EFFECT OF TOURISM POTENTIAL ON THE DEVELOPMENT OF PAKSEBALI TOURISM VILLAGE, KLUNGKUNG BALI REGENCY

Gaek Raka Juniawati, I Dewa Gede Agung Diasana Putra

Perencanaan dan Manajemen Pembangunan Desa dan Kota of Program Study (PMDK), Magister of Architecture Program Universitas Udayana, Bali, INDONESIA E-mail: rakagaek@gmail.com.

ABSTRACT

The identity of the village as a tourism village is not only formal, but more than that, it must be able to be accounted for in its operational context. This operational context requires support from all parties so that the sustainability of the tourist village can be maintained. The thing that needs to be considered in the development of a tourist village is the sustainability of its potential. Because the purpose of a tourist village is to provide an opportunity for the community providing tourism to take part in their assets, not just being a spectator to tourism activities whose profits are enjoyed by investors (not local people). Therefore, it is necessary to identify the tourism potential that exists in Paksebali village before making arrangements that pay attention to the hospitality aspect and also the sustainability of natural, cultural and other potentials for the welfare of the local community. The problem that arises in the Paksebali Tourism Village is that the tourist attractions are far apart so that efficient circulation is very important in planning the master plan on a macro basis. And on a micro scale, the need for tourism support facilities that are hospitality and are responsible for the tourism potential available as a sustainable concept.

Keywords: tourism potential; master plan; sustainable concept; investors; hospitality aspect.

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INTRODUCTION

In the Klungkung Regent Regulation No. 14 of 2017 concerning the Regional Government Work Plan, the Klungkung Regency Government implements a tourism zone development program not only in the city but also in rural areas through tourist villages. A tourism village is a tourist destination that integrates tourist attractions, universal facilities and tourism and accessibility that is presented in the lives of residents who are integrated according to the prevailing methods and traditions (Antara, 2016). Tourism village is one of tourism that can reach almost comprehensively to every region, both in villages and in cities, with the unique potentials they have.

Klungkung Regency has several tourist villages, which are used as tourism development points, one of which is the Paksebali Tourism Village which has natural, cultural and craft potential in one village area where this potential is expected to be able to increase tourism development in Klungkung Regency. In Klungkung Regent Regulation No. 2 of 2017 on January 19, 2017 Paksebali Village was inaugurated as a Tourism Village with the level of daily tourist visits reaching 200 people (Profile of Paksebali Tourism Village, 2016). With this, to increase the value of tourism in Paksebali Village, several techniques for the concept of tourism development are needed.

Tourism village is very important to have a tourism concept. The concept used to improve the ability of tourism objects is known as the A4 concept. The description of the A4 concept is as follows: 1) Attraction. The intended tourist attraction includes natural, cultural, or artificial/artificial attractions, such as events or what is often referred to as special special interest attention (Sunaryo, 2013) 2) Accessibility (accessibility) 3) Amenity (facilities) 4) Ancillary (tourism bonus component) where this 4A is a supporting component in every tourist village which is expected that all tourist villages have this 4A as tourism carrying capacity, of course it aims to increase the value of village tourism by having points -this point.

In developing tourist destinations in the Bali region, local wisdom is very concerned. So that in a real concept it will be seen that local wisdom supports the concept of tourism in the Bali area as the most reliable tourist attraction today. The notion of the concept of tourism originating from the noble

values of Balinese culture is closely embedded in every life of its people (Vianthi YL; Widiastuti W, 2021; Putri NNS, Dwijendra NKA, 2021; Kusuma IGW et al, 2021; Astoeti DR, Dwijendra NKA, 2021; Mahendar IGI, Son of IDGAD, 2022; Vianthi NPYL, Son of IDGAD, 2022).

RESEARCH METHODS

Information Collection procedures use primary information and secondary information. Primary information is obtained directly from the position through several steps, the initial observation, observation, tested by direct observation in the field is at the position of the power points in Paksebali Tourism Village with information collected in the form of image documentation, physical condition of tourism capabilities and facilities and infrastructure. supporting tourism capabilities. Not only that by visiting the adrift institution to get the necessary information. The intended institution is the Paksebali Village Office to obtain information about Tourism Village Ability Information and Paksebali Tourism Village Profiles. The second was an interview, an interview was conducted with one of the tour guides named Bayu Anggara (25 years old), who explained about his experience as a tour guide and what tourists experience and interest when visiting Paksebali Tourism Village. As well as the community as tourism actors, both local communities, as well as domestic guests who visit the Pakse Tourism Village of Bali. The data analysis technique uses a qualitative method where the method in analyzing data is based on the results of interviews with sources related to Paksebali Village. The final result of this study uses a qualitative method with a case study approach, where Paksebali Tourism Village will be analyzed based on its tourism potential.

RESULTS AND DISCUSSION

When the reign of Dalem Watu Renggong in Gelgel was enthroned in the 15th century this village was formed under the rule of the Klungkung Kingdom, Paksebali Village is a village that has existed for a very long time since the 15th century., there is another fact, during the reign of Dalem Pengarsa who was also called Dalem Pemayun Bekung who is the son of Dalem Watu Renggong, where I Gusti Pande Basa of the Dauh Bale Agung generation for his services in conquering the Taliwang Tribe in Tuban was given an area by Dalem, namely the Dawan and Sampalan areas (Kelod, Tengah and Kaler). In fact, the Sampalan Kaler area is like Paksebali Village, which is now and is an integral part of the Traditional Village with Sampalan Tengah (Current Middle Sampalan) and Sampalan Klod (Current Sampalan Klod). History goes on and over time the name Sampalan Kaler changes to Subali. Subali consists of the words Su and Bali. Su means Very and Bali means Main. So Subali means Very Main.

Foreign tourists as well as domestic tourists are very interested in this tourist village, because the location is not too far from Denpasar City and is rich in cultural attractions that are displayed. However, the attractions displayed are only valid at certain times. Besides that, other supports are the typical food of the village which cannot be found in other areas. Of course, it is also a community skill to produce products for ceremonial needs such as tedung, and gambelan, besides that, the manufacture of textiles such as weaving is also available in this tourist village. Other attractions are natural attractions that are no less interesting, with the geography traversed by Tukad Unda can be utilized optimally to support this tourist village.

Natural Ability Tukad Unda

Tukad unda as a river that passes through the Klungkung district where almost all villages are passed by this river. Being very beneficial for every village that is passed by this river, how not, this river can be a very beautiful natural resource and is well used for tourist attraction because of its beauty and very supportive surrounding conditions. In Paksebali Village, it is also impossible to miss this opportunity, where this river is provided with several tourism shelter facilities such as children's games, restaurants and others, of course this river also has a fairly swift current if it is used as a tourist attraction as a rafting tour. Many tourists want to see the existence of this river, even more so because it has different heights and a stepped waterfall as an additional attraction contained in this river.





Figure 1. Tukad Unda. (Source: Author, 2021)

Mandean Hill

Mandean Hill is a hill with a height of 800 meters above sea level in this tourist village area, the attraction of this hill is to have a very beautiful view in the south of the hill, tourists can see the stretch of beach and Nusa Penida Island, while in the east of the hill there is a view of Mount Agung The majestic tower is clearly visible from the top of the hill, so of course from this hill we can enjoy the beautiful sunrise and sunset and the vast expanse of the rice fields of the people around this tourist village.



Figure 2. Mandean Hill (Source: Author, 2021)

Seganing Park

Seganing Park which is a place of worship to Dewi Sri, the Goddess of prosperity, this Segening garden is a source of water to irrigate the rice fields around the village. The presence of a water source in this park makes this place a place for melukat or self-cleaning of all physical and spiritual impurities which are believed by the surrounding community to be a source of cleaning mala or self-dirt. At this location, not only local people can use it, but tourists can also use it according to their beliefs.





Figure 3. Seganing Park. (Source: Author, 2021)

Cultural Potential Lente Dance

Lente dance is a sacred dance that is usually danced during the piodalan at the Panti Timbrah Temple, precisely at the time of the Piodalan pahing. This dance will be danced by a group of 7 young women with white and yellow cloth balitun and flower decorations on their heads. The graceful movement dances a fan in their right hand and a scarf on their left. Because the sacredness of this dance can only be witnessed during the piodalan.



Figure 4. Lente Dance. (Source: Author, 2021)

Lukat Geni

The series of Nyepi days in Bali is identical to the ogoh-ogoh parade, but in Paksebali Village Nyepi is not only identical to the ogoh-ogoh parade, Lukat Geni is one of the traditions in Paksebali Village which is also held one day before Nyepi. Lukat Geni comes from the word Lukat/melukat which means to clean from physical and spiritual impurities, while geni means fire, which aims to neutralize negative energies before carrying out chess brata loneliness, where this Lukat gni is carried out at the village pata with prayers with the village community. Furthermore, the Lukat Geni tradition is carried out, if ordinary people see this it can be said as a fire war, but in the traditional village tradition, this fire is a symbol of self-purification from all physical and spiritual impurities, so that when this tradition has been completed, it is expected to be able to drain all the air. the passions that exist in dri and increase the high value of brotherhood among village communities.



Figure 5. Geni's Wound. (Source: Author, 2021)

Dewa Mesraman

The Sacred Ritual of Dewa Masraman in Banjar Timbrah, Paksebali Village, Dawan Dawan District, Klungkung Regency. The Dewa Mesraman tradition is an original tradition in Banjar Timbrah, Paksebali Village, Kec. Dawan Kab. Klungkung. The God of Mesraman tradition is held every 6 months to be precise on Saniscara Wuku Kuningan or during the Kuningan holiday. It is estimated that this tradition existed 1500 years ago which was passed down from generation to generation until now without any series of ceremonies being reduced or exaggerated. The implementation of this tradition as a form of respect for God and ancestors is carried out by circling the temple area three times and going around the village to carry out, mesolah and carry out masucian to the segening

park. When the ceremony begins, Ida Betara's pesolaha will be performed by dancing 7 jollies as a symbol of Sapta Rsi. The end of this activity is a dance that is carried out when carrying Joli with several residents who accompany each other, attracting each other, and chanting sacred songs to end the activity, so the people who take part in this ritual must be sent back to the local temple.



Figure 6. Dewa Mesraman. (Source: Author, 2021)

Ngelawang Tradition

Ngelawang is a tradition that exists in Paksebali Village which uses Barong Bangkung and Rangda Ngelawang facilities, other areas of Bali very rarely use Rangda as a ngelawang tradition, but in Paksebali Village they have it, as their attraction. Interestingly, this ngelawang is carried out by small children under 17 years old who are demonstrated in groups of at least 4 for dancers and 4 for sekaa gambelan or musical accompaniment.



Figure 7. The Ngelawang Tradition. (Source: https://www.google.com/ngelawang)

Subali Mascot Dance

This dance is a dance that tells how Pakebali's journey itself tells about how Pakebali Village was formerly known as Subali Village and of course closely related to a puppet character, Subali where this character is a well-known character in the village. Through this dance, the audience can see the background of the formation of this village, this dance is a creative dance that is danced as the opening of every event that occurs in this tourist village.



Figure 8. Subali Mascot Dance. (Source: Author, 2021)

Craft Potential Endek Ikat Weaving Craft

ATMB (non-machine loom) is a loom used by the people of this village to weave, usually known as nyantri, which is to paint colors with a bamboo brush on various ornaments. Of course, the motifs formed by the weaver community in this tourist village are typical Klungkung motifs with distinctive color accents. This endek motif from Paksebali Village has a distinctive left of a firm motif, with a mix that is very popular in all corners of Balinese society, it cannot be denied that the fans are outside Bali. Visitors who come to this village can also try to learn to weave with the villagers here.





Figure 9. (left) Wayang motif (right) Ikat Weaving Craftsman. (Source: Author, 2021)

Balinese Tedung Crafts

Paksebali Village as a village where most of the people work as Balinese tedung craftsmen produce tedung either manually or using machines. This tedung is a ceremonial infrastructure that is used every piodalan that occurs throughout Bali, so much is needed but not many are able to make this tedung themselves. In Paksebali Village it can provide market needs which greatly help the village economy, this is the main attraction of the tourist village itself., the existence of public attraction through community skills that can be used as a weapon to survive in increasingly difficult economic conditions.





Figure 10. Balinese Tedung Craft. (Source: Author, 2021)

Velvet Wastra Crafts

Wastra Bludru is a cloth craft that is used to decorate holy places in Bali, this cloth is famous because the price is quite expensive, and it is widely used, especially during Nyepi, this cloth is used for making ogoh-ogoh, so the need is very high. awaited by the community.





Figure 11. Velvet Wastra Craft. (Source: Author, 2021)

Klangsah Craft

Klangsah crafts use coconut leaves as the main material, making klangsah resembles making a mat, only it is still attached to the coconut tree leaf trunk itself. In Bali, the need for this klangsah is very much, both as ceremonial tools and tools for everyday use such as roofs of houses. and others.



Figure 12. Klangsah Crafts. (Source: Author, 2021)

Glass Painting Craft

Glass Painting in Paksebali Village is a puppet-themed painting painted on glass with a special technique. Usually using black base paint and then proceeding to draw the motifs according to the painter's expertise, adding color to the pack of motifs will give an interesting impression in the painting.



Figure 13. Glass Painting Craft. (Source: Author, 2021)

Gong Craft

Paksebali Tourism Village also produces Gamelan or Gong which absorbs a lot of workers from the village community itself, this craft is not widely available in Bali, requires high skills to make this gambela has artistic value and a loud sound, so that in Bali they believe that craftsmanship makes Gambelan is not just anyone who can, in this village, gambaelan craftsmen are one of the most famous, because they can support the local community's economy.





Figure 14. Gong crafts. (Source: Author, 2021)

Typical Culinary Potential Jaje Bulung

Jaje Bulung is a typical culinary dish whose basic ingredient is seaweed flour and then processed in such a way so that it can be cut and packaged traditionally by the surrounding community, this jaje Bulung is usually sold at the nearest market, and around the village, this jaje is also not found in many other areas.



Figure 15. Jaje Bulung. (Source: Author, 2019)

Porridge

Porridge Cook is a porridge that comes with saur in Balinese, peanuts and anchovies which are then doused with vegetable gravy. Another kind of Balinese porridge, only using saur is a characteristic of Klungkung Regency itself.



Figure 16. Cooked Porridge. (Source: Author, 2021)

Serombotan

Serombotan is a typical food of Klungkung Bali where the combination of spices and sauces added with peanut sauce makes this serombotan so delicious, which is made from vegetables such as kangkong, eggplant, pare, sprouts and others.



Figure 17. Serombotan. (Source: Author, 2021)

Noodle Koples

Mie Koples is made from noodles which are topped with koples sauce, this sauce also does not escape the saur which has always been the prima donna of the Klungkung area. Don't get me wrong, Mie Koples is only available in this Paksebali Village area.



Figure 18. Mi Koples. (Source: Author, 2021)

Beer salad

This drink is similar to young coconut ice, but with added brown sugar and lime juice to make it taste fresher. This beer rujak is a drink that this village has as an attraction. This drink has a distinctive taste, and a look that is no less interesting.



Figure 19. Rujak Beer. (Source: Author, 2021)

SWOT analysis

The Effect of Tourism Potential on the Development of Paksebali Tourism Village, Klungkung Regency, Bali

This is a SWOT analysis, this analysis is implemented to show the potential and shortcomings in the Paksebali Tourism Village for the future it can be used as a proposal as a village development that supports all its needs.

Table 1. SWOT Analysis

Factor	Man	Physique	External
Strength	Until now, tourist visits have reached 200 people per day.	The potential of the village is very much in all fields	Paksebali Village is designated as a Tourism Village through the Klungkung
	The residents of Paksebali Village have many skills that can be used as income.	The very beautiful nature of the village can support the development of tourism	Regent Regulation No. 2 of 2017.
	The business of the Paksebali Village community can be optimized through the village business development agency.	People's houses are still original and many skills are produced in each community's own house	
	The residents of Paksebali Village still value their customs and uphold their ancestors.		
Weakness	Some people do not really understand how the tourism system works, for example, there is no tour guide as a guide. While the current state of the clarity of the available facilities are not yet qualified.	1. Currently, the potential possessed by this village is not managed optimally so that the opportunities that might be available are reduced. 2. The path to this tourist village has a width of 5 meters, but the condition of the path to this village is very quiet, just like other village routes, so the situation does not support tourism activities. 3. Currently, the existing tourist attractions are carried out in an unfavorable place and are not facilitated, so that they become less attractive to tourists because of lack of tourism management.	The government's role in promoting this tourist village is very lacking, so government intervention is needed in increasing tourism in this village.
Opportunity	Tourists need tourism service facilities to assist in tourism activities in Paksebali Village. Can share job	Paksebali Village's ability to manage village skills and its nature and customs can be a tourist attraction.	Government assistance through funds really helps the development of this tourist village for the better.

	opportunities for local residents	The Klungkung district government focuses on increasing tourism which has an impact on	
		increasing tourist visits.	
Threat	Assisting the community to be directly involved in tourism activities.	How to increase the value of the "Tourism Center" tourist village in accordance with the natural conditions of the Paksebali Tourism Village and its social conditions.	Promoting Paksebali Tourism Village Tourism through the development of Tourism Center facilities.

The results of this analysis show how attractive the potential of this tourist village is, but behind these potentials its development is still slow due to the shortcomings and weaknesses they have, but there are also many efforts that can be made to cover this up, so through this analysis it is hoped that many parties which can increase tourism in this area. Especially the government is expected to be able to help promote to many parties the existence of this village so that it has a much higher tourism value. In addition, this village also has the potential to increase their economic value with the community expertise they have.

Unlike other tourist villages which usually use traditional houses as their attraction, Paksebali Tourism Village uses their traditions and natural potential as a tourist attraction which is certainly very interesting to visit.

CONCLUSION

Local potential and sustainability are approaches in developing Tourism Villages. Independence in the management of local potentials for the sustainability of these potentials is a commitment in the Tourism Village concept. Paksebali Tourism Village has a great wealth of potential as a tourist destination developed by taking into account the concept of sustainability. Sustainability is very important as it is consistent with that potential, is conservative, maintains local characteristics and becomes a source of welfare for the local community. The transformation of the architectural design of the Paksebali Tourism Village master plan requires these considerations (local potential and sustainability). Therefore: 1. Local potential becomes a very valuable asset in the development of tourist villages, these potentials give the uniqueness of the tourist village and this is a very interesting thing for tourists visiting the place. The sustainability of local potentials as the identity of a tourist village must be maintained, because the identity has the value of local genius through wise considerations in village governance. The local potential is in the form of natural, cultural, and community capacities in governance with local wisdom. Natural potential usually provides benefits from the landscape contained in an area, moreover the natural potential is in the form of a landscape in the form of cultural tourism. Cultural potential in the form of crafts and local dances is also a very valuable asset. This is because the potential of local culture provides moral messages for the community. 2. Development of tourism villages based on local potential as an effort to utilize local natural, cultural and human resources. This has a positive impact because these potentials are part of the tourist village, so that the sense of belonging from the community becomes stronger which not only provides benefits in the economic aspect but also provides value for the continuation of these potential resources. 3. Local potentials have a positive sustainability impact on the economic, social, environmental and cultural aspects. The economic aspect provides welfare value to the local community equally because these potentials are part of the village, not individuals or groups. The social aspect has an impact on social relations between people will be more well established, there is no social jealousy because profits and welfare are not evenly distributed. Maintaining local potentials in maintaining environmental sustainability. And the cultural potential becomes sustainable by reviving the local cultural wealth. 4. Architecture as a physical form in the development of tourist villages, must be able to accommodate these local potentials while still paying attention to aspects of sustainability. In this case, a sustainable planning and design is needed,

taking into account aspects of local potential in planning that pays attention to the time aspect, not just profit. The design of tourist facilities is integrated with local potential, does not bring building materials from outside the village, does not adopt external architectural styles, and optimizes the appearance of local architecture.

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