

LOCAL WISDOM FOR THE DEVELOPMENT OF SANGKAN GUNUNG RURAL TOURISM

Gede Ginaya¹⁾, Zuraidah²⁾, I Wayan Pugra³⁾

¹⁾Politeknik Negeri Bali

ginaya@pnb.ac.id

²⁾Udayana University

Zuraidah@unud.ac.id

³⁾Politeknik Negeri Bali

wayanpugra@pnb.ac.id

ABSTRACT

Bali is one of the tourist destinations in Indonesia that has been widely known in the world. In 2017, Bali was awarded as the world's best travel destination by TripAdvisor, the world's largest travel site. The award also impacted the increase of government efforts to achieve a target of 20 million foreign tourists in 2019. In fact, this award and a number of other awards that have been pinned on this island of the gods was achieved because the unity of implementation of the values of *Tri Hita Karana* (THK) and *Sad Kertih* (SK) as local wisdom in maintaining balance Bali. However, tourism development is now focused only on economic growth with the development of mass tourism, so that tourists become difficult to find the uniqueness of Bali because they do not find enough information The truth about Bali. This research aims to investigate the revitalization of the values of THK and SK in the development of the tourism village of Sangkan Gunung, Sidemen subdistrict, Karangasem regency. The methods used are qualitative descriptive with participatory observation, in-depth interviews, and document studies. While the theory used is the theory of hermeneutics and phenomenology the results showed that the need for revitalization, transformation, conservation, and re-actualization of local wisdom values of THK and SK, as an attempt to realize the multiplier Effects of the development of a community-driven tourism village and based on the values of local wisdom that ultimately comes down to the welfare of society that is balanced between birth and inner.

Keywords: rural tourism, local wisdom, community-based tourism

INTRODUCTION

The development of tourism is not only concentrated with the development of a commodification-based product of an economical value so that it has added value only, but also needs to be based on local wisdom values. Therefore, it needs to create a harmony in the joints of community life, so there is no conflict of interest between stakeholders and community tourism people because of the scramble of tourism cakes (Ginaya, 2017). One of the local wisdom that thrives in the social life of Balinese people is *Tri Hita Karana* (THK) and *Sad Kertih* (SK). Windia and Ratna Komala Dewi (2007), Pitana (2010), Purana (2016), Ardika (2017), Mudana et al (2018), and Ginaya (2018), Astuti *et al* (2019) mention THK's understanding as three harmonious relationships, which is a harmonious relationship with God Almighty, harmonious relationship Between human beings and the harmonious relationship between man and nature and other creatures. SK is a six-type ceremony that aims to preserve the harmony of nature and its contents or six concepts in preserving the environment (Wiana, 2004, 2018). According to Wiana the concept of *Sad Kertih* is Balinese Hindu teachings that can be traced to its source in Bali Purana or Lontar where the universe including human according to the Vedic consisting of the elements of *Panca Maha Butha* or five elements consisting of the universe. THK implementation in Bali tourism development is considered to have a very wide impact for the community and the environment in Bali, namely the hospitality sector, accommodation, and tourist attractions have been recognized by the former Minister of Culture and Tourism, I Gd. Ardika (Anonymous, 2003:80). I Gd. Ardika in the same source states that there are a few

important things from the implementation of THK Tourism Awards: The bottom up, empowering the community, are voluntary, and participatory.

Circumstances that tend to make tourism development now focused solely on economic growth, tourist connoisseurs become difficult to find Bali's uniqueness is contrary to the main principle of sustainable tourism (key principles of Sustainable tourism) (Ardika, 2009) and the local principles of genius or cultural identity as stated by Soebadio (verses, 1986:18). Based on sustainable tourism principles, according to Ardika that one is explicitly written that tourism should be done based on equality for equitable distribution of benefits and costs (costs) among Local communities and tourist areas. Therefore, Bali as a tourist destination area experienced inequality when facing the heat of the flow of information from the outside with the increased mastery of science and technology between generations, so that there is a disorientation of the Local cultural value systems. On the other hand, from the principles of cultural identity, Soebadio states that the ability to absorb and cultivate cultural influences from the outside is the resilience of the culture as the resilience of the nation where a nation will be better able to endure Face the threat of outside culture, so it is able to absorb what fits and reject what does not fit. This is the root cause in tourism development where the community's ability to deal with the acceleration of change, complexity, and uncertainty in Bali's development is still low, so that the community capacity in Managing culture-based tourism needs to be improved.

This issue is necessary to be examined as a critical and multidisciplinary cultural study and seeks to defend the communities as suggested by the cultural studies experts, such as Barker (2005:6). Therefore, it can later give an overview of the development of the creative tourism model in the village of Sangkan Gunung as a representation of a sustainable tourism development through the integration of community, culture and environment. This ideal is in accordance with the values of local wisdom *Tri Hita Karana* and *Sad Kertih* to realize a prosperous community born and inner by maintaining the sustainability of natural linkment and local cultural sustainability.

METHODOLOGY

This research is qualitative descriptive. The data used is primary and secondary data. Primary data is data that is directly obtained based on the results of the survey at the time assessment the initial community service in the village of Sangkan Gunung. Additionally, a direct interview of public figures in the village, such as village head, indigenous village, Head of the village tourism awareness group and other parties, such as farmer groups, craftsmen, arts. Secondary data is data obtained from search results of document and library studies.

Data is further analyzed by a qualitative descriptive method based on the inductive methodological paradigm. That is, a paradigm that departs from something special to something common (Mahsun in Ginaya, 2018). With the descriptive analysis method, the collected data is described in full so that it is finally found a conclusion. The results of the research are presented with formal and informal methods. According to Sudaryanto, (1993:145) informal presentation method is presenting the results of analysis with a description or regular words, while the formal presentation method is a formulation with signs and symbols. According to Muhammad in Ginaya (2018) Symbols or signs are used to present or formulate analysis results so that the meaning of methods, inter-method relationships

DISCUSSION

The development of a tourism village that should be formulated should be a representation of community participation in every aspect. Similarly, the expectations of the people in Sangkan Gunung village in the development of tourism village in accordance with the potential of the village in the future can be formulated as follows: (1) the development of the Sangkan Gunung village's tourism awareness can possibly involve community as a concept of community-based tourism (CBT) development involving all components of citizens involved actively in the development of tourism potential of the village into a tourist destination; (2) CBT that emphasizes on the economic side should be founded also with local wisdom THK and SK. THK is a balance of relationships among the three elements in the village community of Sangkan Gunung in living life as an effort to create a life of a peaceful, harmonious and happy

society, namely the people relations with their creator, harmonious relations of human fellow, and harmonious relations of society with its environment. The three harmonious relationships that cause this happiness and the six elements in SK will cultivate the sense of "paras Paros Sarpanaya Salulung Sabayantaka" or the recognition of the rights of local communities and maintain the sustainability of the linkages in the area of Sangkan Gunung village. Figure 1 shows a blend of the philosophical concepts of local wisdom THK and SK as a model of the Sangkan Gunung tourism village development.

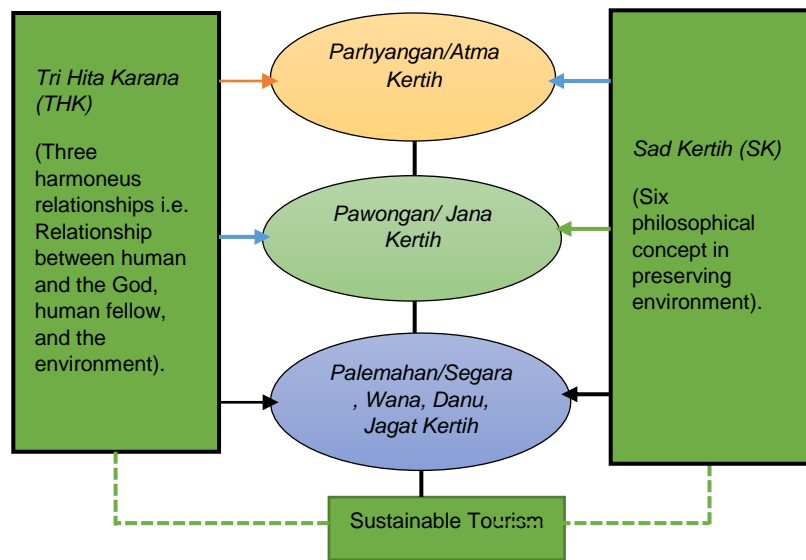


Figure 1. The Philosophical Concepts of THK and SK

The method that is used to achieve the development target of CBT based on local wisdom values THK and SK in the development of Sangkan Gunung tourism village that can be broadly classified into three according to the identification issues in the development of Sangkan Gunung village as a tourism village. The three main issues, namely the limited access to market capacity; limited human resources management, administration and operational competence; Limited physical facilities. Therefore, the method of the tourism village development as it is shown in table 1.

Tabel 1. Metode rancangan pengembangan desa wisata Sangkan Gunung

Identification	Activity	Method	Rationale
Record existing tourism potentials to be developed	Procurement of websites of tourism awareness group of Sangkan Gunung village and developing the village's tourism awareness become a tourism village	Procurement of website in English and other foreign languages	Website gives access to information about the tourism awareness group on the market Development of infrastructure and supporting facilities
Developing the infra and supra structure and the supported infra structure	Developing the village's tourism awareness group as a tourism village	The website material is collected and compiled together between the team and personnel of the village's tourism awareness group	This website provides access to information about the village's tourism awareness group

Tourism Product Development	Sosialization of THK and SK based on CBT	FGD on CBT based on THK and SK is conducted to build an understanding of the essence of the community-based tourism and the THK's	Understanding of the principle of CBT's principles on THK and SK will lead to a directional development of tourism.
-----------------------------	--	---	---

Potentials that can be developed as a tourist attraction in the tourism village of Sangkan Gunung are a natural resource and natural beauty as well as arts and culture. Based on the observations that have been done, the potential in the village of Sangkan Gunung is a rural area that is potential to be developed as a tourist destination with its appeal including its natural beauty. A village located at an altitude of about 800 meters above sea level can be found rice terraces with frequent terraces, the river flow of Telaga Waja famous for rafting tours, waterfalls, irrigation dams, and some spring water for ritual malukat or purification. Figure 2 is shown a local resident who utilizes a water spring for purifying or self-cleansing activities.



Figure 2. *Malukat* or Purification Ritual in Mumbul Spring Water

CONCLUSION

Components of the community that are incorporated in the village of Sangkan Gunung is very potential in supporting the success of the village's tourism awareness group development. All these potentials need to be empowered as an effort to support the development of the tourism awareness group in the village. In its development, it is hoped that togetherness in an activity, which is based on the spirit of the mutual understanding between all the components of society. This community has the same vision and mission that is the development potential of village tourism to realize a prosperous, happy, and peaceful society as the realization of the essence of tourism development that is based on THK and SK and community-driven or CBT.

In the development of commodification potential tourism in the village of Sangkan Gunung as much as possible to involve the participation of the community in line with the concept of CBT, which according to the tourism-based observers the community, CBT is a model of development that provides maximum opportunities to rural communities to participate in tourism development. Through the development of tourism village is expected to be equalization in accordance with the concept of sustainable tourism development. In addition, the existence of tourism village makes tourism products more valuable in rural culture because it is based on local wisdom values of THK and SK, so that the development of culture-worth tourism village without damage.

REFERENCES

Anonim (2003). *Bali: Objek dan Daya Tarik Wisata (Buku Panduan Pramuwisata)*. Denpasar: Dinas Pariwisata Provinsi Bali.

- Ardika, I. W. (2009). "Aspek Sosial Budaya dalam Pariwisata Berkelanjutan". (Makalah disampaikan pada Kuliah Globalisasi dan Pariwisata Budaya Program Studi Magister (S2) Kajian Budaya Universitas Udayana).
- _____. (2018). The Implementation of Tri Hita Karana on the World Heritage of Taman Ayun and Tirta Empul Temples as Tourist Attractions in Bali. *E-Journal of Tourism*, 85-93.
- Astuti, N. N. S., Ginaya, G., & Susyarini, N. P. W. A. (2019). Designing Bali tourism model through the implementation of tri hita karana and sad kertih values. *International journal of linguistics, literature and culture*, 5(1), 12-23.
- Ayat, R. (1986). *Kepribadian budaya bangsa (local genius)*. Jakarta: Pustaka Jaya.
- Barker, C. (2005). *Cultural Studies, Teori dan Praktik* (terjemahan). Yogyakarta: Bentang (PT Bentang Pustaka).
- Ginaya, G. (2018). The Balinese calendar system: From its epistemological perspective to axiological practices. *International Journal of Linguistics, Literature and Culture (IJLLC)*, 4(3), 24-37.
- _____. (2017). Pergulatan Kepentingan antara Representatif Asing dan Pramuwisata dalam Penanganan Wisatawan Rusia pada PT. Tiga Putrindo Lestari, Nusa Dua. *Sekolah Tinggi Pariwisata Triatma Jaya*, 13.
- Mudana, I. G., Suamba, I. B. P., Putra, I. M. A., & Ardini, N. W. (2018, January). Practices of Bali Tourism Development, Threefolding, and Tri Hita Karana Local Knowledge in New Order Indonesia. In *Journal of Physics: Conference Series* (Vol. 953, No. 1, p. 012108). IOP Publishing.
- Pitana, I., (2010). Tri Hita Karana—the local wisdom of the Balinese in managing development. In *Trends and issues in Global Tourism 2010* (pp. 139-150). Springer, Berlin, Heidelberg.
- Agusnawar, A.Md.Par. 2004. *Resepsionis Hotel*. Jakarta: PT Gramedia Pustaka Utama.
- Purana, I Made. (2016). "Pelaksanaan Tri Hita Karana dalam Kehidupan Umat Hindu". *Jurnal Kajian Pendidikan Widya Accarya, FKIP Universitas Dwijendra*, Maret 2016.
- Sudaryanto. (1993). *Metode dan aneka teknik analisis bahasa: pengantar penelitian wahana kebudayaan secara linguistis*. Duta Wacana University Press.
- Wiana. I. K. (2004). *Mengapa Bali di sebut Bali*. Penerbit Paramita Surabaya
- _____. (2018). "Implementasi Filosofi dan Konsepsi Pembangunan Bali (Bagian VII, Rubrik Wija Kasaur): Empat Fungsi Kebersamaan Universal", *Pos Bali*, Sunday, 20 May, p. 1.
- Windia, W. and Ratna Komala Dewi. (2007). *Analisis Bisnis yang Berlandaskan Tri Hita Karana*. Denpasar: Universitas Udayana.