

COMMODIFICATION OF SPACES AT BALANGAN BEACH IN THE PRE WEDDING PHOTO PHENOMENON IN BALI

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ABSTRACT

The problems faced in the last seven years is how some public places in Bali, one of that is Balangan beach area of Badung Bali has happened commodification practice space since the existence of photo pre wedding phenomenon. How the natural space in the area is commercialized and raises complex problems in it. The purpose of this article is to know more deeply what causes the practice of commodification in the Balangan beach area and the impact of any commodity practices. Sources of data obtained through qualitative methods include observation and interviews, and analyze it by using critical theory such as commodity theory covers the production, distribution, and consumption, and then linked with the concept of human ecology. Based on the results of the analysis, the practice of commodification in the phenomenon of photo pre wedding in Bali, especially in the area of Balangan occurs because influenced by several factors, among others, the community considers pre wedding photos as something exclusive, and worth the additional cost, employment backgrounds of local people who are still in category lower middle and region that mostly controlled by foreign investors caused the economic gap between outsiders and insiders in commodification area of Balangan beach. The problems are not only marginalized communities, especially communities around the region also poorly managed systems include the management of informal and controlled by foreign investors.

Keywords: Commodification, pre wedding photo, Balangan beach, human ecology.

INTRODUCTION

Talking about the art of photography, especially commercial photography is one of the business that is currently popular and growing in the world of tourism in Bali. One of the highlights is the phenomenon of pre wedding photos that are in the spotlight and have become a new habit that is always manifested when a person or a couple will hold a wedding. This research does not highlight the barocly thing in the marriage of Bali but the effect of the presence of photo pre wedding phenomenon that led to the practice of commodification in some areas in Bali. The background of pre wedding photo making itself is inseparable from the existence of someone who wants to show or inform the wedding ceremony in a photographic art whether it is realized in an invitation or in cyberspace that can be consumed by many people. Without realizing the existence of social media of the people with very easy to upload everything about its activities and it becomes one of the fast way of distribution of natural and cultural spaces in Bali to be known or shown to the world.

The problem that has occurred in the last seven years is how objects or qualities such as natural space become a means of commodification practice in the phenomenon of photo pre wedding. The area that is full of commodification practice is the area of South Bali are Kuta, Uluwatu, Nusa Dua,

Jimbaran and surrounding areas. To limit the scope of the study will discuss one of the areas that indeed have occurred the practice of commodification in Balangan beach, Jimbaran, Bali. The beach is located in the village area of Ungasan, Banjar Cengiling, South Kuta Village, Badung, Bali is one of several popular tourist destinations in Bali, not only for local tourists but also foreign tourists. Not only the natural beauty that can be enjoyed but there is also Pura Dalem Segara which is often used as a photo object by the tourists. What happened in the last seven years is that some people take the opportunity to take advantage of the situation. The emergence of pre wedding photo phenomenon gives fresh air to be utilized by society especially Balangan coastal area in improving economy. Awareness of coastal communities in particular and certain elements as product owners (Balangan beach) realize that Balangan beach as a tourist destination that offers not only its natural beauty but can be used as a place of pre wedding photo.

What is interesting is how the phenomenon makes Balangan beach tourism object to be more visible development not only in the economic sector locally but also improving the welfare of the local population, but the development of Balangan beach tourism is growing rapidly seems not yet prosperous residents in the region but raises the problems complexity in it. Therefore, it is necessary to analyze, comprehend and reconcile the problem critically, so as to give understanding and answer what ideology is hidden behind the commodity of space in Balangan beach area in pre wedding photo phenomenon in Bali.

RESEARCH METHODS

The method used in this paper is a qualitative method. This method focuses on the investigation of the way people interpret their social life, and how they express their understanding through social rituals. Methods include the first is the observation of direct observation to get the reality of life, social activities that exist there. The result of the observation is that the beach area of Balangan is divided into two areas, namely the parking area located on the top and the lower area of the beach area. People who want to visit are charged only parking fee but if you want to do pre wedding photo will be charged additional fee. The fees charged to the public or tourists who want to visit in the place is the administrative cost of managing the place for the manager of the local village. The second is an interview method that involves stakeholders, not only village administrators, local people who live in Balangan beach area but also interviews the photo perpetrators of pre wedding photographers who do pre wedding photos on Balangan beach. Presentation techniques not only on the preparation of data but also the analysis and interpretation of the meaning of the data obtained.

RESULTS AND DISCUSSION

Further review of the results of qualitative methods of observation and interviews looks that there is nothing wrong with the entrance ticket or parking ticket but the question is really the most benefited is the local community? And what caused the practice of commodification to happen? The

presence of pre wedding photos in 1996 by photographer Anom Manik Agung became the beginning of the development of pre wedding photo culture in the community especially in Bali. In the past only bourgeois or upper class people were able to make pre wedding photographs because of the price of photographic equipment and services in their relatively expensive field (Anom Manik, interviewed on September 2017). But along with the current technological advances, pre wedding photos can not only be done by the elite, but the lower middle economic community can make it. The reason is the price of DSLR cameras has been reached by the lower community and led to a lot of business in the field of pre wedding photography at this time as well as the many interests of foreign photographers who dominated Chinese citizens who do a lot of pre wedding photos at Balangan beach.

This is justified by the head of the environment in Ungasan village, Mr. Kadek Adnyana (interviewed on May 2018) that pre wedding photo practice is considered in the commercial sphere and commensurate with the additional cost, especially for foreign photographers in Balangan beach area. Enactment of payment has been made since 2009 but began to apply ticket and installation of billboards in 2011. He also explained the average work of the village community Ungasan itself only as regular employees either as housekeep, front office, security, as well as engineer at a hotel or villa owned by foreign investors, so that it makes the economic needs higher in the area. Most of the areas in Ungasan village, especially in coastal areas, are controlled by foreign investors, so that the local people do not have full authority in the management system in the region.

This illustrates the large number of foreign investors who have taken control of the area, leaving the local people marginalized, generating commodity practices in profit not only officially but not infrequently by illegal means such as illegal levies in some locations in Bali. One example is in Balangan beach which is not far away and still in Ungasan village area that is Tegalwangi beach which recently caught done the illegal against perpetrator of photo pre wedding through mass media reporting online (Balipost, March 11th, 2018). Undoubtedly the phenomenon of pre wedding photos has given rise to an element of interest in a market ideology. From the perspective of human ecology how reciprocity between man and his environment is not enough to pay attention to matter, information, and energy but in the postmodern life of money flow is more important in terms of economic, technological, political and socio-cultural (Soemarwoto, 2001 : 23). For example when something is owned by the many people then they will fight each other for certain interests in various ways or can be said relationship of interrelationship and dependence. Basically humans are actively and consciously producing their means of life from nature that marks the distinctive essence of human life, hence for the fulfillment of needs there is a production process that can be consumed in both material and non-material form.

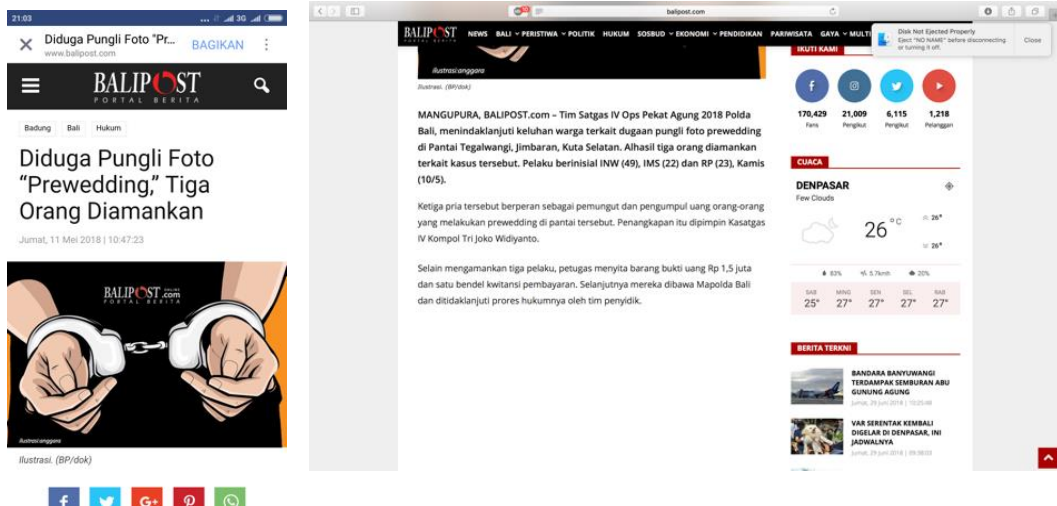


Figure 1 Illegal practice in Tegalwangi beach, Jimbaran Bali
 (www.balipost.com)

The theory of commodification is associated with the tourism sector in capitalist society. There are three elements underlying that is production, distribution, and consumption. Mass-produced commodities form a dimension for modern capitalist economies. As Marx explained in his book Economic and Philosophical Manuscripts:

"Production is an active species-life. Through this process nature appears as the work and reality of people. People not only produces himself intellectually, in his consciousness, but actively and in actuality, and thus he can contemplate himself in the world he created himself "(Marx 1975: 329).

In other words, the transformation of nature into culture through the work of material production becomes a vital process that connects people to himself. It relates to commodification of space at Balangan beach based on observation result of production which is done through special ticket which is applied to every couple who will enter or will do photo pre wedding in that place. Ticket produced is a form of exchange rate in the use of natural space on Balangan beach.



Figure 2. Shooting Ticket and Wedding Billboard
 (author documentation, 2018)

The nominal value of pre wedding tickets is Rp. 300,000 for pre wedding shooting with unlimited duration of time, but the average photographer does a shoot session of approximately one to two hours, so in an hour's duration an average of three couples performs a pre wedding photo of the place. Can be estimated if in a day effectiveness in conducting a twelve hours day shooting session, then an average of thirty-six couples who do a photo pre wedding on the beach Balangan with total

income Rp 10.800.000 and cut the service fee for the driver of Rp 50,000 then the total average net income per day of Rp 9,000,000. The provision of special facilities provided for preparing pre wedding is also provided such as a dressing area, waiting area, or locker room which is one of the additional means of exchange rates from ticket purchases. The ticket management system shall be governed by the managers of the premises by means of cooperation with the driver who at the same as a guide to the guest.



Figure 3. Makeup Amenities and Wedding Photo Session
(author documentation, 2018)

In the management system of tourism object especially at Balangan beach there is a discovery that management is managed only by investor and citizen who is near or located in the coastal area, so that the turn of economic system and profit is only enjoyed by Balangan coastal people only, while residents or residents who are in outside the coastal area Balangan not get the benefit because the management is only managed by a few elements of investors and some groups of local residents. Not only that poor management is also shown by the absence of a special office from the village or the office but only a stall used as a ticket exchange with the money service by the guide of foreign guests. Not only the deposit of tickets the guide is required to write the name in the book that has been provided by unscrupulous manager to know how often the guide is delivering guests to the beach Balangan, instead the guide will get a bonus from the manager. The people there are still in low category, this proves something ideal to be not ideal.

According to legal expert Made Rai, S.H., M. H stated that public facilities such as coastline and land on the coast cannot be claimed permanently by private property or an investor. Coastline and land on the coast about three kilometers can be exploited by the people around the coast, who have received permission from the department of the city order. Authority is granted through the village head and forwarded to the ward head to grant usage rights for communities living along the coast to safeguard coastal environments, and utilize them as a source of livelihood for local communities and marine biota. The development of public areas in the tourism sector is very likely with acts of abuse of state-owned areas by claiming private property or property of foreign investors. The general area is now much in the spotlight such as beaches and coastal land. The coastline is an imaginary line where

water and land meet. Land and coastline cannot be claimed private property because the shoreline enters into public facilities owned by the state and protected.

In the legal perspective referring to the 1945 Constitution, article 33, paragraph 3, which requires that the earth, water, and natural resources contained therein are controlled by the state and used for the greatest prosperity of the people seems to have not been realized properly. The management of the natural space controlled by the state should be the managers cooperate with the relevant agencies and have the goal of prospering the citizens equally, but in reality the management system on the beach has not been officially managed to be seen on the entrance ticket or pre wedding the absence of village logo, indeed it makes the management system to be official or legal. Another finding is that the people who become one of the managers do not come from the place but the people who come from outside Bali such as Flores and Sumba and it gives peculiarity to the function of local natural resources that are beneficial to the local residents themselves. The formation of human cultural activities depends on the material conditions and historical conditions that the individual faces daily and individuals must endure to produce themselves. The objective is no longer about the "use" but the exchange of private property or it can be said to be "exchange rate" and that according to Marx becomes the most important feature of capitalist society. Not only sell the beauty of nature but how the beauty of nature can bring profits to be used as much as possible for a phenomenon of the current phenomenon of photo pre wedding.

Associated with Pierre Bourdieu's theory of practice is how the elements of knowledge affect the community. How the theory of practice is the basis for thinking to answer research questions. Implementation of the theory of this research is to use three concepts of habitus, capital, domain, and practice. There is a mutually interrelated relationship between subjectivity and objectivity between agents and structures, social and individual practices (Lubis, 2014: 101). The formation of groups or organizations does not happen by itself but it is because of the appreciation of existing values in the environment in a smooth or slow (habitus). Knowledge capital of both economic capital (money), cultural capital (background and network), and social (interaction and interests) then the power symptoms will appear in it. In terms of habitus that cannot be denied Balangan region itself has been largely controlled by foreign investors and not the local community. Slowly, Balangan society began to marginalize because the increasing number of villas and hotels that control the area. However, social differentiation (social difference) shows that in achieving the alignment, humans attempt to build the potential of justification for themselves by means of different interactions with the capital of knowledge and power. By having the capital as the local community and the ownership of the region (investors) and the domain of the region tourism and the existence of cyberspace that very quickly provide information (distribution), then emerged the practices of commodification of natural spaces that occur in Balangan beach.

CONCLUSIONS AND SUGGESTIONS

As a conclusion, the practice of commodification in the phenomenon of photo prewedding in Bali especially in coastal area of Balangan is influenced by several factors, among others, people still consider prewedding photo as something exclusive. Seeing from the background of the work of local people who are still in the lower middle category and the region that mostly controlled by foreign investors caused the economic gap and marginalization by the local community. Management controlled by investors and some local people cause the lack of prosperity evenly and only enjoyed by some person only. There is a need for supervision by the local authorities and the existence of official management so it is clear how the commodification can have a positive impact for the community, especially the people in Balangan beach or Ungasan village area, Jimbaran, Bali. No doubt in the current era of globalization is not only considered to undermine local values but also globalization can bring up local values such as Balangan beach attractions.

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