Jazz Festival membuka praktik *value co-creation*, tetapi belum optimal karena masih bersifat konsultatif dan keputusan inti festival tetap dikendalikan oleh penyelenggara.

Kata kunci: *event experience, value co-creation,* Prambanan Jazz Festival, model DART

ABSTRACT

The music festival industry in Indonesia shows a shift in orientation, where music performances now present an event experience in line with changing audience needs, who seek memorable experiences within a festival. Prambanan Jazz Festival is one festival that is interesting to examine because it combines the experience of a music performance with the cultural heritage identity of Prambanan Temple. This research uses a qualitative descriptive approach with data collection techniques consisting of interviews, documentation, and literature review. This research uses the theory of value co-creation to analyze the practice of event experience. The results show that the event experience of Prambanan Jazz Festival is designed as a comprehensive experience ecosystem rooted in its World Heritage identity and various activations that shape the audience journey experience. This practice takes place with the festival's core values determined by the organizer, while the experience derived from those values is shaped participatively together with the audience. Through Dialogue, audience input is followed up into concrete programs. Access opens up the experience to diverse segments, although it remains constrained by visitor density. Risk-Benefit maintains that the benefits remain greater than the risks. Transparency maintains consistency between the information communicated and the experience actually delivered. The research concludes that Prambanan Jazz Festival opens up the practice of value co-creation, but this practice is not yet optimal, as it remains largely consultative and core festival decisions are still controlled by the organizer.

Keywords: *event experience, value co-creation,*Prambanan Jazz Festival, model DART