

# Empowering Local Potentiality (Local Genius) as Sociocultural Capital to Develop Tourism

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**Abstract**— This study aimed at identifying local genius empowerment as socio-cultural capital to develop tourism in Nusa Penida, Bali province by using a cultural ethnographic study approach. The respondents in this study were determined through snowball sampling. The result showed that there were various forms and types of local potentiality which can be used as objects and supporting capacity for developing tourism in Nusa Penida District; local genius in the community has not been optimally empowered to develop tourism, and the local potentialities have not yet been socialized as interesting tourist objects. The result implies a need for a new approach in socializing to the supporting community for empowering local potentialities as socio-cultural capital to support tourism development in Nusa Penida; and a need for an academic text for the basis in formulating policies in developing a more dignified and sovereign tourism.

**Keywords**—local potentiality; socio-cultural capital; tourism.

## I. INTRODUCTION

In many studies, it has been proven that local geniuses can be used as a very effective and potential sociocultural capital to support tourism in Indonesia, including Bali. A study which was done about Sangeh community socio-cultural capital in conserving Ape Tourism Forest Resort in Sangeh Village, Bali found that the customary village has the role in managing tourist objects in the village area which can improve the people's economy, harmony in the community, nature, including the social relation in holding various traditional and religious ceremonies as the reflection of the harmony in the relation between human and God [1]. In other words, by strengthening the socio-cultural capital of the community tourism becomes a savior, rather than a destroyer of the eastern world in sociocultural civilization with their local genius which is generally found in other tourist destination areas which are weak in their sociocultural capital [2][3].

With the local genius foundation, tourism in Bali started in 1926, has developed into almost all remote areas. Unfortunately, the effort to explore, study, and use the hidden pearl which is called local genius has not been optimal [4, 5]. The empirical evidence shows that in many cases, the tourism development effort in remote areas in Indonesia, such as Nusa Penida, still faces some constraints, concerning capital problem, economic, political, and socio-cultural.

Based on the geographical condition, historical setting, and sociocultural setting, Nusa Penida has a variety of hidden pearl which is called local genius, both in terms of intelligence and

local genius. However, it has not been revealed, studied, and accommodated in a certain science and technology. Considering various studies and empirical experiences, it indicates that the support from the socio-cultural capital from the local genius helps to prompt the development of tourism in Indonesia, [4,6,7], a more intensive study needs to be done to give the picture of the community socio-cultural capital from the internal perspective in which the inner power and inner beauty of the civilization makes it possible to find and to weave and maintain the local culture and increase the nation's competitive advantage.

## II. METHODS

This study was a qualitative research; thus, its emphasis was not on the measurement, but on the effort to describe, factually holistically, and ethically the existence, function, and role of local genius in developing tourism. This study was conducted in Nusa Penida district of Klungkung regency, Bali Province. The respondents were determined through a purposive sampling technique. The number of the respondents was added naturally according to the need for data by using the principle of snowball sampling. This study used the principle of human instrument, in which the researcher was the main instrument for collecting data. In its implementation, the researcher used some methods of data collection, i.e., (1) deep interview; (2) participative observation; and (3) document recording. The data were analyzed by using inter-site analysis model [8, 9, 10, 11].

## III. RESULT AND DISCUSSION

Tourism development in Nusa Penida can be said to be rapid enough, especially in Lembongan Island with its two villages, Jungut Batu and Lembongan. At this moment the plan to develop tourism by the Regency government of Klungkung and the Government of Bali Province covers all land in Nusa Penida Island.

Based on the result of observation, interview, and document study, a number of local potentialities were identified to be found in Nusa Penida, in the form of tourist objects known by tourists which included (1) Crystal Bay Beach, (2) Atuh Beach, (3) Pasih Uug (Broken Beach), (4) Giri Putra Cave, (5) Paluang Temple, (6) Angels Billabong, (7) Tembeling water spring, (8) Guyangan Water Spring, (9) Suwehan Beach, (10) Teletubies Hills, (11) Kelingking Secret Point, (12) Andus Beach, (13) Banah Beach, (14) Seganig Water Fall, (15) Pulau Seribu Nusa Penida, (16) Bukit Panorama Nusa Lembongan, (17) Dream

Beach, (18) Devil Tear, (19) Mushroom beach, (20) Wisata Mangrove, (21) Penataran Agung Dalem Ped Temple, (22) Puncak Mundi Temple, (23) Batu Medawu, (24) Tari Sang Hyang Grodok, (25) Tari Baris Jangkang, (26) Jembatan Kuning Lembongan, (27) Gala-Gala/Underground House. The following are the tourist attractions in Nusa Penida District, Klungkung Regency, Bali Province.

*1. Crystal Bay Beach*

Crystal Bay or it is used to be known as Penida Beach is a favorite place for many international and local visitors as a tourist destination. The name stands for its crystal-clear water which is claimed to be the best in Nusa Penida. It is located in Banjar Penida, Sakti Village, Nusa Penida District, Klungkung Regency, Bali Province. Because it is surrounded by two headlands and a small hill in the high seas, the local people call it Batu Jineng and the position of the beach facing to the west, make this beach become a beautiful place to enjoy sunset. It does not only offer impressive views and beautiful panoramas, but it is also a beach which is suitable for doing some activities, such as diving, snorkeling, swimming, sunbathing, jogging while enjoying sunset, and playing beach ball. Besides, its beautiful corals, exotic marine life, and the rare Mola-mola fish make the beach become popular snorkeling and diving spot as in figure 1.



Fig. 1. Panoramic View of Crystal Bay Beach [13]

*2. Atuh Beach*

Atuh beach is located in Banjar Pelilit, Nusa Penida District. This hidden beach is surrounded by stunning high cliffs from large walls and broad white sand. On the east coast, there are several hills that make a panoramic aggregation seen from the highest cliffs as in figure 2. The biggest hill is called Padasan Bukit which has several appropriate places for fishing and camping. You can track, swim, snorkel an exotic coral reef and colorful fish splashing, sunbath, play on the sand, camp, and more.



Fig. 2. Panoramic View of Atuh Beach [14]

*3. Pasih Uug (Broken Beach)*

Pasih Uug has its own uniqueness which is adjacent to Angel’s Billabong. It is located in Banjar Sumpang, Bunga Mekar Village, Nusa Penida District, Klungkung Regency. From the Toya Pakeh harbor, this beach can be accessed after one-hour drive heading to the most western tip of Nusa Penida’s rocky coastline. It has unique panorama with a big hole like swimming pool in front of the sea and there is a tunnel in the hole which make the sea water flow to the hole. On the top of the hollow cliff, above it looks like a bridge when people walk on it they will be excited. In the rainy season, the grass starts to flourish making the surrounding scenery will be green. In the dry season, the scenery will be arid, but it is still charming, because the water is turquoise blue and people can enjoy the wave hitting the cliff. Although this beach is not suitable for swimming, the mesmerizing view offers a panoramic walk around the Broken Beach as in figure 3. This view can be enjoyed from various viewpoints. Having a vacation in this place will make people satisfied with its awesome panorama and the opportunity to enjoy nasi goreng, morning coffee, or fresh coconut from small food stalls opened by the locals. Due to its proximity to Angel’s Billabong, it is possible to visit these two locations on the same trip in a day.



Fig. 3. Panoramic view of Broken Beach [15]

#### 4. Goa Giri Putri (Giri Putri Cave)

Giri Putri Cave is one of the caves in Banjar Karang Sari, Suana Village, Nusa Penida District, Klungkung Regency. This cave can be accessed by a 30-minute ride from the main harbor of Toya Pakeh. Following that Bali is known for its thousand temples, this cave offers spiritual tourism in Bali. Giri Putri Cave has a temple building inside as in figure 4. This cave is a worship of Lord Shiva which is believed to care for humans. The length of the Giri Putri Cave is about 262 meters and it is 150 meters above sea level. Parts of the cave have very interesting characteristics such as bats, stalagmites and stalactites. One offering place is at the front of the cave and three offering places at the inside of the cave. In the inside of the cave found a flow of water that is believed to be holy water. Another interesting part of this cave is the entrance which is very small but when people has entered the cave it will look large and very broad. Local people will visit this cave to pray on Kuningan and Galungan days. Furthermore, both domestic and foreign tourists visit this cave to explore the religious spirituals and the devotional ambience in the cave.



Fig. 4. The Temple inside Giri Putri Cave [16]

#### 5. Paluang Temple

Pura Paluang (Paluang Temple) is also known as Car Temple. This temple is unusual compared to other temples in Nusa Penida, even more in Bali. The architecture of the shrines resembling the car is believed to be the place of the manifestation of Hindu's god. One VW Beetle car, the other can be said to be similar to Jimmy's car. The VW Beetle is on a rectangular stage, complete with carvings on the sides. This car is satisfied with gold on the hood, and yellowish brown on the body. The license plate number is KD 013. While Jimmy's car, which is not far from the VW car, looks painted red. The license plate of this car is DK 28703 GL. The origins of this car-like shrine remain mysterious. However, it has undergone a reconstruction due to its original woods began to lose its shape. Currently, the shrine is made of stone which is more durable and long lasting as in figure 5.



Fig. 5. The Paluang Temple Resembling the Cars [17]

#### 6. Angel's Billabong

Angel's Billabong is the angel of Nusa Penida Island which is located in Banjar Sumpang, Bunga Mekar Village, Nusa Penida District. Angel's Billabong is near to the Broken Beach approximately 500 meters away from its right side. The word Billabong, taken from English, means "the end of a dead-end river". This place is the final estuary of a river on Nusa Penida Island which empties before the river's water reaches the high seas as in figure 6. At the mouth of this river the surface of the water is very calm and clear. In addition, there are also overdrifts that form naturally beautiful and beautiful ponds and may not necessarily be found elsewhere. A distinctive artistic and rocky green yellow coral will add to the exoticism of this Angel's Billabong. Visitors can swim and relax but it is not recommended when big waves to avoid being swept away by sea water.



Fig. 6. The river mouth of Angel's Billabong [18]

#### 7. Tembeling Water Spring

Tembeling Water Spring is located in Banjar Salak, Batumadeg Village, Nusa Penida District. It is a natural swimming pool under a green forest cliff. Fresh spring comes out of the secret cave and flows into the pool then into the sea. The dense forest around the place makes it so beautiful, but not all swimming pools can swim by women. A swimming pool for women is close to the beach while one is for men. To reach this

place, you have to be extra calm to walk. But now there is a taxi-bike service there.

*8. Guyangan Spring*

The Guyangan Spring is located in Banjar Peguyangan, Batukandik Village, Nusa Penida District. This water source is projected, so clean water can be supplied to eight villages in Nusa Penida namely Kutampi, Batu Kandik, Sekar Taji, Batu Madeg, Tanglad, Pasaranautan, Klumpu, and Bunga Mekar villages. The journey from the entrance to the spring is quite exotic, through quite a lot of stairs, iron stairs that have begun to grow fragile. But the exhaustion will be paid off by the beautiful scenery and you can swim in a pool of cold water.

*9. Suwehan Beach*

Suwehan beach is located in Banjar Watas, Nusa Penida. Standing on the edge of a cliff and the spread you see down will be an extraordinary, small bay with a giant rock cliff. To get to this place you have to walk approximately 300 meters, with a narrow road, downhill, and steep. After you get through the journey, you will be like in a new paradise, away from the crowds and hiding in beautiful, peaceful, and clear water; and soft and white sand. You can lie down or enjoy the sun, swim or just relax to feel the sea breeze blows you fresh. In front of the beach, there is a very large stone stand known as a rock resembling the Volcom brand so many people call this place as a Volcom Beach.

*10. Teletubbies Hills*

Teletubbies Hills are located in Tanglad village, Nusa Penida. More than 30 rounded hills make amazing views with valley farming. Nobody thinks that we can find it in Nusa Penida. These hills look prettier during the rainy season, so fresh and green makes your eyes glued.

*11. Pinkie Beach (Pinkie Secret Point)*

Pinkie Beach is located in Banjar Karang Dawa, Bunga Mekar Village, Nusa Penida. The beaches are below and not too broad. The height is high and there is no access road to go down. But you can see the view of the cliff of the Karangdawa from above as in figure 7. Very satisfying, because it is hard to find a scene like this in Indonesia. There you can see the ship that sank on the beach.



Fig. 7. The view from the cliff of Pinkie Beach [19]

*12. Andus Beach*

Andus Beach Nusa Penida is often called smoke beach. It does not mean the beach is smoky, but this beach has large waves that hit the cliff so it resembles smoke as in figure 8. By waiting in a few moments, the waves will hit a high cliff and crash can reach a height of approximately 10 meters. The waves are the uniqueness of the Andus Beach in Nusa Penida.



Fig. 8. The waves hitting the cliff at Andus Beach [20]

*13. Banah Beach*

Banah Beach is often called Banah Beach which is located in Batumadeg Village, Nusa Penida. On the beach you can enjoy the beautiful scenery. There you can also see a very striking cliff, the Banah cliff in the middle of the sea, the cliff is hollow with lots of green trees growing on it.

*14. Seganing Waterfall*

Seganing Waterfall or can be also called Sebuluh Waterfall is located in Banjar Sebuluh Nusa Penida, Bali. Access road to the Seganing waterfall is very extreme. We must go down a very steep ravine, there is only a fence made of wood that is bound and plugged as seen in figure 9. We must go through the abyss very carefully. If it rains, the location will be even more dangerous, but you can visit the Seganing waterfall on the nice weather.



Fig. 9. Steep ravine with wooden made of wood to Seganing Waterfall [21]

**15. Seribu Island Nusa Penida**

Thousand Island is adjacent / one lane with Atuh Beach which can be accessed via Banjar Pelilit. It is located in Banjar Pelilit, Nusa Penida. This place has a spot that allows you to see a very beautiful view that is the expanse of sea which is located on small islands. At this location a tree house has been built, so that the view can be seen even higher.

**16. Bukit Panorama Nusa Lembongan**

Nusa Lembongan Island consists of uphill and hill places, unlike other islands with flat land contours. Access to Bukit Panorama Nusa Lembongan, start from the harbor, take the right lane and to the ramp, upon arriving at Bukit Panorama Nusa Lembongan, there are many seats lined up, that is a cafe that has been provided for tourists to enjoy the atmosphere at the top of Nusa Lembongan Island. From the top of the hill, you can see the beautiful scenery of Nusa Lembongan island, almost the whole area of Nusa Lembongan can be seen through the hill. In fact, you can see the island of Bali above which Mount Agung stands majestically.

**17. Dream Beach**

Dream Beach is a beach that is perfect for surfers. Access to Dream Beach through the cliffs covering this beach. This beach is under a cliff. There is a beach with large waves rolling in, which is suitable for surfing.

**18. Devil's Tear**

It is called devils which is quite scary. Actually, this place is not a beach, but the view of the waves breaking the cliffs so that the sea protrudes into the middle become a gap as in figure 10. This location is quite close to the Dream Beach, just walk or ride a motorbike to take the millions of streets you will arrive at your destination. To get to this place, you have to pass through a cliff and comb it with extreme caution because the cliff is in the form of coral.



Fig. 10. The view from Devil's Tear cliff [22]

**19. Mushroom Beach**

Mushroom Beach is one of the locations in Nusa Lembongan that offers nightlife on the beach. There are many cafes lined up around this beach. But if people visit it in the afternoon, they will

see a few visitors. This beach is perfect for visitors who want to play sand and enjoy a cup of drink on the beach.

**20. Mangrove Tourism**

Nusa Lembongan Island is surrounded by mangrove forest which serves to hold large waves to reach the mainland. It turns out that this mangrove forest can be used as a charming tourist spot. In accessing this place, you start from the port, just take the left lane and follow the existing road to the end of the road. In this tourist attraction, there are several resident boats ready to take tourists around the Nusa Penida mangrove forest. On the way, tourists will find dense jungle of mangrove forests as in figure 11. Each tree has also provided tree names and scientific names, so while we enjoy the beauty of adventure in the mangrove forest, tourists also get educational knowledge about the trees that live around them.



Fig. 11. Dense jungle of mangrove forests [23]

**22. Puncak Mundi Temple**

Pura Puncak Mundi is the Great Upgrading Temple with its parts, they are the first yard (Jaba sisi), the second yard (Jaba tengah), and the inner yard (jeroan). If the Hindus who want to pray to Nusa Penida, they usually pray to Puncak Mundi Temple first before going to Dalem Ped Temple. Puncak Mundi temple is a place for "Ida Batara Lingsir", in which this temple consists of three Beast Temples (Beji Temple, Krangkeng Temple, and Puncak Mundi Temple). Beji Temple is the first place of worship before going to other temples, such as Krangkeng Temple and Puncak Mundi Temple. The ceremony in Penataran Agung Puncak Mundi Temple is usually celebrated in every 210 days (according to Balinese Hindu pawukon) on Wednesday / Buda Umanis Prangbakat.

**23. Batu Medawu Temple**

Batu Medawu Temple is one of the temples in Nusa Penida. This temple located on the eastern peninsula. It is one of the largest temples in Nusa Penida. It is located in Suana Village. The status of this temple is one of the three Purusa (Tri Purusa Temples) in Nusa Penida. Tri Purusa Temple is the three main temples in Nusa Penida, namely Dalem Ped Temple, Puncak Mundi Temple and Batu Medawu Temple. These three temples are believed to be the embryo of the Nusa Penida community

and cultural civilization. This was conveyed by one of the main stakeholders of Batu Medawu Temple, Jero Mangku Sugianta.

#### 24. *Lembongan Yellow Bridge*

The Yellow Bridge in Nusa Lembongan as in figure 12 has become increasingly popular, because there are many tourists who capture photos in pairs on the bridge, so it is known as the Bridge of Love, even tourists often use it as a place for taking photo pre-wedding. Not only favored by domestic tourists, but also by foreign travelers who call it the name of the Yellow Bridge. The existence of the Yellow Bridge that connects the island of Nusa Lembongan to Ceningan Island, makes it easier for you to visit the opposite island by motorcycle.



Fig. 12. Lembongan Yellow Bridge [34]

#### 25. *Gala-Gala Underground House*

Gala Gala is a man-made cave which can be seen in figure 13. So, it is also known as Gala Gala Underground House which is located in Lembongan, Nusa Penida. The journey from the yellow bridge to the caulking takes only about 5 minutes. Goa Gala-gala is one of the top destinations of the many tourist attractions in Bali. The house was built in 1961 in a period of up to 15 years by a jero Mangku Dalang named Mangku Byasa, he also worked as a farmer as well as a hermit, the work process was still using conventional tools such as crowbars, using a lot of cow dung which was burned so that limestone is more easily excavated, the cave is then used as a place to live, a masterpiece that is very worthy of respect and used as a cultural heritage site.

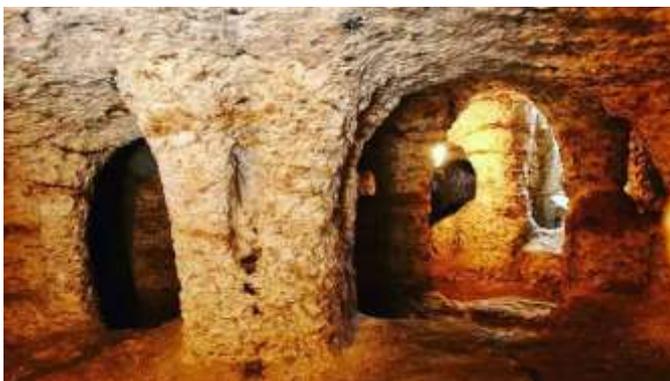


Fig. 13. Gala-Gala Underground House in Nusa Lembongan [35]

All the local potentialities which are tourist objects which spread throughout Nusa Penida district can be grouped into three categories (1) Nature tourism objects, dominated by beach and hills; (2) Religious objects which include Ped Temple, Puncak Mundi Temple, Batu Medawu Temple, Giri Putri Cave, and Paluang Temple; Cultural art tourist objects and human made products, which include various forms of traditional arts such as Tari Jangkang, Sang Hyang Grodok, Jembatan Kuning, Gala-Gala Cave and other cultural products which are the products of the local genius of the community which can be empowered as sociocapital for developing tourism in Nusa Penida district of Klungkung regency, Bali Province.

Local genius that exist in Nusa Penida has been inherited from the past. He local genius that spreads throughout Nusa Penida in the form of philosophy institution, applied technology, etc. has been able to produce high quality and useful works for human life. It is here that sociocapital needs to be found explored, weaved and dismantled to provide the local people with capital for developing tourism. Refrence [1] found out in his study on Sangeh community sociocultural capital for conserving Hutan Wisata Kera in Sangeh village, Bali (a study on the role of customary village in managing tourist objects), how the social institution of the customary village plays the role in managing the tourist object in the village area which can improve the people's economy, harmonize the social relation and the relation between people and nature, including the relation of people in holding various traditional and religious ceremonies as a harmony reflection in the relation between human and God [1]. The community cultural maintenance that used sociocultural capital develop very strongly together which makes tourism something to be proud of. No conflict in the protected forest which has been made sacral and transformed into a tourist object. It has made a lot of profit and the people have become prosperous.

In other words, by strengthening the sociocultural capital, tourism becomes a savior, rather than a destroyer of the sociocultural civilization of the eastern world while in other tourist destination areas whose sociocultural capital is not strong the latter is the case. The result of tourism development minus its problems (social pathology) will fail to reach a breakeven point. One cannot expect a welfare society from the development. Even to restore a good reputation cannot be done, moreover, to treat other social diseases (deficit spending) [12]

Learning from the history of smokeless industry development in various parts of the world, it is a necessity in developing a new tourist destination area that it has to be able to empower the sociocultural capital of the area that is newly developed. The sociocultural capital like land capital has to be maintain in order not to make the posterity miserable, like the rumor that is developing in the society. People who come to Nusa Penida sell meatball/ satay are wearing shorts to buy land, on the other hand, the people of Nusa Penida sell land to buy meatball/satay. Although this connotation is not positive in the context of developing nationality (unity and diversity), including in developing multicultural education in Indonesia.

#### IV. CONCLUSION

Based on the result of data analysis and interpretation according to the problem being studied, the results of this study showed:

*First*, the development of tourism in Nusa Penida is rapid enough, especially in Lembongan Island with its two villages, Jungut Batu and Lembongan. As an area with a melting pot historical background it has a variety of hidden pearl called local genius in the form of natural potentialities, intelligence and local genius of the community.

*Second*, there are various forms and types of local genius which can be made objects and support for developing tourism in Nusa Penida District. All of the local potentialities that are tourist objects which spread throughout Nusa Penida district are tourist objects which can be grouped into three categories: (1) Natural tourist objects, dominated by beaches and hills; (2) Religious tourist objects; and (3) cultural art tourist objects and the product of the local community of Nusa Penida.

*Third*, the local potentialities have not yet been socialized as tourist objects which are attractive to tourists to the community that support them and are less empowered optimally as local genius of the community and the socio-cultural capital for developing tourism in Nusa Penida. Hence it is suggested as follows:

*First*, to develop the autonomy of Nusa Penida community, it is the right time to explore carefully the sources of the products of the local community in the form of local knowledge and local genius in managing resources or all local products which can support the development of tourism in Nusa Penida district of Klungkung regency, Bali Province.

*Second*, there is a need for a new approach in socializing to the community the ways of empowering the local potentialities as the sociocultural capital which can support the development of tourism in Nusa Penida to be more autonomous and able to overcome problems and the trap of the expansive capitalist regime. With strength (knowledge, technology, system and product) from within which is developed systematically, the development of tourism will save cost in a large amount.

*Third*, there is a need for an academic text which can be used as the basis in formulating policies for developing a dignified and sovereign tourism. This is very important, not only for the local people, but also for the visitors, national, regional and international visitors to understand.

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