

ABSTRAK

ANALISIS *EDINBURGH FESTIVAL FRINGE* SEBAGAI AGENDA BUDAYA INTERNASIONAL DALAM Mendukung *CITY BRANDING* EDINBURGH

Oleh

Mayza Valencia

Penelitian ini menganalisis peran *Edinburgh Festival Fringe* sebagai agenda budaya internasional dalam mendukung *city branding* Edinburgh. Sebagai salah satu festival seni pertunjukan terbesar di dunia, Fringe mempertemukan seniman, audiens, media, dan pelbagai aktor budaya dari beragam negara sekaligus mendukung visibilitas dan citra Edinburgh sebagai *The World's Festival and Event City*.

Metode penelitian menggunakan metode kualitatif dengan pendekatan deskriptif-analitis. Analisis mengacu pada enam dimensi *City Brand Hexagon* oleh Simon Anholt, yaitu *presence*, *place*, *people*, *pulse*, *potential*, dan *prerequisites*. Data yang digunakan berupa data primer dan sekunder. Data primer dihimpun melalui studi pustaka, observasi konten digital @edfringe, dan wawancara dengan *International Engagement Coordinator* dari Fringe Society. Selanjutnya, data sekunder diperoleh dari dokumen dan penelitian yang relevan. Data dianalisis menggunakan model interaktif Miles, Huberman, serta Saldaña yang meliputi kondensasi data, penyajian data, dan penarikan kesimpulan.

Hasil menunjukkan bahwa dari enam elemen *City Brand Hexagon*, dimensi *presence* paling menonjol karena berkaitan dengan pengakuan dan reputasi internasional Edinburgh. Dimensi *pulse* menambah dinamika budaya dan atmosfer festival, sedangkan *place*, *people*, *potential*, dan *prerequisites* berperan sebagai faktor pendukung. Di sisi lain, partisipasi aktor budaya dari pelbagai negara menunjukkan bagaimana Fringe memperluas keterhubungan internasional Edinburgh melalui aktivitas budaya. Dengan demikian, Fringe tidak hanya berfungsi sebagai festival seni internasional, tetapi juga sebagai instrumen budaya yang mendukung *city branding* dan visibilitas global Edinburgh.

Kata kunci: *Edinburgh Festival Fringe*, *City Branding*, *City Brand Hexagon*, dan *City Diplomacy*.

ABSTRACT

ANALYSIS OF EDINBURGH FESTIVAL FRINGE AS AN INTERNATIONAL CULTURAL AGENDA IN SUPPORTING EDINBURGH'S CITY BRANDING

By

Mayza Valencia

This study analyzes the role of the Edinburgh Festival Fringe as an international cultural agenda in supporting Edinburgh's city branding. As one of the world's largest performing arts festivals, the Fringe brings together artists, audiences, media representatives, and various cultural actors from different countries while supporting Edinburgh's visibility and image as The World's Festival and Event City. This research employs a qualitative method with a descriptive-analytical approach. The analysis is based on Simon Anholt's City Brand Hexagon framework, which consists of six dimensions: presence, place, people, pulse, potential, and prerequisites. The study utilizes both primary and secondary data. Primary data were collected through a literature review, digital content observation of @edfringe, and an interview with the International Engagement Coordinator of the Fringe Society. Secondary data were obtained from relevant documents and previous studies. Data were analyzed using the interactive model developed by Miles, Huberman, and Saldaña, which includes data condensation, data display, and conclusion drawing. The findings indicate that among the six dimensions of the City Brand Hexagon, the presence dimension is the most prominent, as it is closely related to Edinburgh's international recognition and reputation. The pulse dimension contributes to the cultural vibrancy and festival atmosphere, while place, people, potential, and prerequisites serve as supporting factors. Furthermore, the participation of cultural actors from various countries demonstrates how the Fringe expands Edinburgh's international connectivity through cultural activities. Therefore, the Fringe functions not only as an international arts festival but also as a cultural instrument that supports Edinburgh's city branding and global visibility.

Keywords: Edinburgh Festival Fringe, City Branding, and City Brand Hexagon, and City Diplomacy.