

ABSTRACT

Festivals in Indonesia are increasingly being held at the end of the year or in the middle of the year, but not many have opened Halal food and beverage festivals. This study aims to determine the motivation of business actors in participating in the Jogja Halal Festival. The sample in this study were 113 respondents who were taken through the method *purposive sampling*. Research data was taken through questionnaires which were distributed using the PAPI (Pencil and Paper Interviewing) technique where enumerators were collected in groups and then distributed questionnaires via *barcode* and simple interviews with business actors. This research method uses descriptive statistical analysis which has previously fulfilled the instrument test, namely validity and reliability. The results of the study show that statistically, cultural exploration influences the motivation of small culinary entrepreneurs at the Jogja Halal Festival, with the highest score being promoting existing products, then internal socialization also influences the motivation of small culinary entrepreneurs at the Jogja Halal Festival, namely maintaining their position. companies in the eyes of consumers, and finally external socialization influences the motivation of small culinary entrepreneurs at the Jogja Halal Festival, namely improving the company's image/brand.

Keywords: Motivation, Entrepreneurs, Jogja Halal Festival, Food Festival.