



The Potential and Role of the Traditional Village in the Development of Sangeh Tourism Village as a Tourism Destination Area

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ABSTRACT

Bali has various tourism potentials both natural and cultural which yet to be explored and identified further in order to be developed to become tourist attractions, with feasible facilities available that can be offered. Sangeh Village is one of tourist villages in Badung Regency which has various tourism potentials and one of it is Tourist Attraction of Alas Pala Sangeh. In addition there are still many other tourism potentials which are yet to be developed and promoted optimally. Therefore this research was conducted to identify tourism potentials existed at Tourist Village of Sangeh. The method being used in this research was qualitative method with data sampling technique through observations, in depth interviews, and literature studies so that able to identify tourism potentials existed at Tourist Village of Sangeh. The result of this research shows that the Village of Sangeh is one of customary villages in Bali which has various tourism potentials so that the Village of Sangeh is called a Tourist Village. The potentials owned by Tourist village of Sangeh is in the form of physical and non-physical potentials. Physical potentials referred to among others are Tourist Garden of Mumbul, Tourist Attraction of Alas Pala Sangeh and Pondok Jaka, whereas non-physical potential is Trekking activity managed by POKDARWIS Bukit Sari Sangeh, an institution that supervise Sangeh Traditional Activity. This research aims to identificate potentials of tourism available in Tourist Village of Sangeh.

Keywords: Identification, Tourism Potential, and Tourism Village

How to cite:

Aryana, Benyamin Tungga, Oka Ngurah ,Arjaya, Anom, Uastika, Nyaman . (2023). The Potential and Role of the Traditional Village in the Development of Sangeh Tourism Village as a Tourism Destination Area. Law Doctoral Community Service Journal, 2(1), 29-35

1. INTRODUCTION

The island of Bali is famous for its natural beauty, therefore many tourism potentials have been developed to become tourist attractions so that they can attract tourists to visit Bali. But at present, tourism in Bali does not only rely on natural potential because many tourists, both local and foreign, are interested in culture, even the social life of the people in Bali. This makes Bali Island one of the main tourist destinations in Indonesia so that the Province of Bali can contribute a sizable amount of state revenue through the tourism sector. The role of tourism in Bali's economy is very large, so that the regional GDP growth rate for Bali is always above the national average [Putu Artini, \(2019\)](#). This tourism development has an important meaning in terms of: increasing foreign exchange, regional and community income, creating jobs, encouraging people's economic activities; thus the tourism sector is able to become leading sector in the economic development of the Bali region in the future [Pitana, \(1999\)](#). Historically, the village is an embryo for the formation of political society and government in Indonesia [Samsu Santosa, \(2003\)](#). Sangeh Tourism Village is one of the tourist villages in Badung Regency which has various tourism potentials, one of which is the Alas Pala Sangeh Tourist Attraction. In addition, there are still many other tourism potentials that have not been optimally developed and promoted. Through Sangeh Village we can see how the requirements for an area or area to be called a tourist village are:

1. Having interesting tourist objects such as beautiful natural scenery, exotic places, unique cultural arts or very rare community culture.
2. Must have a transportation route that is easy for everyone to reach the village and the object. Tourist attractions that are easy to reach and good road conditions will make a tourist attraction an option for tourists to visit.

3. All villagers and the village government must fully support this tourism activity and this is reflected in their attitude when welcoming tourists who come to their village.
4. The safety and comfort of tourists is an absolute requirement.
5. There are adequate communication and transportation facilities.
6. Cool and cold climates are some of the situations a tourist spot is everyone's favorite.
7. Providing homestay, make sure the homestay has clean bathrooms and toilets and of course they don't smell. This is very important because this part is the most sensitive for everyone.

One of the tourist attractions in Badung Regency which is managed by the traditional village is the Sangeh Tourist Attraction. Sangeh Tourism Attraction is located in Sangeh Village, Abiansemal District, Badung Regency. There are several studies that are similar to the author's research. First, the research conducted by [Dionisius Beoang, \(2018\)](#) conduct research about Identifikasi Potensi Desa Wisata Sangeh, Kabupaten Badung, The result of this research shows that the Village of Sangeh is one of customary villages in Bali which has various tourism potentials so that the Village of Sangeh is called a Tourist Village. Second, [Muriawan Putra, \(2012\)](#) conducted research on The Role Of Indigenous Village In Management Of Sangeh Tourist Attraction, District Of Badung The results of his research showed that sangeh has huge potential to be developed into a tourist attraction because it has some uniqueness and provide enormous benefits to people of Sangeh itself, so that the preservation and sustainability of the area of Sangeh can be maintained under the role and participation of Sangeh community. In writing scientific work in this research, the researcher gives the title "The Potential And Role Of The Traditional Village In The Development Of Sangeh Tourism Village As A Tourism Destination Area".

2. METHOD

Determination of informants using purposive sampling technique, which is a method of determining informants based on specific objectives and on the considerations of researchers. The information determined is in accordance with the research and has criteria, namely:

- (1) Those who know the depth of information regarding the problem under study;
- (2) Those accepted by various groups related to management;
- (3) Those who have knowledge about tourism.

In determining informants for tourists using the accidental method, namely: how to determine informants by taking tourists who happened to be at the research location at the time the research was carried out on the Sangeh Tourist Attraction. Data collection techniques in this study were carried out by observation, interviews, literature studies, questionnaires, and documentation. The collected data were analyzed by descriptive qualitative.

3. RESULTS AND DISCUSSION

In the development of the Sangeh Tourist Attraction, the Traditional Village plays an important role in its preparation and planning, so that the Sangeh Tourist Attraction develops. The role of Sangeh Traditional Village in the development of Sangeh Tourism Attraction, namely: (1) Setting up tourist facilities for Sangeh tourist attraction. These facilities include: building and arranging places for local traders to sell, arranging tracks for tourists/visitors to enjoy the beauty of the forest and the cool atmosphere of Sangeh and the funny behavior of the monkeys in the Sangeh Forest, installing signs or signboards around the Sangeh Tourist Attraction, building and managing temporary resting places for tourists/visitors and building comfortable and clean toilets, arranging parking lots, providing tourist information to convey complaints or information needed by tourists/visitors, providing trash cans to keep the Sangeh Tourism Attraction clean;

(2) Developing Sangeh Tourism Attraction, in which the Sangeh Traditional Village through the established management carries out and makes programs and breakthroughs that directly impact the development of Sangeh Tourism Attraction. The things that are being done are collaborating with the Badung Regional Government, especially the Badung Regency Tourism Office to carry out tourism promotions for the Sangeh Tourism Attraction, holding direct promotions for tourists/visitors who come to Sangeh, providing training to related human resources, providing smoother accessibility, and always paying attention to and following up on suggestions or complaints from tourists/visitors including from other stakeholders;

(3) Implementing the Regional Regulation on Percentage Distribution of Sangeh Tourist Attraction Income which is distributed fairly, proportionally, and by acclamation, in which the distribution has taken into account the benefits obtained by the people of Sangeh Village because Sangeh's presence should indeed be felt more by the Sangeh Village community itself.

(4) Preserving the Sangeh forest and its monkeys. This is also emphasized in Badung Regent Regulation Number 47 of 2010 concerning Designation of Tourism Village Areas in Badung Regency. Through this regent

regulation, Sangeh Village has more legal force where the main attraction of Sangeh Tourism is the existence of the Sangeh Forest and its monkeys, so that the preservation and sustainability of the Sangeh Forest and its monkeys becomes a program or activity that cannot be ignored. The Traditional Village is taking concrete steps to preserve the forest and the existence of these monkeys with the following activities:

- Replanting of + 4 hectares of forest with diverse/heterogeneous plants, such as: mahogany, albesia, cempaka, bringin, waru, gamal, sapodilla kecil, guava, durian, and gunggung, hereinafter referred to as additional forest from the core forest of + 10 hectares consisting of similar/homogeneous plants, namely: Nutmeg Trees.

- Spiritually, a ceremony was also carried out for the presence of these monkeys, namely: the Tumpek Kandang Ceremony. The manager also routinely checks the health of the monkeys in collaboration with the Animal Husbandry Service of Badung Regency, feeds regularly 2 (times) to the monkeys, namely: in the morning 5 (five) baskets of cassava and in the afternoon 5 (five) baskets of bananas and clean water supply;

(5) Supervise and monitor the development of the Sangeh Tourism Attraction. The responsibility of the Traditional Village is to always supervise and monitor the development of the Sangeh Tourism Attraction. The Traditional Village routinely conducts supervision by directly observing the activities and interactions that occur at the Sangeh Tourist Attraction. Receiving input from the Management Board regarding tourism facilities, tourist/visitor comfort and even tourist/visitor complaints. Furthermore, a general meeting was held involving village leaders to get input and concrete solutions that must be implemented immediately.

(6) Carry out and finance every development activity, both public facilities and the Village Kahyangan and its ceremonies. According to the Hindu belief that each of these temples routinely within a certain period of time needs to hold ceremonies, such as Piodalan and other ceremonies of a certain nature, so that the financing of each of these ceremonies can be covered from the income of the Sangeh Tourist Attraction and the financing for the maintenance of the temples. In addition, public facilities owned by Sangeh Village, such as the Banjar Hall, Village Wantilan, Gong Village, and so on, also require maintenance so that the function of the building or equipment is not disturbed, so that funding is also obtained from the income of tourist attractions Sangeh.

(7) Organize Arrangements for Sangeh Tourism Attractions. To beautify the Sangeh Tourism Attraction, the Traditional Village always holds arrangements whose purpose is to provide additional comfort and attractiveness to tourists/visitors. From arranging tracks to see the presence of forests and monkeys, also arranging parks and signs around them. Supporting buildings around the Sangeh Tourist Attraction are also arranged so that they are not chaotic and do not disturb comfort. Apart from that, the appearance of HR, traders, photographers, monkey handlers was also uniformed, thus adding to the neat impression.

But there are also some obstacles faced in its management, namely:

(1) Internal Constraints

Included in the internal constraints are issues of cleanliness and arrangement of the Sangeh Tourist Attraction to make it more beautiful and more comfortable for tourists/visitors, the need to increase promotions so that they are increasingly recognized by using online media whose networks reach the whole world, the lack of attractive alternatives other than the Nutmeg Forest and its monkeys, it is necessary to have a money changer facility so that it is easier for foreign tourists to exchange their money, improve the quality of Human Resources (HR) by participating in various trainings related to tourism more intensively, further improving services to tourists/visitors, so they feel at home and will return to Sangeh, the lack of provision/sale of local souvenirs to tourists/visitors, so creative ideas are needed to make local souvenirs that match the characteristics of Sangeh Tourism Attraction

(2) External Constraints

Included as external constraints are the level of smoothness of accessibility to Sangeh Tourism Attractions, such as road facilities/infrastructure, directions, and so on, the lack of tourist routes that can be synergized into one tour package with Sangeh Tourism Attractions, the many tourist attractions similar attractions, so it is necessary to make breakthroughs or creative ideas in its management and development, it is necessary to regulate foreign guides who enter and guide tourists directly without being accompanied by a local guide, this is to avoid misinformation and misinformation and security of tourists/visitors who enjoy the atmosphere/beauty of the Sangeh Tourism Attraction, stimulate and invite investors in the tourism sector to come invest, so it is necessary to strengthen the Traditional Village and the community to maintain the preservation and sacredness of Sangeh by means of management still being carried out by the Traditional Village or local management .

From this research it can also be concluded regarding the benefits obtained by local communities, namely:

(1) Direct Benefits, namely:

Open employment opportunities and business opportunities for local communities (for poor tourism).

Traditional Village as the manager of the Sangeh Tourism Attraction almost 100% prioritizes local people as Management Body officers, so this provides opportunities for local people to get jobs to reduce unemployment rates. In addition, the art shops in the Sangeh area are also 100% owned by the Sangeh community, including photographers and other supporting resources who are the Sangeh community themselves, creating security and comfort in the area, where they feel the positive benefits of tourism development in Sangeh, so that the safety and comfort of the area is the concern of all Sangeh people. On the other hand, the community consciously always maintains the security and comfort of the area because they realize that to be able to work properly, it requires a sense of security, comfort and without pressure. The construction of public facilities to support the development of Sangeh and for the benefit of the Sangeh community, to support the development tourism at Sangeh Tourism Attraction was built by the government to support the accessibility and smoothness of tourists/visitors who come to Sangeh, art galleries have developed in exploring the local Sangeh culture followed by the growth of local Sangeh community cultures, village potentials and types of supporting tourism developed and tourism activities in Sangeh Village gradually began to develop by optimizing the potential possessed by Sangeh Village. These various potentials have become a supporting attraction for the development of the Sangeh Area, where many other tour packages have become another attraction to support the development of the Sangeh Tourism Attraction.

(2) Indirect Benefits, namely:

Producing clean and cool air along with the preservation of the Sangeh Forest, so as to produce clean and cool air, add to the sacred aura and increase the religiosity of the people of Sangeh Village which is very strong because from generation to generation they firmly believe that the Sangeh Forest and its monkeys are not something sacred. haphazardly, learning from nature that nature has provided its own rules and is consistent for its continuity and sustainability, where the concept of Tri Hita Karana, especially "Palemahan" is very much felt in its application to the Sangeh Forest, where the Sangeh Forest automatically has a way to maintain its sustainability. Where, even the surrounding community will not dare to disturb it because it is related to spirituality and myths which can bring disaster or negative impacts if these rules are violated, as a water catchment area because the forest is still sustainable with stems reaching + 2 m in diameter, large roots, and strong to be a place to store groundwater and will appear to be a spring. Water is a natural resource that is needed in life and is very crucial because almost 80% of living things are made up of water. The need for sufficient and adequate water in the Sangeh Tourism Attraction makes it an ideal living habitat for living things in Sangeh, as a life booster based on the Tri Hita Karana Concept which Balinese Hindus consider that the universe (macrocosm) is a source of life. The ultimate goal of life and as a living environment that is most suitable and most compatible with humans as its inhabitants. Therefore, in building an artificial environment, it has the same value as its macrocosm. On the other hand, the macrocosm is unlimited, both in terms of dimensions and shape, making it difficult to imitate, the community is not subject to high costs for financing religious and customary activities in Sangeh Village, where the life of Balinese Hindus is very unique and varied, in where the Balinese people inherited many temples by our Ancestors that must be celebrated and maintained for the peace and prosperity of the island of Bali. The religious and sacred life of the Sangeh community is no exception. Here there are several temples that are patronized by the community and require maintenance and ceremonies to maintain their sanctity and sacredness. In carrying out ceremonial activities and for the maintenance of the holy place, of course, large funds are needed, so that with the Sangeh Tourism Attraction managed by the Traditional Village, the income earned is returned for village needs and customary needs, so that for the financing religious and customary activities, the Sangeh community is no longer burdened, the Sangeh farmers are enthusiastic about planting cassava, bananas, and other types of food crops to provide regular feeding for the monkeys. Because before Sangeh was managed by the Traditional Village, the monkeys were very aggressive and often took things belonging to tourists/visitors, so Sangeh was abandoned and not visited because tourists/visitors became afraid and worried. After being taken over by the local management, the tourists/visitors who come to the Sangeh tourist attraction continue to experience a significant increase because the monkeys in Sangeh are starting to be tame and become a separate attraction for tourists/visitors. This is because the monkeys' food needs have been met regularly, namely: in the morning they are given 3-4 sacks of cassava feed, in the afternoon they are given 3-4 baskets of banana feed, and as a snack they are given rice during the afternoon. 3-4 kilos a day, as well as food from several tourists/visitors.

To increase the tourist attraction of Sangeh, 3 stages of the planning program were carried out

(1) Short Term Program, namely:

Prepare local accommodation, such as the provision of local accommodation which is part of the development of community-based Sangeh Tourism Attractions. In order not to disturb the natural balance of

Sangeh, then in order to provide lodging for tourists who come, the residents' houses are used as a means of accommodation, this can provide direct benefits/benefits to the Sangeh people, prepare local culinary delights in Sangeh Village, so it is necessary to explore the menu -Sangeh village's local menu to be planned and arranged so as to display local menus with national and even international flavors.

This will also inspire local communities to be creative and preserve their local menus, prepare local human resources by providing intensive training and carrying out comparative studies to gain experience in management and exchange information. relating to the management of traditional village-based tourist attractions, promoting the tourism potential of Sangeh, so that it can be more competitive and win the competition in a positive sense. In addition, to inform tourist products/tour packages that are up to date, prepare tourism facilities to provide the best service to tourists/visitors and also provide accessibility to tourists/visitors in enjoying Sangeh Tourism Attraction, organizes arrangements for the Sangeh Area in the provision of facilities or supporting facilities that make tourists/visitors stay longer/enjoy the Sangeh Tourist Attraction. Places to rest that are comfortable as well as to enjoy the beauty of Sangeh Nature, places to play for children, places to hold meetings, adding types of ornamental plants, arranging gardens in the vicinity, arranging the paths traversed by tourists/visitors, so that all traders in Sangeh get the same opportunity to be visited by tourists to shop at their stalls;

(2) Medium Term Program, namely:

Holding collaborations or MoUs with tourism stakeholders, such as travel agents, the government, and other tourism industries. To support the continuation of this collaboration, it is necessary to make a kind of MoU to be able to always make contact and share information related to the Sangeh Tourism Attraction because with this agreement it will be able to facilitate the arrangement of cultural events or attractions that are occasional to the public. tourist visitors with the help of Travel Agents or other tourism industries, make calendars of activities and tourist events at the Sangeh Tourism Attraction to be conveyed to tourists/visitors, so that various activities and activities carried out can be published and known by tourists/visitors, register tourists / visitors visiting the Sangeh Tourism Attraction to find out the characteristics of visiting tourists and to be able to provide appropriate services related to the characteristics of these tourists including the necessary facilities, making local souvenirs to be able to Known and always remembered for the uniqueness and beauty of the Sangeh Tourism Attraction, the raw materials for which come from Sangeh Village itself. This souvenir is important to make so that tourists/visitors who come to the Sangeh Tourism Attraction bring evidence that they have visited and can be used as a direct promotion tool to their friends or family and relatives;

(3) Long Term Program, namely:

Holding the Sangeh Festival, where the various tourism potentials of the Sangeh Tourist Attraction and also the Sangeh Village need to be explored and arranged and packaged so that they can become a diversity of attractions that provide various kinds of tourist options to tourists/visitors. Activities or activities that can be carried out to package these various potentials are by holding the Sangeh Festival. The Sangeh Festival is the creativity of the various Sangeh components in presenting the uniqueness and diversity of attractions that can be sold to tourists/visitors, holding global tourism marketing to market/promote Sangeh Tourism Attractions globally by participating directly in international level tourism exhibitions to can directly promote and introduce the Sangeh Tourist Attraction, make scientific studies on the management and development of the Sangeh Tourist Attraction because Sangeh is a tourist attraction based on nature and the environment, as well as being a tourist attraction to be served to tourists/visitors on the other hand as well as study or research materials for the sake of science, determine the positioning of the Sangeh Tourist Attraction with several programs to maintain the preservation and sustainability of the Sangeh Tourist Attraction specifically related to conserve and culture as well as The conserve of the Sangeh people are in accordance with the natural and cultural conditions of Sangeh Village. Thus, the Sangeh Tourism Attraction has a positioning or special characteristics in accordance with the characteristics and culture of Sangeh Village whose management is based on Traditional Villages (Local Managers).

IV. CONCLUSION AND SUGGESTIONS

Conclusion

Based on this description, it can be concluded as follows:

1. Sangeh Tourism Attraction has a variety of tourism potential that can be served to tourists/visitors and has a very large appeal as well as having uniqueness that is not found in other regions.

2. The role of the Sangeh Traditional Village in managing the Sangeh Tourism Attraction is very large and very significant, where the Sangeh Tourism Attraction develops well after being managed by the Traditional Village with a local approach system by prioritizing the beliefs and culture that developed in the Sangeh community towards the existence of the Sangeh Tourism Attraction with a variety of uniqueness and mystery. The role of the Sangeh Traditional Village in managing the Sangeh Tourist Attraction, namely: providing various tourist facilities, designing programs for the development of the Sangeh Tourist Attraction, determining the percentage of income sharing in a fair, transparent and proportional manner, maintaining the preservation and sustainability of the Sangeh Forest and its monkeys, conducting monitoring and evaluation as well as supervision, financing all maintenance needs and religious ceremonies held in Sangeh Village, as well as carrying out overall arrangements for the Sangeh Tourist Attraction.
3. In the management of Sangeh Tourism Attraction there are also several obstacles or problems encountered, where these constraints can be categorized into 2 (two) broad categories, namely: internal constraints and external constraints. Both internal constraints and external constraints get the same portion of solution.
4. With the management of the Sangeh Tourism Attraction by the Sangeh Traditional Village, it can provide benefits and benefits directly to the Sangeh people themselves. This is a positive point because the people of Sangeh feel they own and respect the Sangeh Tourism Attraction, so that its existence will remain sustainable and its sustainability will be maintained naturally. Thus, the development of Sangeh Tourism Attraction provides multiple benefits/advantages (added value) to the Sangeh community, where the benefits obtained are benefits for each individual, such as: becoming an employee, becoming a photographer, becoming a local guide, opening a stall, providing various purposes for monkey food (yams and bananas), and others, as well as benefits collectively or jointly, such as: not spending money for temple maintenance, maintenance of public facilities in Sangeh Village, financing for ceremonies carried out in Sangeh Village, the growth of various tourism activities and the development of supporting tourist attractions in Sangeh Village and its surroundings, the maintenance of security in Sangeh Village, and others.

Suggestion

From the results of the discussion and conclusions, it can be suggested as follows:

1. The Management should continue to make arrangements at the Sangeh Tourist Attraction, so that tourists/visitors are more comfortable and feel at home at the Sangeh Tourist Attraction.
2. It is necessary to design alternative tourism options to provide various choices and be able to capture various segments of tourists/visitors who come to the Sangeh Tourism Attraction.
3. Further increase the promotion and provision of various main facilities at the Sangeh Tourist Attraction, such as: money changers, tourist information, internet networks, and others.
4. So that more employees are sent to take part in various tourism training courses to improve the quality of human resources so that they can provide excellent service to tourists/visitors.
5. Efforts should be made to make local souvenirs, so that tourists/visitors always remember the Sangeh Tourism Attraction with these local souvenirs.
6. The Badung Regional Government should always provide guidance and attention to the Sangeh Tourism Attraction.

Thank you

For the completion of the scientific work of this research journal, the researcher expresses his infinite gratitude to the parties who contributed greatly to the completion of writing this scientific journal. The researcher expresses his deepest gratitude to Dr. I Wayan Putu Sucana Aryana, S.E, S.H., M.H., CMC. and Mr Dr. Ir. Benyamin Tungga, S.H., M.H., M.M., M.Psi. as the supervising lecturer for his support and guidance in completing this research. Mr. Perbekel, Jero Bendesa and the people of Sangeh Village who were a source of information to complete this research, Mr/Ms Lecturer in the Masters of Law in the Postgraduate Program at Ngurah Rai University Denpasar, and other research colleagues who have provided a lot of input and suggestions so that this research can be completed.

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