Preservation Strategy of Village Tourism (Case Study in Penglipuran Village)

I Gede Daging, Ni Gst.Ag.Gde Eka Martiningsih, I Ketut Arnawa

1 Postgraduate Program in Mahasaraswati University Denpasar Jl. Soka Denpasar

Corresponding Author: Ni Gst.Ag.Gde Eka Martiningsih

Received: 2019-01-04; Accepted 2019-01-28.

Abstract:

This research aims to analyse internal and external factors of the conservation of karang sikut satak in Penglipuran village and formulate the strategies to preserve karang sikut satak for village tourism concept. In Penglipuran village the communities encourage to preserve the Balinese culture, especially in customs, spatial and environmental-friendly buildings as angkul – angkul, kitchen and bale saka (the building with six bamboo). The approach used is descriptive qualitative research locus is within the village of Penglipuran sub-district of Bangli Regency of Bangli. Identification of environmental factors of the village Penglipuran is an analysis of the assessment of the condition of the internal environmental factors as strengths and weaknesses as well as the external environment factors in the form of opportunities and threats, based on assessment/perception of society who can give negative or positive influence towards the preservation of the village cultural tour of karang sikut satak in village Penglipuran. Cultural preservation strategy formulation is formulating an alternative strategy that generated through SWOT analysis approach with interaction matrix IFAS-EFAS to acquire some alternatives to suit most cultural preservation in the tourist village Coral Penglipuran in the village of karang sikut satak it future. The factors that can be identified in the internal environment of Penglipuran Village which are strengths are the Application of Ashta Bhumi on satak coral, the existence of community leaders who understand Ashta Bhumi, the community's belief in the concept Hulu-Teben, the philosophy of Kalapatra which is believed, villagers. While the weaknesses possessed are the quality and quantity of human resources, the development of modern lifestyles, the development of the layout of the residence on the following reefs is related to the increase in population. Whereas the external environment is an opportunity for Penglipuran Village, namely the existence of government policy on environmental protection and management, which is based on local wisdom. There is a policy of establishing Penglipuran Village as a tourism village. There is a cultural tourism development program, while the threat is in the form of private investment, effectiveness, spatial control policies, globalization and modernization, competencies between cultural tourism destinations. Based on the weighting of the SWOT questionnaire, the alternative strategy formulation that can be recommended is the Strength Strategy - Opportunity (SO), which is a strategy that uses the power to take advantage of opportunities with alternative strategies, namely Strengthening the policy of Penglipuran Village as a tourism village, strengthening community trust in the concept Hulu-Teben, utilizing rapid technological advancements in supporting the preservation of Cultural Tourism Village and improving the management of subsidies for the preservation of sikut satak.

Keywords: Strategy, Conservation, Sikut Satak, Penglipuran
I. Introduction:

Penglipuran Traditional Village is one of the cultural tourism villages in Bali which is located in Kubu Village, Bangli District, Bangli Regency. As one of the rural tourist attractions, Penglipuran Village has a tourist attraction in the form of unique spatial patterns and traditional building architecture, traditions and distinctive social and cultural life of the community, and the existence of beautiful bamboo forests (Wira Kusuma and Suprijanto, 2011).

According to Primadi (2017), the cultural tourism of Penglipuran Village has recently raised concerns about the continued development of tourism, where the existence of traditional residential buildings on satak coral reefs has begun to be threatened along with the development of modernization and improvement in the economy of local communities cultural values of traditional communities towards modern society, as well as the existence of bamboo plants in the surrounding area of the population that are vulnerable to land conversion for residential land. An effort is needed together with the government and the community to maintain its existence in the future so that the realization of sustainable tourism development.

Referring to the problems mentioned above, this study aims to analyze internal and external factors that can affect the preservation of the culture of satak coral and formulate a culture preservation strategy for satak coral in Penglipuran Tourism Village Bangli District, Bangli Regency.

II. Literature Review:

According to Rangkuti (2009), the strategy is a set of program choices in the long run to achieve the objectives, policies and implementation of activities The word preservation comes from the word "sustainable" which means it remains like its original state, unchanging, enduring forever. Then get an additional pe and the ending, become meaningful preservation; process, method, act of preserving; protection from extinction and pollution, preservation, conservation; natural resource management that guarantees its utilization wisely and guarantees the continuity of its supply while maintaining and improving the quality of its value and diversity. (usmadihambali11.blogspot.com.html).

According to Minister of Culture and Tourism Regulation Number: PM.26 / UM. 001 / MKP / 2010 concerning General Guidelines for National Tourism Self-Empowerment National Program (Pnpm) Through Tourism Village. Tourism Village is a form of integration between attractions, accommodations and supporting facilities that are presented in a structure of community life that is integrated with prevailing procedures and traditions.

According to http://waktusenang.blogspot.com that hearing about Balinese design means that it is likely to be familiar with the term sati satak. where the satak is the area of the village or the area that can be used as a residential package. Where this house consists of one or more family heads, who have the right to regulate the order of their homes and families. This land should not be traded with money or any goods, but only allowed to inherit to descendants or other people, who are willing to serve and run customary government in the local village.

III. Research Methods:

The research was conducted in Penglipuran Village, Bangli Subdistrict, Bangli Regency because it is a conservation village in the field of preservation of Balinese culture, so it must be maintained so that it remains a proud cultural heritage of Balinese people. The number of respondents in this study were all village teachers, managers of tourist villages, youth administrators and community leaders totaling 50 respondents.

Identification of environmental factors in Penglipuran Village is an analysis of the assessment of the conditions of internal environmental factors in the form of strengths and weaknesses as well as external environmental factors such as opportunities and threats, based on community assessments / perceptions that can have
I Gede Daging et al. Preservation Strategy of Village Tourism (Case Study in Penglipuran Village)

A negative or positive influence on the preservation of satak coral tourism culture in Penglipuran Village. The formulation of a culture preservation strategy is to formulate alternative strategies that are produced through the SWOT analysis approach with the interaction of the IFAS-EFAS matrix to obtain some of the most suitable alternatives to cultural preservation in the elbow coral tourism village of Penglipuran Village in the future.

Iii. Results and Discussion:

Like other traditional villages in Bali, Penglipuran Customary Village also follows the Nawa Sanga pattern, which is a combination of mountain and sea orientation (kaja-kelod) and the direction of the sun’s circulation. This Penglipuran village includes the Bali Aga Village (ancient) with the spread of settlement patterns tending to be linear (only along the main axis of the village) which describes settlements in mountainous environments.

In the beginning, the traditional settlement of Penglipuran Village, which consisted of 76 yards, was only a settlement located along the main axis of the village. On the West and East side this linear axis extends to the yard of the residents, each of which has the same area, ie, one sided (2, 5 are). Whereas other areas are still non-built areas in the form of forests and moorings including land behind the satak elbow yard.

a. In the area of the satak space, a number of traditional buildings were built to become the hallmark of the Penglipuran Traditional Village, namely:

   The kitchen, located in the North and at the same time as a bed for parents.

b. Bale Saka Enem, located in the South as the yadnya ceremony place (manusa yadnya, pitra yadnya, etc.).

c. Loji, located in the West as a family bed, a place to receive guests and a children’s playroom.

A. Identification of Internal Environmental Factors:

Based on the results of the recapitulation of the evaluations of all respondents, the factors that become the strength in preserving tourist villages, especially the preservation of the sawah coral in Penglipuran Village are: The application of Ashta Bhumi on satak coral (traditional Balinese residential houses) in Pengelipuran village has a weight of 0.073. Ashta Bhumi is still believed by the community as a guideline in arranging satak coral.

Procedures for regional regulation and housing development with the embodiment of the layout and layout of buildings based on ethical foundation and Spiritual foundation. The ethical foundation raises the value system of palemahan (area) and buildings, by placing worship buildings in the upstream direction and other buildings placed in the direction downstream (teben). While the concept of the realization of the region (palemahan) and housing of the residents of Penglipuran Village embodies a balance between the Deva realm and the Bhuta (environment) nature which is manifested within the village environment which is oriented towards the center of the village as the axis.

The height of the wall in an effort to provide security and comfort in the yard / residence, this factor gets a weight of 0.071. The existence of a sikut satak around the ground based on the concept is intended to provide security for the family who occupy the satak corals. Factors applying building layout based on the Astha Bhumi concept get a weight of 0.069. The layout of the house building in the sikut satak area is still guided by the Astha Bhumi concept so that the area is unique and supports the Penglipuran Tourism Village. The existence of a community leader who understands Astha Bhumi as a guideline for preserving yards in Penglipuran Village, this factor gets a weight of 0.075. The existence of community leaders who understand the concept of Astha Bhumi is important in guarding the spatial arrangement in Penglipuran Village. Public trust in the concept of Hulu-Teben as one of the concepts of macro space patterns in traditional Balinese architecture in
Penglipuran Village, this factor gets a weight of 0.068. Conceptually, the Penglipuran Traditional Village follows the Hulu-Teben (linear) pattern where Asutama, the North-South axis is a linear village axis which also functions as an open space for joint activities. This open space divides the village into two parts, namely West and East. The orientation of the direction of Hulu-Teben which is in the upstream area is a sacred area and in the teben area is a nista area and is intended for the grave area. The village's main road that extends from North to South is a "center" that not only functions as a general circulation but also functions as a "plaza" and open space that can improve relations between alleys / walkways / preservation that leads to the yard of each home unit. In accordance with Primadi’s research, (2017), this space center also functions as a center for orientation of public spaces during traditional ceremonies.

The existence of financial subsidies from the management of tourist villages for the preservation of single coral reefs, this factor gets a weight of 0.067. Financial subsidies as a result of the management of Tourism Village are one form of traditional village accountability to the community, to realize the preservation of satak coral. The existence of Adat Village Awig-Awig about Penglipuran Customary Village Pattern, this factor gets a weight of 0.072. Penglipuran traditional village is a rural area that has a specific order of traditional village structure that has been written in the awig-awig of traditional villages. so as to be able to display a beautiful rural face. Physical structure and village structure, can not be separated from the culture of the people who have been passed down from generation to generation. The residential area as well as the main road of Penglipuran traditional village is a vehicle-free area, especially four-wheeled vehicles. This situation, increasingly gives the impression of comfort for the tourists who come. The word penglipuran comes from the word penglipur which means entertainer, because since the time of the kingdom, this place is one of the great places for resting.

The existence of the philosophy of Kalapatra which is believed, the residents of Penglipuran Village so that they are free to enjoy other cultures as long as they do not pollute the culture and customs of the village itself. This factor gets a weight of 0.074. Kalapatra philosophy is a belief for the people of Penglipuran Village in managing tourism villages so as to minimize the negative impact of tourism.

Whereas the factors that become weaknesses in the preservation of Penglipuran tourism village are: The Form of a Housing Yard to accommodate all traditional Balinese buildings that must exist on one elbow reef according to modern conditions, this factor gets a weight of 0.063. The size of the entrance gate covers all activities of family members, this factor gets a weight of 0.062. The application of the layout of residential buildings in the same yard in the village is in accordance with Astha Bhumi’s guidelines, this factor gets a weight of 0.062.

The development of modern lifestyles in the preservation of single coral, this factor has a weight of 0.061. This can be seen from the beginning of the emergence of modern patterned buildings in the area of Penglipuran Village. The development of the layout of residences on the following reefs is related to population growth, this factor gets a weight of 0.060. One-sided coral in support of a Healthy Ecological and Environmental Balance, this factor gets a weight of 0.062.

B. Identification of External Environmental Factors:

Based on the results of recapitulation of the results of all respondents, the factors that become opportunities in the preservation of satak satak reefs in Penglipuran Village are: The existence of government policy on environmental protection and management, which is based on local wisdom, this factor gets a weight of 0.074. The integration of the implementation of the aforementioned policies has become an opportunity for Penglipuran Village to develop the development of tourism villages that are environmentally sound in realizing safe, comfortable and healthy tourist destinations.
The establishment policy of Penglipuran Village as a tourist village of this factor has a weight of 0.072. This policy provides an opportunity for villages to accelerate populist economic development based on synergy between environmental protection, management and tourism in the form of healthy tourism areas in accordance with the potential and characteristics of the problems possessed by Penglipuran Village.

Central government support in the form of village funds to support the preservation of traditional tourism villages, this factor gets a weight of 0.077. Through the Nonor 6 Law 2014, it has provided budget allocations to villages through the APBN (Government Budget) as a source of funding in accordance with the village development priority program. These programs are also an opportunity for Penglipuran Village to expand basic public services, as well as strengthen the management of tourism villages and increase community income, considering that not all village development funding can be accumulated by village income.

The existence of a cultural tourism development program from the government in supporting the preservation of one-sided coral in Penglipuran Village, this factor obtained a weight of 0.074. The cultural tourism development program from the government is an opportunity for Penglipuran Village in developing the quality of the tourist village environment. The existence of Special Financial Assistance (BKK) to Pakraman and Subak villages in supporting the preservation of Cultural Tourism Village, this factor gained a weight of 0.072. The assistance is an opportunity for Penglipuran Village to strengthen customs, arts and culture inspired by Hindu religious values to strengthen the preservation of environmental functions based on local wisdom.

Bali Provincial Regulation No. 16 of 2009 concerning theregulation of region planning (RTRW) of Bali Province stipulates Penglipuran Tourism Village as one of the distribution of tourist destinations with their potential, this factor gets a weight of 0.076. This regulation certainly provides protection for the environment of Penglipuran Village which has various cultural potentials of historical value. This will provide a distinct advantage for Penglipuran Village in developing cultural tourism villages. The trend of cultural tourism that tends to be in demand by tourists, this factor gets a weight of 0.075. This is supported by Kodhyat, (1997), who found that, currently the trend of natural tourism is increasingly in demand by tourists as a reaction to the negative impacts caused by mass tourism, this will be an opportunity for Penglipuran Village to improve the management of cultural-based village Bali.

Technological advances were quite rapid in supporting the preservation of the Penglipuran Cultural Tourism Village, this factor gained a weight of 0.075. Technological progress is an important factor in the management of tourist villages, especially where facilities are available in promoting tourism potential so that ecotourism managers in Penglipuran Village can adjust gradually and can produce superior tour packages that can compete with other tourism village packages.

While the factors that become opportunities in the management of tourist villages into healthy tourism areas in Bedulu Village are: Private investment in the village of Penglipuran in supporting the preservation of single coral reefs, this factor gets a weight of 0.068. Private investment is very important in supporting village development, but if it is not controlled, it will have an impact on unsustainable use of natural resources. The position of Penglipuran Village as a well-known tourist destination in Indonesia and even internationally, on the one hand is indeed profitable, but on the other hand it becomes a threat for investors to invest in the Penglipuran Village area such as housing, minimarkets. This condition will be a burden on the environment of Penglipuran Village especially the increasingly complex pollution load from waste and waste and the increasingly uncontrolled conversion of agricultural land.

The effectiveness of the spatial control policy in supporting the preservation of cultural tourism in Penglipuran Village, this factor. Spatial control policies issued by the government to the public and
investors, with a view to reducing the rate of environmental damage which will ultimately threaten the safety of humanity. This condition will certainly be a complaint for tourists, and if it is not responded well, it will be a threat to tourism in general and in particular the management of cultural tourism villages in Penglipuran Village. Globalization and modernization in supporting the preservation of satak coral as a superior potential of Penglipuran Tourism Village, this factor has a weight of 0.068. In the era of globalization, the role of the government and the community became the main actors in the management of tourism activities. For this reason, it is necessary to prepare the government and the community, participate in the management of tourist villages in the era of the global economy. If Penglipuran Village does not immediately increase its competitiveness, then Penglipuran tourism village will not be able to compete in the current era of economic openness.

Competence between cultural tourism destinations, this factor gets a weight of 0.069. The occurrence of competition between tourist destinations is unavoidable and will be a threat to the sustainability of a tourist destination, so Penglipuran Village needs innovation in the management of culture-based tourist villages.

The accountability of the performance of government institutions in the field of tourism in preserving cultural tourism in Penglipuran Village, this factor gets a weighting value of 0.070. Accountability of government performance in tourism is still weak. It can be seen that the emergence of modern-patterned housing is certainly not in front of the cultural tourism village developed in Penglipuran Village. Public perception of the preservation of Satak elbow reef is an icon of the Penglipuran Cultural Tourism Village. this factor gets a weight of 0.070. This can be a threat to the preservation of the satak coral which is the flagship of Penglipuran tourism village, because this perception can develop into a model that is not in accordance with the concept of Penglipuran tourism village.

C. Formulation of Alternative Strategies:

The IE matrix serves to find out the location of the development strategy of Penglipuran Tourism Village. By knowing the position of the Penglipuran Tourism Village development strategy, it will be easier to take or choose the strategy used in reference to internal strengths and external opportunities. according to the IFE matrix formulation owned by the Penglipuran Tourism Village development strategy, the weighted total value is 2.672 which indicates that Penglipuran Tourism Village has an average ability to utilize strengths and minimize weaknesses. Whereas in the EFE matrix, the development strategy of Penglipuran Tourism Village has a total average value of 2,774 where the Penglipuran Tourism Village development strategy has an average ability to take advantage of existing opportunities and try to suppress or overcome the threats that come. If both weighted values are found it will be in cell V of the IE matrix, namely the growth column through horizontal integration.

Based on the results of the SWOT analysis, the formulation of alternative strategies that can be recommended is the Strength Strategy - Opportunity (SO), which is a strategy that uses the power to take advantage of opportunities with alternative strategies, namely Strengthening the policy of Penglipuran Village as a tourism village, strengthening community trust in the Hulu-concept Teben, utilizing a fairly rapid technological progress in supporting the preservation of Cultural Tourism Village and improving the management of subsidies for the preservation of karang sikut satak.

IV. Conclusion and Suggestion:

A. Conclusion:

The factors that can be identified in the internal environment of Penglipuran Village which are strengths are the Application of Ashta Bhumi on satak coral, the existence of community leaders who understand Astha Bhumi, the community's belief in the concept of Hulu-Teben, the philosophy of Kalapatra which is believed, villagers. While the weaknesses possessed are the quality and quantity of human resources, the development of modern
lifestyles, the development of the layout of the residence on the following reefs is related to the increase in population. Whereas the external environment is an opportunity for Penglipuran Village, namely the existence of government policy on environmental protection and management, which is based on local wisdom. There is a policy of establishing Penglipuran Village as a tourism village. There is a cultural tourism development program, while the threat is in the form of private investment, effectiveness, spatial control policies, globalization and modernization, competencies between cultural tourism destinations.

The alternative strategy formulation that can be recommended is the Strength Strategy - Opportunity (SO), which is a strategy that uses the power to take advantage of opportunities with alternative strategies, namely Strengthening the policy of Penglipuran Village as a tourism village, strengthening community trust in the Hulu-Teben concept, utilizing technological progress quite rapidly in supporting the preservation of Cultural Tourism Village and improving the management of subsidies for the preservation of karang sikut satak.

**B. Suggestions:**

Determination of the preservation priority of Penglipuran Tourism Village should pay more attention to the sustainability of the preservation of satak coral, because the tourism potential of Penglipuran Village has contributed sufficiently to the economic structure of the community. Furthermore, for the traditional Penglipuran Village Institution to perfect various programs that support the cultural tourism sector such as bamboo forest conservation to support the raw materials for making traditional houses on active coral reefs and controlling the RTRW in the Penglipuran Customary Village area so that the preservation of traditional homes remains in the future as tourism products.

**Reference:**

3. Primadi, 2017 Modernization Effect on Traditional Residential Houses In the Penglipuran Traditional Village, Bangli Regency. Faculty of Engineering, Dwijenra University. Denpasar.
I Gede Daging et al. Preservation Strategy of Village Tourism (Case Study in Penglipuran Village)