Preparing Sidatapa Village as a Bali Aga Tourist Attraction in Buleleng Regency

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ABSTRACT

Sidatapa Village is an ancient village that has developed itself as a tourist destination in Buleleng Regency. As one of the Bali Aga villages, Sidatapa Village has its uniqueness which is a cultural attraction for visiting tourists. There are old houses, traditional activities and economic activities occupied by local people, who until now still hold the values of their local wisdom. This paper specifically explains the role of community leaders in the development of Sidatapa Village as a cultural tourism destination, as well as tourism activities that have been developed by the community. In developing itself as a tourism village, customary values are maintained, the role of traditional leaders is also respected, so that the cultural tour packages developed are in accordance with existing village regulations. This certainly provides positive benefits for those involved in the development of a tourist village, where people who are in the ancient village area can adapt to changes without reducing the socio-cultural values that have been built by previous generations.

Keywords: Ancient, Bali aga, Culture, Sidatapa village, Tourism

1. INTRODUCTION

Sidatapa Village established itself in developing a tourism village in 2017 through Buleleng Regent Decree Number 430/405/HK/2017, in practice it always makes various adjustments but still pays attention to the values and norms adopted by the village as a social system. Rural tourism as a form of integration between tourism components presented in a structure of community life that integrates with prevailing traditions and procedures, in its development requires special handling [1][2][3]. In its application, rural tourism is synonymous with community empowerment, so active community participation is needed. Understanding the heterogeneity of potential, capital and community interests, it is necessary to take a good approach so that people are willing to be involved in the development of tourism, and make positive contributions to themselves, their environment and their region. In practice, social capital in the form of norms, social networks and social beliefs is able to encourage collective action to achieve common goals [4], therefore there needs to be a role from community leaders.

Sidatapa Village [5], is a village with strong traditions and culture in maintaining its culture from outside influences, especially when it comes to religious customs and ceremonies. In practice, a strong and unique culture is actually used as an attraction by the local community to bring tourists to Sidatapa Village. There is an interesting story behind the visible culture of Sidatapa Village, both the traditional houses, the rituals, the bamboo farming that can be told to tourists, so that it becomes a meaningful reason for them to visit the village. In addition, Sidatapa Village, which is in the area of the old village complex, has also developed an integrated tour package [6], involving the potential of five villages, namely Sidatapa Village, Cempaga Village, Tigawasa Village, Pedawa Village, and Banyuseri Village. However, with its different uniqueness in each village, each village is also able to develop its own package, including Sidatapa Village which has the advantages of Bale Tumpang Salu and the story of the building.

2. LITERATURE REVIEW

When the village is developed into a tourist destination, thereafter known as a tourist village, it must still be viewed as a social system. The social system as in Talcott Parson's idea, in a system there are two main needs that must be understood, namely the relationship between needs in the internal system and the achievement of goals to achieve a desired goal [7]. For this reason, its

implementation requires capital to live in order to achieve these goals, and various adjustments are made. As in Talcott Parsons' idea [8][9][10], every social system must process to achieve a goal, where there are four things to do, namely adaptation, goal achievement, integration and latency.

Through the theory of AGIL (adaptation, goals, integrity and latency) developed by Talcott Parson, it can be understood how the village government, community and managers as a subsystem carry out their function or role in the development of the tourism village being developed. In this case, referring to the structural theory of functionalism from Talcott Parsons, there are four functional prerequisites that each social system must fulfil [7], namely being able to adapt to the environment and all changes, having the means to achieve a desired goal, being able to maintain internal unity, able to achieve balance by making various adjustments in order to maintain the existence of the system itself. Villages that have opened themselves up as tourist destinations must be selective in their implementation in choosing the concept of tourism development. It is hoped that the outsiders involved will not only understand the village as an opportunity for tourism, but also interpret the village as a social system. Thus, Doxey's theory of irritation index becomes a guide in evaluating tourism village development [11], [12], so that the village remains a social system that maintains a balance of life.

Based on the Guidebook for the Development of Green Tourism Villages [13], it details eight conditions for a village to be developed into a tourism village. The main requirements for developing a tourist village in question are (1) Having requirements as a tourism destination as stipulated in the UU No. 10 of 2009; (2) Tourism activities based on rural resources; (3) Activities involving active participation of tourists in rural life; (4) More oriented towards outdoor recreation activities; (5) Make maximum use of local human resources; (6) Give great appreciation to local culture and wisdom; (7) Providing adequate access both to access to other destinations as well as internally within the tourist village itself; and (8) Having a community that cares about tourism. These eight conditions are of course determined by understanding the village as a social system, so that the focus remains on the village and the people who live in it.

3. METHOD

This paper describes an old village, namely Sidatapa Village, Buleleng Regency, Bali, which developed itself as a tourist village. Having unique characteristics, namely as an old village that still adheres to its social, economic and cultural values in the process of adapting itself as a tourist village, the approach used in this study is the cultural studies approach. Data collection was carried out by observation and interviews, analyzed with a cultural studies approach [14]. Researchers are present in the community, understand the potential available in the village and the readiness of the community to involve themselves in tourism development in Sidatapa Village. Furthermore, the results of data analysis are presented in descriptive - narrative form.

4. RESULTS AND DISCUSSIONS

Developing itself as a tourist village [15], [16] by utilizing its potential, makes Sidatapa Village able to have a unique attraction that is different from other villages. Likewise its management, involving various elements in the village who have different self-potentials but support each other, making Sidatapa Village interesting to visit, even during the Covid-19 pandemic. Cultural heritage [17], [18], as a tourism resource, of course must be managed properly, not disturbing the values and norms that exist in the community itself, so as to create sustainable tourism. In practice, the involvement of local communities [19] is very important in developing tourism, with the aim of various programs that are designed to be well realized.

4.1. Tourism Village Development through Communicative Actions

Opening up and developing villages as tourist destinations, of course requires a special approach. As [20]'s study understands the meaning of the village as a social system that adapts to tourism to maintain its existence, the village in its implementation must also understand the factors that can make itself a choice for tourists and maintain balance in its internal space. These factors include (2) the availability of human resources capable of managing and developing the chosen tourism concept, (2) having superior potential so that it is an option for targeted tourists, and (3) strong support from the community in the village itself. On the other hand, external parties involved in developing tourist villages also need to understand [21] idea of the Irritation Index (Irridex) theory to find out the attitudes of local communities towards tourism activities [11], [12], [22]. It is hoped that the community will be able to benefit from developing their village to become a tourist destination in a sustainable manner.

Understanding the importance of the role of the community as the party that will continue to develop their village as a tourist destination, the community must be involved from the planning, implementation stages, and even participate in monitoring the development of their tourist village. The development of tourist villages in Indonesia has experienced rapid development. The development of village-level tourism known as village tourism cannot be separated from two ministerial-level regulations, namely the Minister of Culture and Tourism Regulation Number: PM.26/UM/001/MKP/2010 and

Regulation of the Minister of Culture and Tourism Number: KM.18/HM. 001/MKP/2011 concerning the National Program for Community Empowerment (PNPM) Mandiri for Tourism through tourism villages. Under this regulation, villages in Indonesia, including in Bali, are designated as tourism villages, either with a model top to bottom or bottom up. The choice of a development model for a village to become a tourist village is strongly influenced by the resources [7], [23] available in the village, particularly human resources. In practice, human resources [24], [25] are an important element in the development of an area to become a tourist destination, which is the better the quality of available human resources, the better village tourism development can be done. It is because in tourism development, the quality of human resources is a major problem, which should be the focus of attention [26], [27]. As the most important element, human resources in the village are the centre of attention for those who will develop a village as a tourist destination.

The idea of developing a tourist village cannot be implemented properly without a direct approach to the community. In practice, communicative action is needed to find a development direction that is acceptable to the parties involved, with the hope of realizing a sustainable tourism village concept, both in economic, social, cultural and environmental aspects. Borrowing Habermas's idea of communicative action [28], it is hoped that all parties can present their arguments without pressure from any party.

Through the four validity claims put forward by Habermas, namely clarity, truth, accuracy, and sincerity, it is followed by the accommodation of logical justifications for truth and the social context for their rational debate. Through the theory he initiated and developed, Habermas considers that social life requires coordination to solve various problems, seek fair and wise solutions [29], with the aim of village communities as the core of tourism development to get the opportunity to be actively involved in every stage tourism development.

Sidatapa Village has natural and cultural resources that have the opportunity to be properly managed to

Figure 1. Discussion of Tourism Development Directions in Sidatapa Village with Local Communities

become a tourist attraction. Cultural tourism [30] which targets the tourist market, namely those who like culture developed by a destination, certainly has cultural potential that is developed by adjusting the type of tourists. There are five types of tourists who have cultural motivation, [31], namely the purposeful cultural tourist, the sightseeing cultural tourist, the casual cultural tourist, the incident cultural tourist, and the serendipitous cultural tourist. Especially in Sidatapa Village, in the early stages of tourism development, the type of tourist is purposeful cultural tourism [31], namely tourists who learn about the culture or heritage of an area to become a potential market for this village. Furthermore, to borrow [32] idea, regarding the approach that can be taken by community workers towards society, seeing that the community has understood their potential, the type of approach chosen is a non-directive approach. In the case of Sidatapa, the community already knows what they really need. The role of community workers is to help the community identify opportunities, explore and develop community potentials.

In its implementation, assistance was carried out in preparing Sidatapa Village as a tourist attraction for Bali Aga culture in Buleleng Regency, communicative actions between community workers and the community were carried out from the beginning of the meeting. In this case, communicative action that emphasizes emancipation is important to find solutions that can be accepted by all parties without any pressure. In line with [33], community communicative actions in the process of developing a cultural tourism village in Sidatapa Village are marked by implementing community interactions who are willing to communicate in an empathic and ethical way. In practice, the needs of the community and the ability of community workers in helping Sidatapa Village become a tourist village are well communicated, involving tourism awareness groups, village leaders, industry, academies and the tourism office to determine what forms of assistance and training are beneficial for the local community.

4.2. Implementation of the Design of Tourism Village Development Activities through the Involvement of Penta Helix

The preparation of Sidatapa Village, Buleleng Regency to become a tourist destination with the nuances of Bali Aga is carried out by community workers through the partner village development program [34]. There are three activities conducted. These activities include preparing a shelter for tourists to live in, training people to develop virtual tours, and developing tourism products that can be used as souvenirs for tourists. Halfway houses, like homestays [35], are able to provide direct income for the community. In Sidatapa Village, a pilot shelter was prepared in collaboration between

community workers and empty room owners who already have networks with tourists, especially foreign tourists.

The development of a village to become a tourist destination certainly requires the roles of various qualified parties. As stated by the [36], it is explained that there are five pillars in the development of rural tourism, which are called the penta helix model, namely government (regulator), community (accelerator), business (private), academics (drafter) and media (catalyst). This is in line with [37] explaining that in developing participatory tourism, it must involve multi-stakeholders, namely local authorities, the private sector, academics, research centers, civil society, (social) entrepreneurs, and activists. Ref [37] emphasizes that the Penta Helix approach which is multi-stakeholder is carried out with the assumption that, through this involvement, there will be an increase in the number of people participating compared to the previous time, as well as efforts to develop local entrepreneurship programs that develop from the periphery.

The government, as [38], has the role of regulator, facilitator and funding through activity programs in each ministry or service. The government would be better off having a role like a business incubator. In this case, besides having a co-working space, it also has a role to provide assistance and mentors according to the needs of the tourist village. In practice, the government has also collaborated with academics [39], to support the development of an area through providing funds through community service programs organized by the higher education ministry. The ministerial level community service program is held annually, with the aim of including providing solutions based on academic studies of the needs, challenges, or problems faced by the community either directly or indirectly and carrying out activities that are able to alleviate marginalized communities from being equal economically, politically, socially and culture [40]. In line with this research and service program, academics also carry out research and service related to village tourism, which aims to provide direction for the development of a village to become a good, sustainable and independent tourism village.

The presence of rural tourism development programs is finally seen as an opportunity for some people. In this context, the community slowly understands the potential of their village, and develops a tourism village based on village potential. As [19] tries to explain that the tourism problems faced by Bali can be overcome by developing tourism through community empowerment and community involvement.

Figure 2. Discussion of Tourism Development Directions in Sidatapa Village with Local Communities

Figure 3. Collaboration between Government and Academics in Village Partner Program Development

Figure 4. Industrial Cooperation with Travel Agents

Meanwhile, [41], who specifically examines cultural heritage associated with tourism, explains that there are four issues connecting cultural heritage and tourism, namely interpretation, marketing, planning and community involvement in tourism development through the use of cultural heritage. Ref [42] specifically emphasized that the role of the community, the formation

of community communities, and the availability of village leaders, can make a village able to develop itself into a tourism village. The presence of village leaders cannot be separated from their sensitivity to the potential of their village, and their desire to make their region get the greatest benefit from tourism that occurs in their area.

Making the village a tourist destination also requires networking with industries that have direct links to tourists, both domestic and foreign. The role of the industry [43][44][45], partnerships with industry can help create a sustainable product distribution process. In this case, the tourism village market linkage is a tourism value chain that aims to maximize the use of resources, both products and services locally. In this case it is understood that tourism activities and operations cannot stand alone, but require collaboration with various parties in various economic fields. This can also be described as an inclusive business which is a sustainable business by involving the community as a producer, the tourism industry such as travel agents as a distribution channel to shape products to tourists.

The role of the tourism industry in the development of tourism villages, such as collaborating with travel agents, can help tourism conscious groups who are actively involved in tourism activities. In practice, the implementation of b2b (business to business) cooperation like [46] requires the ability of both parties to be able to maintain cooperative relations, namely maintaining the quality of tourism products and services to tourists. Apart from industry involvement, the role of the media is also very important to promote Sidatapa Village. Media [47], [48], has an important role in promoting a destination, especially using the internet, which is due to its wide marketing reach.

5. CONCLUSION

The village as a social system requires different treatment when it comes to tourism, even developing the village into a tourist village. In this case, the village and its people certainly have certain ways to always be in a conducive situation. The village as a space that has ethics and norms that are formed based on the experience that has been passed, of course takes various considerations when deciding itself as a tourist destination. In this study, Sidatapa Village, which is one of the Bali Aga villages that tends to be closed, is trying to open itself as a tourist destination, which is an extraordinary thing. Understanding the availability of natural, cultural and human resources who already know the potential of the village, then in helping to prepare the village as a tourist village, a non-directive approach was chosen by the community worker. In addition, communicative action was practiced from the start of the discussion, to find the right way to implement the development of Sidatapa Village as a tourism village, with the hope that all parties involved will benefit according to their needs.

Meanwhile, in its implementation, the role of government, society, academia, industry and the media which are members of the Penta Helix concept is very important to be applied. Through the involvement of the penta helix, Sidatapa Village as a tourism village is able to develop itself as a quality tourist destination in a sustainable manner.

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