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Evaluasi Record Store Day 2026 Sebagai Wisata Kreatif Yogyakarta
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INTISARI

Record Store Day (RSD) merupakan event yang berfokus pada perayaan dan distribusi rilisan fisik musik dengan melibatkan pelaku industri musik, komunitas kreatif, dan masyarakat. Di Yogyakarta, RSD tidak hanya menjadi ruang transaksi rilisan fisik, tetapi juga menghadirkan aktivitas kreatif, interaksi komunitas, dan pengalaman budaya yang berpotensi mendukung wisata kreatif. Penelitian ini bertujuan menganalisis pengelolaan Record Store Day Yogyakarta 2026 dalam mendukung daya tarik wisata kreatif.

Penelitian ini menggunakan pendekatan metode campuran (*mixed methods)*. Data diperoleh melalui kuesioner kepada 122 pengunjung, wawancara mendalam dengan pengelola, observasi partisipatif, dan dokumentasi. Analisis mengacu pada konsep *creative tourism* Richards (2011; 2018), meliputi partisipasi aktif, pengalaman pembelajaran, pengalaman budaya autentik, interaksi dengan komunitas lokal, dan proses kreatif. Analisis dilakukan secara tematik serta melalui triangulasi sumber dan metode.

Hasil penelitian menunjukkan bahwa pengelolaan Record Store Day Yogyakarta 2026 secara umum telah mampu menghadirkan pengalaman wisata kreatif bagi pengunjung. Kempat dimensi *creative tourism* memperoleh penilaian positif, dengan ketertarikan mengikuti event serupa memperoleh nilai rata-rata 3,52. Kesesuaian antara strategi pengelola dan pengalaman pengunjung terlihat dalam partisipasi aktif, pembelajaran mengenai budaya musik fisik, interaksi dengan pelaku kreatif dan komunitas, serta pengalaman budaya yang berbeda dari festival musik pada umumnya. Namun, masih ditemukan celah dalam kemudahan memperoleh informasi, kenyamanan kapasitas venue, keterjangkauan kegiatan edukatif, dan pemahaman pengunjung mengenai identitas RSD sebagai perayaan budaya rilisan fisik.

Kata kunci: *Creative Tourism*, Record Store Day, Pengelolaan Event

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ABSTRACT

Record Store Day (RSD) is an event focused on celebrating and distributing physical music releases, involving music industry professionals, creative communities, and the general public. In Yogyakarta, RSD serves not only as a venue for the sale of physical releases but also features creative activities, community interactions, and cultural experiences that have the potential to support creative tourism. This study aims to analyze the management of Record Store Day Yogyakarta 2026 in supporting the appeal of creative tourism.

This study employs a mixed-methods. Data were collected through questionnaires administered to 122 visitors, in-depth interviews with organizers, participatory observation, and documentation. The analysis draws on Richards' (2011; 2018) concept of creative tourism, encompassing active participation, learning experiences, authentic cultural experiences, interaction with local communities, and the creative process. The analysis was conducted thematically and through triangulation of sources and methods.

The research findings indicate that the management of Record Store Day Yogyakarta 2026 has generally succeeded in providing a creative tourism experience for visitors. All four dimensions of creative tourism received positive ratings, with interest in attending similar events scoring an average of 3.52. The alignment between the organizers' strategies and the visitors' experiences was evident in active participation, learning about physical music culture, interactions with creative practitioners and communities, and a cultural experience distinct from typical music festivals. However, gaps were still identified in the ease of accessing information, venue capacity comfort, the affordability of educational activities, and visitors' understanding of RSD's identity as a cultural celebration of physical releases.

Keywords: Creative Tourism, Record Store Day, Event Manageme