

Building Mini Narratives of Tourism in Bali as Innovations on Post-Pandemic Era: A Postmodernism Paradigm

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Abstract

The pandemic negatively impacted all aspects of human life, including tourism, which was even the worst affected, especially in Bali. This causes the legitimacy of the grand narrative of tourism to be delegitimized. This study aims to propose a paralogical idea, i.e. to build a mini-narrative as an innovation to overcome the fading legitimacy of tourism due to the pandemic. The deconstructive qualitative method is applied with heuristic and hermeneutic reading methods. Data were taken from texts contained in print media and non-print media employing observation, recording, and documentation, then analysed according to the research design by applying the theory of postmodernism. The results of the analysis show that the four forms of mini-narrative which are representing the characteristic of postmodernism namely appreciating nature, rising marginal, lessening idolization, and developing consciousness can be adopted as the concept of innovation in overcoming the fading legitimacy of tourism in the post-pandemic era.

Keywords: mini-narrative; post pandemic; postmodernism; Bali

1. Introduction

Postmodernism is a critique against universal knowledge, metaphysics tradition, foundationalism, and even modernism (Lyotard, 1984). Aside from that, postmodernism is also an ideology movement that substitutes the ideologies of modern era (Leahy, 1985). Whereas (Emanuel, 2006) stated that postmodernism refers to any effort that aims to revise the modern paradigm. Furthermore, Ghazali and Effendi (2009) claimed that postmodernism corrects

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modernism that is out of control which existed previously.

From the above statements, it can be assumed that postmodernism collides with the modernism ideology and critiques the ideology due to its failure on taking responsibility towards the downfall of humanity's dignity. Therefore, a new ideology that can convey the paradigm of postmodernism is needed. Etymologically postmodernism consists of two words, i.e. "post" and "modernism". The word "post" means past, separated, unattached, or disconnected, while the word "modernism" according to *The Merriam Webster Dictionary* (1974) means; "newest or up-to-date" From the etymological explanation of the word "postmodernism", it can be logically understandable that postmodernism was born after the existence of modernism. In this sense the affix "post" can be defined as the determination of what has to be done to overcome modernism.

In accordance with the above understanding, the emergence of postmodernism is suspected as a reaction to world modern civilization. Regarding this, Ayidin (2006) as cited in (Kahraman, 2015) states that postmodernism in the context of knowledge, mind and values, development of humanist ideological values existed as a reaction against being modernism global. In this sense, postmodernism acts to internalize objective approach in the realis ideal and has been the objective values of the society. Referring to this it is also stated that postmodernism is opposite all values based on ontology, epistemology and also rationalism. It also means that postmodernism exhibits an opposite attitude towards global human approaches and humanist ideologies.

Postmodernism considers that the emergence of individuality is in line with the emergence of capitalism and rationality, which negates the importance of personal relationships because modern humans tend to value non-personal relationships (Ilham, 2018). Postmodernism also assumes that with the emergence of capitalism or modernism, humans are valued, like commodities that can be traded, because the human value is determined solely by how much they can produce (Ratna, 2004). Likewise, the universal paradigm has been upheld by modern humans. This paradigm is an understanding of homology which assumes that only grand narratives are meaningful and have a major impact on human life, while small narratives do not have any impact, and are considered unfit to be utilized or tend to be neglected (Ratna, 2011).

However, in fact, at this time, small narratives or commonly known as mini-narratives are a paradigm or framework of postmodernism that offers heterology or paralogy that has been marginalized before, which can be a solution to the decline of the grand narrative of tourism, especially in Bali. This solution can be assumed as innovation as it commonly begins from the desire to test new things and will continue to commitment of dominating

on new products or technology (Tohidi & Jabbari, 2012). This innovation is considered suitable to be implemented during the post-pandemic era which is the period emerging after the Covid-19 crisis, which is leading the system of global socioeconomic and all levels of various actors including macro-meso-micro, respectively to irreversible transformations, laying the ground for the appearance of an entirely new form of globalization (Vlados et al., 2021).

Referring to the above, this study examines essential issues related to the postmodernism paradigm, which is considered capable of being an innovative solution in overcoming 21st-century human social problems, especially in the context of delegitimization of the grand narrative of tourism in Bali due to covid-19 pandemic. This study was appointed to contribute ideas in the form of a postmodernism paradigm and offer a mini-narrative as an innovation to the decline of the grand narrative of Bali tourism. This is very urgent to be massively implemented because it has been proven effective in dealing with the pandemic, especially for the period of post pandemic era.

2. Literature Review

The dark side of modernism is success to wake humans up to re-meditate the ism of modernity itself with its greatness. The result of meditation rose postmodernism. In the mid of 20th century was started the era of postmodernism. The notions and the ideas of postmodernism are particularly proposed by West Word, namely Europe and the United States of America (Lie, 2009). Many thinkers make the difference between modernism and postmodernism and also compare both of them. It was found that each of them has a main characteristic. The result mapping of modernism's features includes purpose, design and hierarchy, centring, selection, structured, individual, progress, objective, certainty, materialism, meanwhile postmodernism has the features such as play, chance, and anarchy, dispersal, combination, deconstruction, communal, progress is rejected, subjective, uncertainty, mysticism.

Postmodernism perspective is completely against the perspective of modernism which prioritizes universalism, due to the fact that postmodernism opposes explanations which are universal, harmonic or even consistent. Deconstructive according to (Derrida, 1997) is the tendency of postmodernism view, because it questions the constructions of basic knowledge which is already firm throughout the modern era in the field of sociology, psychology, anthropology, history, and natural knowledge which are formal. It was said so, for the reason that throughout the time, the modernism theory is considered to hold back the delivering of newer theories which could by any chance comprehend reality and give solutions for the problems during this current era. Postmodernism opposes the theory's claims which are formal, standard,

and undebatable or unalterable. Schematic standard which is the tendency of modernism could not be by any means applicable to face a more complicated reality. Therefore, modernism paradigm must be altered, repaired, and perfected by the postmodernists. Postmodernism doesn't go along with the description which has the universal tendency, harmonic, or even consistent. The postmodernists changed all these into something particular and locally. The dominant characteristic from the era of postmodernism is upholding pluralism, accentuating the concept of empiricism for the most part on the value of individuality that humanity acts autonomous (Abdullah, 2004).

Several studies that reveal deeper understanding of postmodernism and also the use of this approach in conducting research analysis have been carried out. (Kahraman, 2015) reveals the relationship between modernism, postmodernism and reflections of it on education. The study resulted in an understanding that the modern structure has the view that ideologically the entire structure and elements of the school are passive structures in the definition of tasks. In this case, teachers only function as curriculum implementers through knowledge transfer and students act as rational knowledge learners related to exams to provide continuity of the status quo. In this sense, modern educational approach is status quo and bureaucratic. The individuals educated at schools did not meet the expectations of those who had been educated with the idea of a happy ideal world of enlightenment thought. On the other hand, the postmodern approach to education is a form of rebellion carried out by groups who feel disadvantaged in society. Postmodernism is an interpretation of the relationship between power, knowledge and desire. For this reason, the Postmodern approach to education makes a significant contribution to social change. So, educational institutions not only function as a place to provide information and train individuals as subjects but also contribute to individual subjectivism. Therefore, knowledge contributes to providing individuals with an education that can enhance their democratic understanding and is also trained in terms of cultural diversity (Kahraman, 2015).

Sumarni (2018) conducted a study on Social Media Construction in the Post-Modernist Era. The study revealed that social media always plays a role in constructing the illusory side of one's life, whether it is real or not. The trigger for this is the habit of young people, especially teenagers, to imitate. Pride and social status in the community are the triggers for the younger generation to take acts of imitation. Therefore, to achieve this pride and status, young people prefer to take shortcuts. The behavior of the millennial generation that is affected by global communication for the widest reach and increasingly artificial life achievements is analyzed by using post-modernist theory. It is concluded by giving the solution to demoralization and de-realization by collaborating with

the government to generate innovative regulations of media literacy and more. Similarly, Azeez (2015) also conducted a study on the positive and negative effects of postmodernism on the mass media. They conclude that postmodernism has advantages and disadvantages by demonstrating the crucial role of mass media in reshaping the postmodernist ethos. Mass media can be counterproductive when its contents are not audience appropriate or if messages delivered are too poignant or divisive. Detrimental side effects emanating from the use of current mass media tools can be avoided, however, through appropriate formative research, knowledge of the audience, and experience in linking media channels to audiences. Researchers, therefore, suggest that mass media's positive import and effects from disseminating diverse information are better centered on the projection of core values that benefit human existence.

Fensi (2020) also uses a postmodernism approach to highlight the development of social media that follows the way modernity works so that ethical pathology is embraced, not only in its existence but also in how it works in real terms. In this case, postmodernism does not believe in the workings of the universal rational objective of modernity because it has been proven that social media does not fully promise positive development to society, but instead creates social damage. Fensi (2020) concludes that the ethical pathology of social media can only be overcome as long as ethical values and principles are placed proportionally in the face of the rationality of new technological developments in the field of communication in the modern era. Postmodernism believes that acceptance/recognition of little narratives in a plurality of socio-cultural contexts can save social media from the historical ethical pathology that was deliberately conceived since its birth.

Kurniawan (2022) uses postmodernism theory to analyze Remy Sylado's work 'Waiting for the Melbourne Sun'. The study using a postmodernism approach reveals that the novel shows 4 forms of postmodernism adopted in the novel, namely 1) enlivening the marginalized, 2) breaking down major narratives, 3) the tendency to world folding, and 4) unusual text aesthetics. The first form is shown by uplifting marginal groups, the second form through the breakdown of the big narrative. This is shown by portraying angels that are different from the norm, the third form is the ethnic identity which is then shown as something that is not distant Japan, India, Makassar, and Batak, are shown as a unity that is not distant, but becomes a unity that is seen as unlimited by space and distance. And fourth, there is an aesthetic that is commonplace. This is indicated by the appearance of the text or the layout of the novel that enlivens the use of different types and sizes of letters. In this way, the spirit of postmodernism has been displayed.

Although many studies have been carried out using the postmodernism approach, there have been no studies that have attempted to propose a paralogical idea, i.e. to build a mini-narrative as an innovation to overcome the fading legitimacy of tourism due to the pandemic. The application of postmodernism as an approach and at the same time a critical philosophy is used to examine the object of this study, especially the inability of grand narratives to face the onslaught of the pandemic

3. Methods and Theory

3.1 Methods

The approach used in this research is qualitative proposed by Denzin and Lincoln (2018). The method used is inductive, which begins with observation, note-taking, and documentation of the text related to narratives of tourism in various printed and online media including Pos Bali, SuaraHarianRakyat.com, and illustration in the form of photos from online sources. The texts are read using heuristic and hermeneutic reading methods.

The collected data was then examined using three components of analysis, i.e. data reduction, data presentation, and drawing conclusions or verification. Data reduction is the first stage in the analysis. In this step, the collected data in the form of text regarding narratives on tourism were selected, simplified, and abstracted. The next stage is presenting a series of information and a complete description that allows the conclusion of the research to be drawn. In this step, the abstracted data was then analyzed according to the research design by applying the theory of postmodernism.

The analysis was carried out by building a mini-narrative model according to the postmodernism paradigm proposed by Lyotard (1984). Postmodernism is not focusing on the core of modern society but it is particularly paying full attention to those periphery parts. Meanwhile, the theoretical framework of postmodernism proposes intermediation, diversity, and complexity. The last stage of the process is drawing the conclusion which is an activity carried out as the data collected is sufficient.

3.2 Theory

The appearance of postmodernism could not be separated from the existence of modernism itself. Modernism offered humanity a steadier world in which all of the needs could be fulfilled. Rationality helped humanity to comprehend the traditional beliefs which do not have any base that makes humanity to be helpless in confronting this world (Maksum, 2014). However, modernism did have weaknesses that result human to lose their orientations, to a greater extent losing their identity. Modernism fell down and postmodernism was

born which could be recognized through philosophical thinking (Kierkegaard, 1962 in (Maksum, 2014) which collided with the reconstructions of rationality and its coherence which determines the validity of a knowledge's truth. Certain things would be declared as true when it corresponds with the consensus or the regulations that apply in the modern world which are rational and objective. In opposition with the opinion Kierkegaard (1962, in Ghazali, A. M., & Effendi, 2009) opined that truth has the tendency to be subjective, which accentuates the importance of experience which is undergone by a certain individual that is assumed to be relative. Postmodernism, according to the versions which Derrida (1997) or Lyotard (1984) proposed, are modernism antithesis in which it contains the terminologies that are submitted by postmodernism which are the antonyms of modernism. The existence of postmodernism delivered a new term that differed between postmodernism with modernism.

As one of notable figures of postmodernism, Lyotard (1984) addressed his perspective towards the knowledge from modernism paradigm as a big narrative in which freedom, advancement, and many more which currently face the same problems during the middle-age that brought out the jargon of religion, nationality, and belief towards the advancement of European country which the truth itself in this current era is unbelievable or imprecise. Knowledge's truth must not be directly accepted, but it must be investigated and proven in which postmodernism believes. Furthermore, the knowledge of postmodernism is not only a tool of the ruler, but also to broaden the awareness regarding the different perspectives which serves different purposes which makes us have a better tolerance towards the principles that could not be juxtaposed.

Second, the perspectives which were used against the enlightenment theory by Foucault were as follows: 1) knowledge has a tendency that is predetermined towards the period and the place and is not metaphysics in terms of its characteristic; 2) knowledge always occurs out of perspective and it does not have any tendency to capture the truth characteristics of the world's objective; and 3) knowledge is always attached to the ruler and it will not be considered as an independent opinion and neutral (Maksum, 2014). As for Foucault himself, in between the thought of modern and postmodern, there is no clear separator and characteristics that are final. Modern paradigms regarding consciousness and objectivity are the two elements that built rational autonomy, whereas according to Foucault, knowledge has the tendency of being subjective.

Postmodernism advocates that metanarratives have lost the power in convincing stories that are told in legitimizing various versions of "the truth." In this case, Lyotard proposes that metanarratives should be replaced by '*petits récits*', or more modest and "localized" narratives. This vision is constructed

by borrowing the works of Wittgenstein and his theory of the “models of discourse” in terms of progressive politics that is grounded in the cohabitation of a whole range of diverse and always locally legitimated language games. In this sense, postmodernists attempted to replace metanarratives by focusing on specific local contexts as well as the diversity of human experience (Lyotard, 1984). This concept on the replacement of grand narrative as the universal knowledge or schema with small or local narrative is used to critically analyze the condition of tourism in Bali after the covid-19 pandemic. The following Figure 1 is the research framework for the qualitative deconstructive approach based on postmodernism and narrative conceptual model of Lyotard:

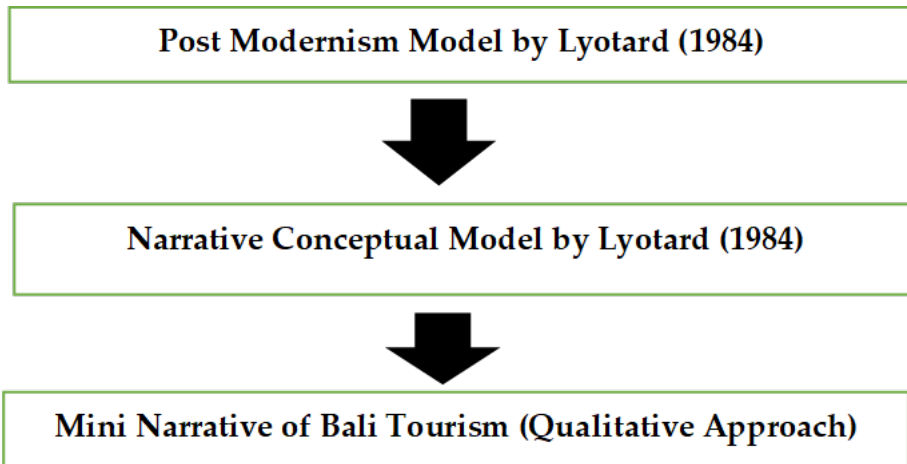


Figure 1. Qualitative research framework developed by researcher based on Lyotard (1984) Point of View

According to Muhlisin (2000:6) there are some narrative conceptions which became the tendencies of postmodernism are as follows:

- a) narrative that appreciates the nature greatly,
- b) narrative that emphasizes the importance of language to all of the concepts and analysis complexity,
- c) narrative that desires to lessen the idolization towards knowledge, capitalism and technology as the impact of modernism’s advancement,
- d) narrative of the importance of inclusivity in accepting the challenges of religious problems for which there exists a room for dialogue,
- e) narrative of permissive manner towards the ideology and accepting another religious belief with their diverse interpretation,
- f) narrative of the shifting of domination of white supremacy in the western world,

- g) narrative of the rising of the groups of insignificant who are the left-behind minority,
- h) narrative of the development of consciousness towards the importance of the overall interdependence.

The first narrative came out as the antithesis against modernism which massively exploited nature. The second narrative delivered out as the antithesis towards the condition of modernism towards the interpretation that was done by the bureaucracy machine of knowledge. The reason for the existence of the third narrative was because modernism constructed humanity as dead objects in their reality of lives. The fourth narrative came out due to the development of modernists' reality which exploited ideology as a tool for justification. The sixth narrative came out due to the decreasing of the white supremacy's domination along with the rising of domination's balance of the people of colour in all of their life aspects in the western world. Moreover, the seventh narrative came out due to the rising of marginalized group who had been seen one-sided of which in this current era, they could present their quality and capacity in various fields, whereas the eight narrative existed as a part of postmodernism humanity's consciousness which views both the marginalized group and the not marginalized group have their own capacity in their fields, under this circumstance could then humanity uphold pluralism.

From the description above, the domination of the postmodernism paradigm can be seen clearly aiming toward the shifting of modernists' idolization of knowledge, especially upon social knowledge. Postmodernism questions the truth of knowledge in a genealogical and archaeological way on how knowledge develops itself similar to humanity's concept, gender, and other things which have been considered as 'natural' which are actually the sites of productions that come from knowledge (Muhlisin, 2000). Moreover, it could be seen that postmodernism has been exhausted with the metanarrative of the modern era because according to the postmodernists, metanarrative will aim towards the marginalization of smaller narratives, similar to decentralization, deconstructions, illegitimacy, dissensus, low culture, anarchy, joint power, ethnicity clash, sects, liberalism, discontinuity which are antithesis against the modernism paradigm. Based on this view the following Figure 2 is the small or local narrative framework which is adopted from the tendencies or characteristics of postmodernism approach that can be applied on the condition of tourism in Bali on the post pandemic era:

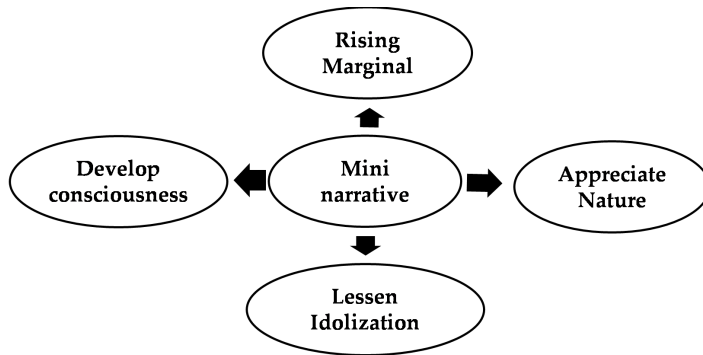


Figure 2. The Mini Narrative Framework Developed by Researchers Based on Characteristics of Postmodernism Approach Mentioned by Muhlisin (2000:6)

4. Results and Discussion

4.1 *The Challenge of the Grand Narrative of Tourism in Bali*

The grand narrative or meta-narrative of tourism in Bali is evidenced by the growing recognition of Bali as a favourite tourist destination in Indonesia and even in the world. It is proven by the increase in foreign tourist arrivals to Bali every year and an increasing contribution to the national tourist visit. As mentioned by Antara & Sumarniasih (2017) which cited from the recorded data of the Central Bureau of Bali Statistics for Foreign Tourist Visits to Bali year 2016, for the period of 2003 to 2010 the foreign tourist visits to Bali increased from only as many as 993.029 in 2003 into 4.001.835 in 2010. So it can be said that in the last 13-year period (2003-2015) foreign tourist visit to Bali continues to increase, as well as its contribution to the foreign tourist visit to Indonesia. This total amount in 2015 of tourist visits to Bali contributes up to 41,22% of the total tourist visit to Indonesia which only reaches 9.708.897.

In accordance with this rapid development, in 2015, Ir. Joko Widodo, the President of the Republic of Indonesia confirmed the tourism sector as the main source of foreign exchange to boost tourist arrivals every year with a cumulative target of achieving 20 million tourists in 2019. But unexpectedly, the pandemic hit in 2019 which is causing the grand narrative of tourism in Bali which is the foundation of life for most people in Bali is facing a very serious challenge. It is also reported that Bali is one of the regions in Indonesia that was hit hardest by the economic impact of the Covid-19 pandemic (Setyari et al., 2022).

However, as long as humans live in this world, they will never be free from problems and challenges, but humans have intelligence that can make humans adapt to various conditions and situations as well as find solutions to survive during the pandemic. Likewise, each individual has a variety of strategies or methods to build a paradigm that aims to find solutions to problems faced in

their lives, both individual and communal (Garna, 1999). In addition, Ahimsa-Putra (2009) defines a paradigm as “a set of concepts that are interrelated with logic to build a frame of mind to understand, interpret and describe the problems or facts encountered.”

Postmodernism as an agreed paradigm has basic assumptions about relativism to truth values. In this case, everyone has the right to interpret the reality of the life he faces, experiences, feels, and sees according to his frame of mind so that in the end various kinds of interpretations differ from one another. The framework for the “grand narrative” or “meta-narrative” that has been expressed by previous thinkers is not able to answer the big challenges that arise when the pandemic hits the world, including the world of tourism in Bali, so the grand narrative has lost its legitimacy. As a paradigm, modernism has failed to fulfil the promises of a better life than it has offered by Rosenau (1991 in Ritzer, 2010).

Another characteristic of the postmodernism paradigm is that it tends to reject meta-narratives, totality, and unification of the big worldview, while postmodernism tends to determine explanations such as small narratives or local narratives to fill the standard of living and human struggles at the local level (Lyotard, 1984). Another term that is frequently used by the local narratives is the term “locality” (Agger, 2003).

4.2 Building Mini Narrative as Innovation in Bali

Derrida (1997) has been known as the first figure of deconstruction on the literature study. As for the long period, the study of literature is only known positivistic structuralism or modern linguistics from de Saussure and is continued by positivistic social structuralism up to hermeneutic. The logic of language “logocentrism” is constructed by Derrida. For Derrida, the text is not only a group of signs, but it is knitting work that is knitted on the whole text in intertextuality. Before the era of Derrida, a lot of linguists proposed that language was a sign or symbol and both are oral languages that could probably be written, but the most important is oral language (speech). Derrida considered that there are both oral and written languages and written language is more important. Linguists differentiated symbols and signs. A symbol has a natural relationship to the thing it refers to, while a sign is arbitrary. Derrida rejected the differences between signs and symbols. According to Derrida, the symbol or sign is arbitrary, and its meaning is not logocentrism. Language meaning in a text can differ from the meaning in other texts. To find out the meaning, it can be through heuristic and also through hermeneutic readings.

The reading text on the structuralism paradigm is in accordance with logocentric rules, while the reading in accordance with poststructuralist reading

which aims to find out meaning is more open because each sign is arbitrary. Structuralisms concurred that all elements of languages contain meaning, but those meanings develop gradually in accordance with changing history. When languages changed their meaning constantly, how can the probability of the truth of interpretation be guaranteed? Thus, no one can guarantee the truth of interpretation over a period of time. With increasing insight, the same book which is read by the same author can raise different interpretations. Everything is a part of dynamic change, including the different meanings of the text.

In line with the postmodernism perspective that proposes a mini-narrative that is deconstructed from the grand narrative in accordance with the deconstruction proposed by Derrida. The mini-narrative which is a discourse proposed by the Bali provincial government has been designed and is ready to build and develop five leading industries in Bali based on the Balinese branding culture, which in the author's view is a mini-narrative because it prioritizes multiplication as a solution and business innovation, especially in Bali. It is said that, because the mini-narrative that was built by the Bali provincial government, in particular, is a multiversal local narrative that is expected to be able to raise the standard of living of people at the local level who have fallen due to the pandemic, especially workers and tourism industry players at the middle and lower levels. In addition to developing other industries besides tourism, the provincial government of Bali has also adopted what is known as fair trade which is believed to be a trade scheme capable of supporting economic recovery. Fairtrade offers a trading scheme that pays attention to fair prices and conditions for small producers, especially farmers (Kumala Dewi & Suwecawangsa, 2022). The following is narration in the form of text and photo from media source regarding the fall of the grand narrative of tourism in Bali which are deconstructed into mini-narratives of the development of the agricultural and industrial sectors (Photo 1).

As mentioned in Suaraharianrakyat.com, the Governor of Bali, Wayan Koster states that Bali needs to reorganize. Apart from tourism, the agricultural sector and the development of Balinese culture-based industries need to be boosted. In this case, industry will strengthen agriculture from upstream to downstream, strengthen the clothing industry and grow small and medium enterprises in order to strengthen the people's craft industry. Through this innovation, he believes that Bali's economy will be healthier and more balanced because the three of them will support each other, complement each other, have a very strong connection.

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Selain Pariwisata, Bali Akan Kembangkan Sektor Pertanian dan Industri

by admin — 3 tahun ago in Kabar Daerah



Photo 1. The Deconstruction of the Grand Narrative into Mini Narratives (Source: suaraharianrakyat.com)

Specifically, several forms of mini-narratives developed as innovations against the fall of the tourism big narrative include the food industry, pharmaceutical and cosmetic industries, textile and textile products, handicraft industry, and the electronics and telematics industry. Those mini-narratives are parts of the Kerthi Bali economic roadmap, which is based on three things, namely economic diversification that does not only rely on the tourism sector, tourism governance must prioritize health issues, and transformation from mass tourism to green tourism based on social, culture and environment (Pos Bali, Saturday 4 December 2021) Edition 2730/Year VIII page 1 and 11) (Photo 2):



Photo 2. The Launching of Bali Kerthi Economic Roadmap (Source: Pos Bali, Saturday 4 December 2021, Edition 2730/Year VIII, page 1 and 11)

a) The food industry consists of the cocoa bean processing industry, fruit processing, coffee bean processing, cashew processing, coconut processing, fish processing, meat processing, and Balinese fermented beverage industry in cultural branding; (POS BALI, Tuesday 16 June 2020) Edition 2309/Year VI page 1) (Photo 3 as illustration). The concept of this text is narrative that appreciates nature greatly. The most important of this narration is strongly evoke the spirit of local plantation community and home industries that mostly run by local people. It is because this mini narrative came out as the antithesis against modernism which massively exploited the nature. This mini-narrative is clearly based on the local community level, specifically the farmers who have been neglected and not optimally empowered by the government and even tend to be underestimated. However, the mini-narrative that has been attempted and fought for by the lower-class of the local community has been able to withstand the onslaught of the enormity of the pandemic, there is even a tendency to increase during the pandemic, such as facts that often appear in the field, because these products are very much needed and can be consumed directly by the public. Besides that, the concept of mini narrative also covers narrative of the rising of the groups of insignificant who are the left-behind minority. It is said so, because the narrative came out due to the decreasing of the white supremacy's domination along with the rising of domination's balance of the people of colour in all of their life aspects in the Western world. This mini narrative of food industries can be conducted from people at all community level both are in village which rises products, processing in their areas in village and also in town.



Photo 3. Food industries in Bali (Illustration Compiled by Cakra)

Source: <https://i.ibb.co/Jj3xW41/O-W4c-L71-Xu-Co-j-VYs-F2-Dm-9m-CD.png>

b) Pharmaceutical and cosmetic industries made from herbs with the type of industry of biopharmaceuticals (herbs), cosmetics, and SPA should be more developed in many village plantations in Bali and it must be supported by the government either with regulations and financials through government

Bank (POS BALI, Tuesday 16 June 2020) Edition 2309/Year VI page 1) (Photo 4 as illustration). The concept of this narrative is a narrative of the development of consciousness toward the importance of overall interdependence. The narrative came out due to the rising of marginalized groups who had been seen as one-sided which in this current era, they could present their quality and capacity in various fields. That is said also as this mini-narrative has been and is still being built, developed, and championed by local communities who have been struggling so that local product innovation can be known on the national and even international levels, despite experiencing challenges and competition. During the pandemic, pharmaceutical products made from herbs were also in great demand by local people, which was solely produced with very thick local elements but could still survive during a pandemic.



Photo 4. Balinese herbal and Spa in Bali (Illustration Compiled by Cakra)

Source: bit.ly/3KUKT8z

c) Textile and textile product (TPT) industry with the type of textile and textile product industry (POS BALI, Tuesday 16 June 2020) Edition 2309/Year VI page 1) (Photo 5 as illustration); consisting of *endek*. This narrative of the development of consciousness towards the importance of overall interdependence. The narrative came out due to the rising of the marginalized group who had been seen as one-sided of which in this current era, they could present their quality and capacity in various fields, and it existed also as a part of postmodernism humanity's consciousness which views both the marginalized group and the not marginalized group have their own capacity in their fields, under this circumstance could then humanity uphold pluralism. It can be so said that this mini-narrative is still survive in the pandemic era although it used by local, so local communities both government or state staff and private staff in Bali should wear this textile.



Photo 5. *Endek* textile industry in Bali (Illustration Compiled by Cakra)

Source: <https://i.ibb.co/2c1yDnd/48-CWK-Sb-Y6-f-l-J-5-Q8-1.png>

d) Handicraft industry, consisting of wood, bamboo, and metal crafts (POS BALI, Tuesday 16 June 2020) Edition 2309/Year VI page 1) (Photo 6 as illustration); the two mini-narratives have been built and developed in local communities, but they can still survive in this pandemic era. It is said so because local people need it a lot for local religious ceremonies. The concept of mini-narrative evokes a narrative of the rising of the groups of insignificant who are the left-behind minority, and the narrative of the development of consciousness towards the importance of overall interdependence. This mini-narrative existed as a part of postmodernism humanity's consciousness which views both the marginalized group and the not marginalized group have their own capacity in their fields, under this circumstance could then humanity uphold pluralism.



Photo 6. Handicraft industry in Bali (Illustration Compiled by Cakra)

Source: <https://bit.ly/44ZDbSu>

e) The electronics and telematics industry consists of the software, animation, game, and auto industries (*Pos Bali*, Tuesday 16 June 2020) Edition 2309/Year VI page 1) (Photo 7 as illustration). The concept of mini-narrative desires to lessen the idolization of knowledge, capitalism, and technology as the impact of modernism's advancement. The reason for the existence of this narrative was that modernism constructed humanity as dead objects in their reality

of lives. This mini-narrative needs to be built and developed massively and seriously because the era of digitalization cannot and is impossible to be avoided. The four mini-narratives above must be strongly supported by the last mini-narrative as a digitalization platform to spread information quickly and widely among local, and national communities, or even internationally.



Photo 7. Software house industry and automotive industry in Bali (Illustration Compiled by Cakra) Source: <https://i.ibb.co/28cJCrB/7-R-RU-5-3-PI-WUc-M4-W75k-MU0-T6.png>

The solution of illegitimate tourism as a grand narrative in Bali should have been deconstructed and transformed into a mini narrative. Similar to what has happened during the contraction of Bali's economy which is unexceptional due to the effect of the pandemic which shows how fragile Bali's tourism is which is the main sector and the main support directly or indirectly of Bali's economy up to 70 percent. Transformation of tourism should aim towards quality tourism and sustainable tourism and must not be limited as a jargon, but should be executed until it is realized. Meanwhile, the other sectors of mini-narrative should be on a line with tourism which has an equal position as paralogy and plurality as the indicator of mini-narrative realization in Bali. Therefore, in the future, there should not be any grand narrative that marginalizes the mini-narrative (*Pos Bali*, Saturday 4 December 2021) Edition 2730/Year VIII pages 1 and 11).

The mini-narrative model built above can be a surefire solution to overcome the decline and overcome of the grand narrative of Bali tourism with the emergence of a new social movement at the grassroots which is also one of the characteristics of the postmodernism paradigm, where the community seeks, organizes and spreads information freely and openly through advertisements on social media or other digital platforms. In this case, traditional concepts can no longer be applied particularly to promote their products, because the way to advertise a product can change people's perspective in living their lives. It can also be said that there are social, cultural, and economic movements in the grassroots community which entails the movement of community business that

overall agglomeration of activities, and services that spread to all community levels in Bali.

5. Conclusion

The postmodernism paradigm puts forward a mini-narrative, with one of the characteristics of a local narrative, which consists of building, designing, and developing business innovations that aim to improve the lives of local people at the grassroots. This is also a social movement that can be an innovative solution during the decline in the big narrative of tourism due to the pandemic outbreak that has hit the world. This mini-narrative will also be a business innovation that should continue to be implemented by the whole community after the pandemic with strong support and policies launched by the government.

Of the four forms of mini narrative which are representing the characteristic of postmodernism namely appreciate nature, rising marginal, lessen idolization and develop consciousness, all of them are adopted as the concept of innovation used by the Bali Provincial Government in building some leading industries in Bali which are based on local culture and wisdom namely food industries, pharmaceutical and cosmetic industries, textile and textile product, handicraft industry, and electronics and telematics industry.

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Data Sources

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