

Analyzing Marketing Communication Strategies for “Satu Nagari Satu Event” Program in West Sumatra

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Abstract. *This study analyzed the marketing communication strategies employed for the “Satu Nagari Satu Event” program in Tanah Datar Regency, West Sumatra. The program, aimed at promoting cultural engagement and community participation, emphasizes the critical role of effective marketing communication in realizing its objectives. The analysis begins by outlining the core goals and context of the “Satu Nagari Satu Event” program, establishing a foundation for the subsequent evaluation. Through an assessment of the clarity and consistency of the program’s messaging, the analysis illuminates its capacity to convey its value proposition. Both traditional and digital channels of communication are examined to assess their reach and impact. Acknowledging the cultural context, the analysis explores the extent to which marketing communication resonates with the local customs and traditions of Tanah Datar Regency. The evaluation culminates in the examination of key performance indicators, such as event attendance, online traffic, and social media engagement, providing insights into the success of the marketing communication strategies. By merging these insights, the analysis proffers recommendations for refining the program’s marketing communication approaches and enhancing its impact on cultural engagement and community involvement.*

Keywords: *marketing communication, satu nagari satu event program, event, cultural, tanah datar regency*

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INTRODUCTION

Technological advancements are driving changes in the marketing and communications landscape. The Internet and the business world have undergone significant transformations due to new communication methods. This shift affects how customers learn about products. Marketing communications, a challenging but crucial component of modern marketing (Kitchen and Proctor 2015; Tairova, Giyazova, and Dustova 2020), play a vital role in informing customers and potential buyers about a product, including its benefits, who should buy it, and when and where it will be available (Haris, Samosir, and

Lubis 2023). Marketing communications play a crucial role in influencing brand equity and the sales of products or services. Additionally, the advancement of information and communication technology has positively impacted the industrial sector. The shift in the industrial model toward digitalization significantly affects the marketing activities conducted by companies in the competitive business landscape. The ability to adapt quickly and accurately by involving various digital media and marketing technologies will positively influence the company (Rakshit et al. 2022). Integrated Marketing Communication (IMC) involves continuously developing and

implementing persuasive communication programs for both existing and potential customers (Sharma and Rahman, 2022).

The Association of Advertising Agencies in America defines integrated marketing communication as a concept denoting the enhanced value derived from a comprehensive plan. This plan assesses the strategic roles of diverse communication disciplines, aiming to combine them in a clear, consistent manner to achieve maximum impact on communication (Clarke 2009; Paiva 2010; Zahid et al. 2022). Integrated marketing communications necessitate a perspective for planning marketing and promotional programs while coordinating various communication functions (Faruk, Rahman, and Hasan 2021; Ernungtyas and Boer 2023). This entails developing a total marketing communication strategy that encompasses all of the company's marketing activities, extending beyond promotional efforts and communication with consumers (Saidah, 2023). Marketing communication serves to reinforce marketing strategies and attain broader segmentation (Kusnadi, Loisa, and Pandrianto, 2022). It also seeks to visualize communication effectively and achieve aesthetic visual communication. Aesthetic visual communication involves the exchange of visual messages between communicators and communicants to elicit specific feedback based on the aesthetic values presented in a work resulting from the interaction of the communicator and the communicant (Kudiya & Atik, 2023). The primary objective of marketing communication is to boost product sales, thereby increasing company profit. This goal, of course, relies on effective promotion to build brand awareness. Effective promotional planning involves selecting the appropriate media in the promotion process, with one such avenue being the utilization of social media (Yupi and Putri, 2023).

In recent years, cultural events have gained significant prominence as advocates for showcasing local identity, promoting tourism, and improving residents' overall quality of life. Successful events often incorporate storytelling techniques that resonate with the audience's cultural background, establishing a meaningful emotional connection. It is crucial to align the messaging of the event with the local culture and values to enhance engagement and increase attendance (Akbari, 2023). Tourism activities in Tanah Datar are on the rise with the emergence of various tourist attractions, including the event itself. The nature of event activities is inspirational, often drawing large crowds and eliciting emotional responses from various stakeholders. Events contribute to entertainment, offering immediate enjoyment to enthusiasts without requiring payment (Mandalia and Hidayat, 2023).

Since 2020, the world, including Indonesia, has been profoundly affected by the emergence of the Covid-19 pandemic, leading to significant changes in people's lives. Movement restrictions have been imposed in various aspects of daily activities, such as work, school, and more (Kurniawan and Setyawans, 2022). In an effort to revitalize the tourism sector and boost the local economy, the Tanah Datar Regency Government in West Sumatra encourages every Nagari in the area to organize events. The "Satu Nagari Satu Event" program, facilitated by the local government, aims to address the challenges posed by the COVID-19 pandemic and become a tourism attraction (Mandalia, 2022). The "Satu Nagari Satu Event" program, translating to "One Village, One Event," aligns with this initiative by curating diverse events and activities that showcase the unique essence and local wisdom of each village within the regency. This platform provides an opportunity for local artists, artisans, and performers to display their

talents, with the goal of attracting visitors from neighboring regions and beyond. Community involvement in event planning and promotion is pivotal to its success. Research indicates that events fostering a sense of belonging and identity within the community are more likely to gain support and participation (Ritchie and Crouch, 2003). Effective communication strategies that address community concerns and interests can lead to higher engagement levels. The “Satu Nagari Satu Event” program, situated in the picturesque Tanah Datar Regency of West Sumatra, Indonesia, stands as a distinctive initiative promoting cultural richness, community engagement, and regional tourism. Tanah Datar Regency, known for its historical significance and diverse traditions, provides an ideal backdrop for an event celebrating the region’s heritage and fostering community cohesion. The implementation of the three main steps of Segmentation, Targeting, and Positioning is crucial for the effective and efficient operation of businesses.

Numerous studies have delved into the analysis of marketing communication strategies, each distinguished by unique characteristics in terms of research processes and the objects of study. Notably, this study’s focus is on the “Satu Nagari Satu Event” program in Tanah Datar Regency, West Sumatra, an area of research that has not been extensively explored by many researchers.

Relevant research has explored marketing communication strategies for Kopi Kawa Daun Tanah Datar products, emphasizing efforts to build brand awareness (Endri and Prasetyo, 2021). Another pertinent study conducted by (LIHU, 2023), titled “Marketing Communication Strategy in Preserving Lok Baintan Floating Market Tourism Destinations Banjar Regency,” shares a qualitative approach with this research. However, the key distinction lies in the

research focus, as LIHU’s study analyzes the marketing communication strategy of a tourist area in South Kalimantan. In contrast, this study centers on the “Satu Nagari Satu Event” in Tanah Datar. The findings of the previous study outline an integrated marketing communication model, conceptualizing a planning framework for delivering persuasive communication through an integrated marketing communication mix. This model incorporates target identification, goal analysis, strategy development, and evaluation processes supporting marketing communication activity programs. Conversely, the current study evaluates the reach, impact, and effectiveness of communication channels—both traditional and digital—based on criteria such as message effectiveness, cultural sensitivity, alignment, and audience engagement. Moreover, this research recommends refining the approach of the marketing communications program to enhance its impact on cultural engagement and community involvement.

Given that the success of such events hinges heavily on effective marketing communication strategies, this analysis aims to dissect the intricacies of the program’s promotional efforts. The primary objective is to gain insights into how the program communicates its value proposition, engages its target audience, and ultimately achieves its overarching goals. The advent of new media, particularly social media integrated with the internet network, provides consumers with various advantages. Notably, during the global COVID-19 outbreak two years ago, social media played a pivotal role as a means of online communication for accessing information and interacting with others (Ulfa, Hayati, & Akbari, 2023). The ongoing need for people to continue interacting online has led to the emergence and rapid development of

various types of social media (Depoux et al., 2020; Hausmann et al., 2020; Sunuantari et al., 2023).

Social media platforms play a pivotal role in event promotion in the digital age. Research indicates that effective utilization of social media can generate excitement, foster the creation of user-generated content, and facilitate direct engagement with the audience (Hudson, 2016). Presenting all products through digital media offers an engaging experience, with advantages such as flexibility and efficiency in access and participation in the event (Kim, Lee, and Preis 2020). A well-crafted online presence has the potential to extend the event's reach beyond geographical boundaries. Through a thorough examination of various marketing communication components, ranging from messaging and positioning to digital engagement and cultural sensitivity, this analysis aspires to offer a comprehensive understanding of the program's promotional strategies.

Certainly, taking into account the pivotal cultural context of Tanah Datar Regency, it is essential for the program's marketing communication to align with local customs and traditions. This ensures an authentic resonance with residents and potential attendees. Examining the feedback mechanisms and metrics employed to evaluate the success of the marketing communication strategies will yield valuable insights into the program's influence on the community's cultural engagement and the expansion of regional tourism.

While the "Satu Nagari Satu Event" program in Tanah Datar Regency, West Sumatra, holds significant promise in celebrating local culture and fostering community engagement, there exists a noticeable gap in effective marketing communication. Cultural events play a vital role in destination branding, and marketing communication that showcases

a region's unique cultural offerings can position it as a desirable destination for both locals and tourists (Anholt, 2007). Crafting a cohesive and authentic brand narrative through communication channels enhances the overall perception of the region. Cultural sensitivity is of paramount importance when promoting events in areas with diverse traditions. Communication that respects and incorporates local customs can foster a sense of inclusivity and authenticity (Vargo and Lusch, 2008). Adapting messaging to the cultural context of Tanah Datar Regency is essential for the program's success. The identified gap relates to the alignment between the program's objectives and its current promotional strategies, hindering its potential to achieve optimal impact. One central issue is the need for a cohesive and targeted messaging approach. The marketing communication efforts may need to effectively convey each event's unique value and offerings to reduce audience engagement and participation. Additionally, it might be necessary to explore more channels to reach the diverse target audience, including both residents and potential tourists.

The "Satu Nagari Satu Event" program stands as a notable endeavor that celebrates the cultural wealth of Tanah Datar Regency, showcasing the potential of effective marketing communication in driving community participation and regional development. The success of the event is measured by metrics such as attendance, economic impact, and community satisfaction, all of which can be influenced by effective marketing communication. Previous studies underline the importance of establishing clear goals, utilizing appropriate metrics, and seeking feedback to accurately measure an event's impact (Getz and Page, 2019). This analysis aims to contribute to the program's enhancement

by offering actionable recommendations for refining its marketing communication approaches. The primary purpose of this research is to comprehensively analyze the marketing communication strategies employed for the “Satu Nagari Satu Event” program in Tanah Datar Regency, West Sumatra. Through this analysis, insights into the effectiveness of the program’s promotional efforts and its alignment with overarching objectives will be gained. Ultimately, this research seeks to contribute to the enhancement of community engagement, cultural celebration, and regional tourism.

METHOD

For analyzing the marketing communication of the “Satu Nagari Satu Event” program, qualitative research offers a valuable approach to uncover nuances in messaging, cultural alignment, and audience engagement. The chosen data collection techniques involve active participation in events as an observer, allowing for the gathering of real-time insights into how attendees engage with the marketing materials and messaging. Specifically, interactions, reactions, and overall engagement levels are noted during these observations.

Data Collection

The research employs semi-structured interviews as a data collection method, engaging key stakeholders, including program organizers, local artists, community members, and tourists. Sample questions for the interviews include:

- How do you perceive the marketing communication strategies of the “Satu Nagari Satu Event” program?
- How does the messaging resonate with the local culture and values?
- Can you share an instance where

the marketing communication influenced your decision to attend an event?

Data Analysis

The research methodology involves transcribing and organizing interview results while identifying recurring themes related to messaging effectiveness, cultural sensitivity, audience engagement, and overall impact. The responses are categorized to explore patterns and connections within the data. To enhance the analysis, a comparison is made across different participant groups and events to identify commonalities and variations. It is crucial to explore how perceptions of marketing communication differ among stakeholders. Additionally, qualitative data from marketing materials such as posters, brochures, and online content are analyzed. The analysis includes a thorough assessment of the consistency of messaging, imagery, and cultural alignment. Any discrepancies between the intended messaging and the messages perceived by the audience are identified.

Findings are validated by comparing insights from diverse data sources, including interviews and document analysis. This approach ensures a comprehensive and cross-verified understanding of the program’s marketing communication strategies. Ethical considerations are prioritized by obtaining informed consent from participants. Confidentiality of participants is maintained, and their autonomy in choosing to participate is respected. Data used are anonymized, and their usage is strictly limited to research purposes. By employing qualitative research techniques and analysis, the study aims to provide valuable insights into the program’s marketing communication strategies. This approach illuminates both strengths and areas for improvement within the unique cultural

and community context of Tanah Datar Regency.

RESULTS AND DISCUSSION

Analyzing the marketing communication strategies employed for the “Satu Nagari Satu Event” program in Tanah Datar Regency has yielded valuable insights into various aspects of the program’s promotional efforts.

Messaging Effectiveness

Interviews highlighted that while the program’s messaging was generally clear, there were instances where attendees needed clarification about the unique offerings of each event. Content analysis of marketing materials revealed that certain events’ messaging needed more differentiation, resulting in missed opportunities to attract specific audience segments. The analysis indicated that while the overall messaging of the program was clear, there were instances of confusion among potential attendees. Some respondents expressed uncertainty about the specific details of certain events, such as event schedules and locations. This lack of clarity could deter potential participants who require precise information to plan their attendance. Ensuring consistent, concise, and readily accessible event information is crucial to mitigating this issue. In addition, participants preferred event descriptions that highlighted the unique offerings of each village, allowing them to choose events that aligned with their interests. Strengthening the differentiation in event messaging can capitalize on attendees’ diverse preferences and encourage them to explore multiple events. Furthermore, cultural relevance emerged as a key factor affecting messaging effectiveness. Respondents or informants who perceived a strong alignment between event messaging and local customs reported a heightened connection with

the program. In contrast, instances where messaging did not resonate culturally led to feelings of detachment. It is evident that integrating cultural elements into the messaging enhances engagement and fosters a genuine bond between the program and the community it serves.

Effective messaging significantly influences event attendance and contributes to the program’s overarching goals. A clear and compelling message communicates the program’s commitment to preserving cultural heritage, fostering tourism, and strengthening community ties. As attendees become ambassadors, the impact of messaging ripples beyond individual events, influencing regional perception and encouraging word-of-mouth promotion. The messaging effectiveness within the marketing communication strategy of the “Satu Nagari Satu Event” program is pivotal to achieving engagement, cultural celebration, and community involvement. Addressing clarity, differentiation, and cultural alignment through tailored strategies will optimize event attendance and contribute to the program’s enduring success in Tanah Datar Regency, West Sumatra.

Cultural Sensitivity and Alignment

Participants emphasized the importance of cultural authenticity in marketing communication. Those who perceived alignment between the messaging and local customs expressed a stronger sense of connection with the program. Document analysis indicated that while some marketing materials integrated cultural elements, others could have better captured the essence of Tanah Datar Regency’s heritage. The assessment of cultural sensitivity and alignment within the marketing communication strategy of the “Satu Nagari Satu Event” program in Tanah Datar Regency yielded insightful results, underscoring the

significance of integrating local customs and values into promotional efforts.

Interviews with attendees and stakeholders revealed that individuals who perceived a strong alignment between the program's messaging and local culture expressed a greater sense of connection. They reported feeling that the program respected and celebrated the region's heritage. The positive correlation between alignment perception and cultural connection highlights the program's potential to foster a sense of belonging and identity among attendees. When participants perceive the events as an authentic representation of their culture, their engagement becomes more profound, contributing to the program's community involvement and cultural celebration objectives.

Audience Engagement

Audience engagement serves as a crucial indicator of the effectiveness of the marketing communication strategy within the "Satu Nagari Satu Event" program in Tanah Datar Regency, West Sumatra. This section presents the results of the analysis conducted to understand how well the program's promotional efforts capture and maintain the attention and interest of the target audience. Insights from event observations highlighted the impact of interactive elements in marketing materials. Attendees engaged more with materials that offered activities such as Social Media (Instagram, Facebook, TikTok), leading to event information, gamification features, and opportunities for participation. Discussions with attendees revealed that social media platforms played a vital role in engaging the audience before, during, and after events. Participants appreciated the ability to interact, share experiences, and receive real-time updates through digital channels.

Incorporating interactive features

within both physical materials and digital platforms enriches attendees' experiences and cultivates a sense of active involvement. This can be realized by building branding to build a good image and has an important role in creating an overall experience that can influence user interaction and perception as shown in Figure 1 as branding and reinforced by the logo in Figure 2 which becomes the identity or graphic representation and symbol of Satu Nagari Satu Event. The increasing reliance on digital channels for event discovery emphasizes the importance of maintaining a robust online presence. The positive response from attendees to social media content underscores the potential of platforms such as Facebook, Instagram, YouTube, and TikTok for generating excitement, sharing information, and promoting interaction. Through the strategic integration of interactive elements and effective use of digital platforms, the program has the potential to attract attendees and create a dynamic, participatory event experience that aligns with the cultural celebration and community engagement objectives of Tanah Datar Regency, West Sumatra.



FIGURE 1. Tanah Datar Destination Brand



FIGURE 2. Satu Nagari Satu Event Logo

Recommendations:

Event-Specific Messaging

Developing event-specific messaging that captures the essence of each event is crucial for the success of the “Satu Nagari Satu Event” program. This tailored communication approach aims to effectively promote and engage the target audience. Firstly, it is essential to thoroughly understand the program’s essence, objectives, and the unique experiences it offers. From this understanding, create clear and compelling messages that highlight these key points. Emphasize what makes each event special and communicate why people should participate. Utilize various communication channels, including social media, flyers, and local community gatherings, to disseminate these messages effectively. Ensure that the messages reach the right audience at the right time. Encourage specific actions, such as event registration or attendance, and maintain consistent messaging to sustain interest over time. Additionally, actively listen to feedback and be ready to adjust the messages accordingly. This approach fosters a positive and engaging relationship with the audience. Ultimately, the goal is to generate excitement and anticipation surrounding the “Satu Nagari Satu Event” program, driving participation and ensuring its success.

In summary, the messaging strategy for the “Satu Nagari Satu Event” program involves creating customized messages that effectively convey the unique qualities and benefits of the event. These messages should be disseminated through diverse channels, encourage audience engagement, and be flexible in response to feedback. The goal is to generate excitement, capture interest, and foster active participation, ultimately securing the program’s success and meeting its objectives.

Cultural Inclusivity

Collaborating with local artists and community members is crucial to ensuring that marketing materials authentically represent the cultural richness of Tanah Datar Regency. Cultural inclusivity in the marketing communication strategies of the “Satu Nagari Satu Event” program is essential for creating an Event that is welcoming and accessible to diverse attendees. Firstly, it involves a deep understanding and respect for the local community’s cultural norms, traditions, and values in Tanah Datar Regency, West Sumatra. This understanding should inform the messaging and promotional materials used for the Event to avoid any cultural insensitivity or misrepresentation. By incorporating elements of the local culture into the marketing, such as traditional art, music, or food, the program can create a sense of familiarity and belonging for the community. This approach makes them more likely to engage with and attend the Event, fostering a stronger connection between the program and the local community.

Secondly, cultural inclusivity entails actively reaching out to and involving various regional cultural groups. This could involve collaborating with local cultural organizations, featuring performances or exhibitions from different cultural backgrounds, and ensuring that the event venue and facilities are accessible to all, regardless of their cultural background or needs. By embracing cultural diversity and inclusivity in its marketing communication, the “Satu Nagari Satu Event” program can foster a sense of unity and celebration within the community. This approach makes the event a truly enriching and memorable experience for all attendees.

Interactive Components

Incorporating interactive elements such as contests, polls, and real-time updates on social media platforms is a powerful strategy to engage attendees before, during, and after events. These interactive components become integral parts of the marketing communication strategies for the “Satu Nagari Satu Event,” creating a dynamic and participatory experience for the target audience. Interactive components involve activities or content that encourage active participation and two-way communication. For example, the program could run online contests or polls related to the event, allowing the audience to contribute their ideas or preferences. This not only generates excitement but also provides valuable insights into the interests of the attendees. Furthermore, interactive content such as behind-the-scenes sneak peeks, interactive maps, or virtual tours can offer potential attendees a preview of what to expect, enticing them to join the event.

Another effective interactive strategy involves live Q&A sessions or discussions on social media platforms where the audience can ask questions or share their thoughts about the event. Additionally, encouraging user-generated content, such as photos or videos related to the program, can enhance engagement and create a sense of community among attendees. Integrating these interactive components into the marketing communication strategies of the “Satu Nagari Satu Event” program fosters a more immersive and participatory experience. This approach makes potential attendees feel like active participants rather than passive observers. The result is an increased level of excitement and higher attendance rates, contributing to the development of a loyal and engaged audience for the event.

Feedback Mechanisms

Implementing feedback mechanisms is crucial for gathering insights from attendees on their perception of the marketing communication. This iterative approach can significantly enhance future strategies. Feedback mechanisms within the marketing communication strategies of the “Satu Nagari Satu Event” program are essential not only for maintaining a strong and positive relationship with the audience but also for continuously improving the overall event experience. These mechanisms involve actively seeking and responding to feedback from potential attendees, participants, and the community. Firstly, establishing clear channels for feedback, such as social media comment sections, email addresses, or dedicated feedback forms on the Event’s website, is crucial. By providing these accessible platforms, the program can encourage people to voice their opinions, share their concerns, and provide valuable insights.

Secondly, upon receiving feedback, it is equally important to respond promptly and constructively. Acknowledge and thank individuals for their input, whether it is positive or critical, and demonstrate a commitment to addressing their concerns or suggestions. This builds trust and shows that the program values its audience’s opinions, dedicating efforts to enhancing the event experience based on their feedback. A continuous feedback loop plays a vital role in improving the overall quality of the “Satu Nagari Satu Event.” It not only contributes to the program’s ongoing refinement but also fosters a positive reputation and community around the event. This positive engagement makes attendees more likely to return for future events and recommend the program to others.

Digital Optimization

Several studies have explored the impact of social media on marketing communications, demonstrating that communication through social media significantly affects marketing results (Berthon et al., 2012; Hudson & Thal, 2013; Kumar et al., 2017). To strengthen the “Satu Nagari Satu Event” program’s digital presence, it is essential to enhance the usability of its website, provide clear event details, and leverage social media platforms effectively. Digital optimization plays a crucial role in the marketing communication strategies for the program, involving the strategic use of digital tools and platforms to maximize the reach, engagement, and effectiveness of promotional efforts. Firstly, this optimization includes enhancing the program’s online presence, focusing on its website and social media profiles. The website should be user-friendly and mobile-responsive, offering essential event information such as dates, venues, and ticketing details. Additionally, employing search engine optimization (SEO) techniques ensures that the event’s website appears prominently in search engine results when potential attendees search for relevant keywords.

Secondly, social media optimization plays a pivotal role in the overall digital strategy. The program should consistently create engaging and shareable content across various social media platforms to generate excitement and build a strong online community around the event. This involves creating visually appealing posts, using relevant hashtags, and running targeted ad campaigns to reach a broader audience. Utilizing data analytics and insights is crucial for tracking the performance of digital marketing efforts. This data-driven approach allows the program to make real-time adjustments to its strategies for better results. Overall, digital optimization ensures that the “Satu

Nagari Satu Event” program maximizes its presence in the digital landscape, effectively reaching and engaging potential attendees to ensure the success of the event.

CONCLUSION

In conclusion, the analysis of the marketing communication strategies employed for the “Satu Nagari Satu Event” program in Tanah Datar Regency, West Sumatra, has yielded valuable insights into several critical areas of improvement. Firstly, messaging effectiveness has been identified as a key factor, indicating a need for clearer and more differentiated event-specific messaging. Addressing this concern involves crafting tailored messages that capture the unique essence of each event, utilizing various communication channels effectively, and actively seeking feedback. This strategic approach can significantly enhance the impact of messaging, ultimately increasing engagement and attendance.

Cultural inclusivity has emerged as another essential aspect, underscoring the importance of authentically representing the local culture in promotional materials. Collaborating with local artists and community members to integrate cultural elements can foster a deeper connection and sense of belonging among attendees. This approach aligns seamlessly with the program’s cultural celebration and community involvement goals.

Additionally, integrating interactive components and digital optimization has been recommended to enhance audience engagement and the program’s online presence. Activities such as contests, polls, and real-time updates on social media platforms can create a more participatory and dynamic event experience. Simultaneously, effective digital optimization ensures that potential attendees are reached through user-friendly websites and engaging social

media content.

Lastly, feedback mechanisms play a crucial role in continuous improvement. Implementing clear channels for feedback and responding constructively strengthens the program's relationship with the audience and provides invaluable insights for future strategies. By addressing these recommendations and fine-tuning its marketing communication strategies, the "Satu Nagari Satu Event" program can further its goals of engaging the community, celebrating culture, and creating memorable events in Tanah Datar Regency, West Sumatra.

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