
ARCHITECTURE BRANDING IN A LOCAL WISDOM BASED ON TOURISM DEVELOPMENT 4.0 IN BALI

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ABSTRACT

At present, the villages that have local wisdom in architecture Bali have undergone several changes. The change in the shape of the building caused because local people began to migrate to urban areas so that they had a changing lifestyle, and the difficulty of finding traditional materials. This problem generalizes the building style. However, tourism development in Bali is needed; therefore, branding can be carried out in architectural buildings which have local wisdom. Bali needs for the branding of architectural buildings containing speakable and writeable elements, a spirit of the brand, internal back-up, personality, and the story of glory with the power of local wisdom. Development of tourism based on the essence Hinduism, which was developed through the customer in the era of connectivity based on the principle of marketing 4.0. Marketing 4.0 is used to recognize the transitional role of traditional marketing and digital marketing in building customer involvement and advocacy. This study raises the question of architectural branding that has local wisdom in developing tourism 4.0. This study uses qualitative methods to look at comparison methods and marketing mixes. The output of this research is the traditional architecture of the Panglipuran and Tenganan traditional villages is a unique attraction for the village's tourism. It can increase tourist interest by adding an understanding of the local wisdom that underlies the building. So tourists will encourage other tourists to visit the traditional villages of Panglipuran and Tenganan.

Keyword : Architecture, Branding, Local wisdom, Tourism 4.0

INTRODUCTION

Marketing 4.0 applications will cause dramatic changes in the tourism sector in the coming years. It has become essential for stakeholders to focus on changes in communication technology and new integration trends in the tourism sector. Analysis of big data, cloud systems, internet objects, and simulations can make radical changes in service delivery. Marketing in the tourism industry and make it easier to understand and meet customer needs more accurately. In this case, it is also possible for producers and consumers to share different creativity and experiences based on the use of high technology. Also, with Industry 4.0

applications, such practices will undoubtedly lead to multi-faceted change for tourists and managers who seek different experiences in the future of the industry (“Melike G ü l , Kudret G ü l,” 2019) .

The architecture captures and enhances the characteristics of the place through a unique and attractive design quality for tourist consumption. While output from tourists is not always an explicit goal. Architects, government and cultural organizations increasingly recognize that architecture is a visitor's attraction in its own - an externality that requires judgment (Scerri, Edwards, & Foley, 2018).

At present, it found that villages that have local wisdom in Bali, architecturally have experienced some changes due to changes in

material types and changes in the shape of buildings. According to customary regulations, changes originating from material or building additions do not cause problems. However, viewed in terms of building conservation, the fundamental essence of a Bali Aga traditional house is changed. It because the impression created by different materials will cause a distinct feeling. The concept of a traditional Balinese Aga village with a unique form of building as a reflection of the authenticity of the Balinese people is lost and replaced with the impression of traditional Balinese architecture in general (Sekarlangit, 2016).

The curiosity of tourists, especially foreign tourists about foreign countries, people and places; interest in art, music, folklore, and architecture; interest in historical sites (remains, monuments and churches); experiencing certain events is the primary motivation in making a tourism journey (Camilleri, 2017).

The richness and diversity of cultural heritage can give a visual benefit can be a brand to the cultural heritage (Gluvačević, 2016). However, changes the value of tourists will affect the perceptions and feelings towards the brand. A brand is not a real value, and the tourism brand belongs to tourists (Clarke, 2003). The knowledge of tourism branding is a dynamic reality of that brand. It is the phenomenon that is historically and socio-culturally rooted. A tourism destination needs to take specific paths to become a brand with cultural heritage. Cultural heritage has the power to carry on the inspirational story of a society. Cultural heritage is undoubtedly one of the most significant tourism assets of an area (Gluvačević, 2016).

The changed in the traditional village in Bali can cause some problems in the development of tourism, because the authenticity of the village began to question. It causes the generalization of the building style. However, in the area of Bali, tourism

development is needed. Therefore branding of architectural buildings that have local wisdom must be carried out. So the village needs the branding of architectural buildings that contain speakable and writeable elements, the spirit of brand, internal back-up, personality, story of glory and brand identity with the power of local wisdom (Negara, 2008). The development of tourism still based on the essence of Hinduism developed through the path of customers in the era of connectivity based on the principle of marketing 4.0. Marketing 4.0 is used to recognize the transitional role of traditional marketing and digital marketing in building customer engagement and advocacy. It integrated to get customer defense (Kotler, Kartajaya, & Setiawan, 2016).

Based on this description, the architectural branding that has local wisdom in developing tourism is currently needed. It intended so that local tourism, especially Bali, can survive amid the rise of new tourism. It integrated with the development of industry 4.0 applications.

METHODOLOGY

This type of research is descriptive qualitative. The research does in the traditional villages of Panglipuran and Tenganan. The traditional village of Panglipuran is a Balinese village of Aga with a characteristic uniformity of houses and bamboo forest. The traditional village of Tenganan is a Bali Aga village with a plaza pattern.

The data source used is from observations of buildings and community activities in the Panglipuran traditional village and Tenganan traditional village.

Observation techniques to obtain architectural and cultural building data that contain speakable and writeable elements, the spirit of brand, internal back-up, personality, story of glory, and brand identity (Negara, 2008). The analysis uses marketing model 4.0,

which consists of aware, appeal, ask, act, advocate (Kotler et al., 2016).

RESULTS AND DISCUSSION

The uses of marketing 4.0 in the tourism industry can eliminate the characteristics of tourism products (“Melike Güllü, Kudret Güllü,” 2019). Marketing 4.0 makes tourist locations easy to access and can change the mindset of tourists. Tourists will get the information first before visiting a tourist spot.

Bali has a lot of tourism potential in the field of architecture. It because Bali has a unique building from Hindu culture that is different from other regions. The traditional village is one type of architectural tourism in Bali, especially the traditional village of Bali Aga. The attraction of traditional villages in Bali is traditional and cultural buildings. The traditional buildings in several traditional villages have transformed. The transformation that occurs due to several factors, including: (Sekarlangit, 2016)

1. The lifestyle that changes because of people who migrate to urban areas
2. The difficulty of finding traditional materials
3. Increasing space requirements due to increasing family members
4. There is freedom from customary rules that allow changing the type of material as long as the number and layout of the main buildings remain according to the rules
5. The changes of villagers with certain values
6. Changing patterns of user activity along with the times

Branding is a long-term investment strategy that can provide significant benefits for the sustainability of a destination (Negara, 2008). Bali tourism, the philosophy in tourism development is the concept of Tri Hita Karana, namely the existence of a harmonious relationship between God (Parahyangan),

humans (Pawongan) and the environment (Palemahan).

The uses of 5A for branding a tourist attraction in the industrial era 4.0 is necessary. The element of 5A are aware, appeal, ask, act, and advocate. Aware means customers are actively exposed to a long list of brands from past experiences, marketing communications and/or advice from others. Appeal means customers try to process the message and create short-term or strengthen long-term memories and become interested. Ask means customer-driven by curiosity, and customers actively seek further information from people around them. Act means based on the information obtained, and the customer will choose the brand and interact more while the buying, using, and service process. Advocacy means the customers develop a strong loyalty to the brand and reflecting in the purchase reference (Kotler et al., 2016).

Traditional villages that have changed quite a lot are Panglipuran traditional village and Tenganan traditional village. The changes have impacts on the sustainability of tourism in the village. In the era of connectivity, tourists will seek a lot of information about the Panglipuran traditional village and Tenganan traditional village. So it needs another factor to increase the branding of the village.

In Panglipuran traditional village, there are community activities related to culture. Both are activity religious and activity that constitute everyday life. In the Panglipuran traditional village, there are many additional houses around the original building. Due to the increasing needs of the community, so that more and more space is needed (Figure 1). The new building is different from traditional

village buildings and is called Loji.



Figure 1 The addition houses called Loji
(Source: Author, 2019).

Even though there is a Loji building, which is modern, daily community activities are still often carried out in traditional buildings. Seen in Figures 2 and 3, the community conducts cooking activities in Paon. Paon is the original building of the traditional village of Panglipuran. Inside the Paon is a storage area for cooking utensils and food ingredients. The cooking still uses the furnace. The traditional building followed by traditional community activities. It can be an attraction for tourists visiting the traditional village of Panglipuran.



Figure 2 The traditional houses called Paon
(Source: Author, 2019).



Figure 3 The interior of Paon
(Source: Author, 2019).

The purpose of tourists visiting cultural heritage is to get emotional experiences, learn

history, and get recreational experiences. The first group of tourists will experience the heritage site emotionally. The second group represents the willingness of tourists to learn about the history and culture in which the heritage takes place. The third group of tourists coming to the heritage site only intends to recreation. Traveling for a historical background will give emotional experience, study history, and pursue knowledge and engage in human activities related to recreational experiences and other personal motives (Vukadinovic, 2011).



Figure 4 Bale adat or Bale Sakenem
(Source: Author, 2019).

In Figure 3, Bale Adat and Bale Sakenem have still used the community to prepare for the ceremony. In each house, near the entrance, there are Mrajan or Pura. As the times grew, Mrajan in the Panglipuran traditional village also changed (Figure 5). Changes the temple can diminish the authenticity of buildings in the village. However, the existence of traditional activities in Panglipuran can increase tourists' curiosity (Figure 6).



Figure 5 Pura (Mrajan) Traditional (left) and New (right)
(Source: Author, 2019).



Figure 6 Hindu Religious Ceremony
(Source: Author, 2019).

Panglipuran has a Bale Adat, which is a communal space for the local communities to prepare for religious and village ceremonies (Figure 7). Bale Adat also used to meetings the local communities and academic tourists who will know the tradition in Panglipuran.



Figure 7 Bale adat
(Source: Author, 2019).

Key factors to attract tourists are natural heritage and authentic environment (Joram Ndlovu, 2017). The authenticity of culture is an important issue and aspect of cultural tourism. Authenticity can felt in terms of materiality, design, building, and overall physical heritage site (Lawless & Silva, 2017). The survival of historic buildings often depends on the durability of use as well as the durability of structures. However, vernacular tradition usage and social will destroyed by the comfort and practicality of modern life (Fadli & AlSaeed, 2019).

Tenganan traditional village is a traditional village of Bali Aga but has a different culture with Panglipuran. In the

Tenganan, there is Bale Agung which is a communal space for the local communities to prepare for religious and village ceremonies (Figure 8). Bale Agung located in the middle of the village. This place uses the community to prepare religious ceremonies and traditional ceremonies.



Figure 8 Bale Agung
(Source: Author, 2019).

The Tenganan community has daily activities related to art. Their activities include making sculptures (Figure 9), making woven fabrics (Figure 10), and making art from palm leaves (Figure 11). Community activities related to art, and it can create a unique attraction in the development of tourism. Tourism development is not only focused on traditional buildings but also the social culture of the community. The community continues to use buildings and communal areas in the Tenganan to interact with each other.



Figure 9 Making Sculptures
(Source: Author, 2019).



Figure 10 Making Woven Fabrics
(Source: Author, 2019).



Figure 11 Making Art From Palm Leaves
(Source: Author, 2019).

The popular tourism is architecture-related tourism-modern and classical architecture. Architecture is one of the most important factors affecting work, life, recreation, and travel. Most human activities are carried out during trips and vacations and occur in architectural buildings (Tahmouri & Hoseinrazavi, 2011). Architecture influences the unique atmosphere of a destination. The community must respect strict rules and guidelines to protect the unique and natural artificial environment (Krausler & Pröbstl-Haider, 2016).

In the communal area of the Tenganan, it also used for chicken grafting (Figure 12). Connecting chickens is a traditional game in the Tenganan's community. There is also a

traditional swing game by turning the wood and making the swing go up (Figure 13). These traditional games can be preserved and can be a tourist attraction.



Figure 12 Permainan sambung ayam
(Source: Author, 2019).



Figure 13 Permainan sambung ayam
(Source: Author, 2019).

The building in Tenganan has the characteristics of Natah with the concept of Sanga Mandala (Sanggah, Bale Dangin, Bale Daja / Meten, Middle Bale, Bale Dauh, Pawon). This traditional building can be used by tourists to learn more about the layout and function of the Tenganan traditional buildings.



Figure 14 Paon
(Source: Author, 2019).

Paon (Figure 14) serves as a place for cooking and preparation to make sesajen/banten. Paon has a unique building that is six-masted and surrounded by bamboo walls on all four sides.



Figure 15 Bale Tengah (Source: Author, 2019).

Bale Tengah (Figure 15) is a place to hold religious ceremonies. Bale Tengah building has six pillars and closed on one side, namely on the north side. Besides being used as a place to hold ceremonies, it is also used to display the work of art produced.



Figure 16 Bale Dauh (Source: Author, 2019).

Bale Dauh (Figure 17) functions as a place to work during the day and a place to sleep at night. Bale Dauh has six pillars, and the side facing to the Natah is open (not walled).



Figure 17 Sanggah (Source: Author, 2019).

Sanggah is a place for praying, especially to the ancestors and Ida sang Hyang Widhi. Sanggah always places in front of the entrance.

The uniqueness that exists in the traditional villages of Bali Aga is a way to maintain tourism in the village. The existence of marketing 4.0 can help the perpetrators of tourism to develop tourism in the region. Table 1 outlines the efforts that can be made by the community to maintain tourism in indigenous villages. At this time, tourists will come at a tourist spot not only to see the physical appearance but to find out more about the culture that is in that place.

The existence of the industrial revolution 4.0 makes it possible for everyone to connect quickly, and information can obtain easily. It makes the customary villages have to start fixing the way to do marketing. Besides, the existence of other offers for tourists can make tourists interested in visiting the village and give good reviews. It can affect other tourists who will come to these traditional villages.

In the era of connectivity, the initial appeal of a brand influenced by the community. The customer is located to determine the final attitude. In this era, customer loyalty define as a willingness to advocate a brand. Besides, customers who need more information will find it and connect with other customers with more knowledge and experience (Kotler et al., 2016).

	Aware	Appeal	Ask	Act	Advocate
Speakable and writable	Bring up the initial concept of the word that will be used to offer the village.	Bring up a marketing sentence that is easy for travelers to remember	Bring out the curiosity of tourists through the sentences used as a brand and start looking for information about	The existence of curiosity from tourists can make tourists decide to visit the traditional	The ease with which tourists in finding information can make tourists encourage other tourists to visit

	Aware	Appeal	Ask	Act	Advocate
			the village	village.	the traditional villages of Panglipuran and Tenganan
Spirit of brand	Bring out the uniqueness of the villages of Panglipuran and Tenganan which are Bali Aga and has its characteristics compared to the majority of Hinduism in Bali	Provide knowledge to tourists about the differences in Hinduism in Bali Aga with Hindus in Bali	Raising a sense of tourist curiosity about Hinduism in Bali Aga with the holding of workshops related to the preparation of the ceremony and provide an explanation to tourists about the meaning contained therein.	Bali Aga with its culture and Hind roots is deeply rooted in the community so that it can be a unique attraction for tourists	Maintain the uniqueness of the Panglipuran and Tenganan as Bali Aga that has different characteristics with the majority of Hinduism in Bali so that tourists want to encourage the village to other tourists
Internal backup	Collaborate with government and communities outside Panglipuran and Tenganan villages to support tourism in Panglipuran and Tenganan villages	Provide facilities for tourists to reach the traditional villages of Tenganan and Panglipuran	Give tourists access to ask questions about accommodations that can use or obtained when visiting the traditional villages of Panglipuran and Tenganan.	Ease of access and accommodation can make tourists not lazy to go to the traditional village of Panglipuran and Tenganan	The existence of support from the government and surrounding village makes comfort in accommodation and makes it easier to travel. It makes tourists can recommend the Panglipuran traditional village and reluctance to other tourists or to visit the traditional village again
Personality	Raises an understanding of the personality of Panglipuran and Tenganan villagers	Bring up daily community activities and the way people interact between citizens and towards tourists	The public gives a positive impression to tourists, so tourists want to recommend and give positive testimonials	The attitude of Panglipuran and Tenganan villagers are friendly. Religious life and community appreciation for art and culture can attract tourists to keep coming and start encouraging other tourists	Maintaining the traditional life of Panglipuran and Tenganan villagers as a form of cultural preservation
Story of glory	Increasing an understanding of culture and traditional buildings in Panglipuran and Tenganan villages to tourists	Grouping each cultural aspect into information that can provoke tourist curiosity	Do online reviews about cultural aspects in the villages of Panglipuran and Tenganan to answer the curiosity of tourists	Showing performances related to culture and being able to tell about the history and culture of Panglipuran and Tenganan villages	Maintaining the culture and culture in the community becomes a part of people's daily lives so that tourists can get fill when they come to the traditional villages of Panglipuran and Tenganan.
Brand identity	Memunculkan identitas dari Desa Panglipuran dan Tenganan melalui bangunan tradisional karena lebih mudah dikenali secara visual	Providing understanding to the community about the relationship between traditional buildings and other cultural aspects that exist in the community	Raising a sense of tourist curiosity about brand identity so that tourists have a unique experience and can share the experience with other tourists	Creating an impression that the buildings in Panglipuran and Tenganan villages are unique because based on the cultural aspects of the community	Maintaining traditional buildings in the traditional villages of Panglipuran and Tenganan, so that tourists and the community do not lose their true meaning.

The ultimate goal of marketing 4.0 is to encourage customers to realize awareness. So that maximizing the potential that is in the traditional village is a way to maintain tourism in the village. During this time, tourists visit the traditional village to see traditional architecture. While visiting, the tourists do not

know the meaning of the building, and without knowledge, tourists only see the building as a monument. Tourists do not have an attachment to the Panglipuran and Tenganan without knowing the relationship between culture and architecture. It will be difficult for tourists to provide some comments to other tourists.

The strength of marketing 4.0 is some review from tourists on social media and internet sites. The tourist will do an exciting review, and other tourists will be visiting the location because of the review.

Table 1 shows that the tourists must know the social and cultural conditions in Panglipuran and Tenganan. It will give strengthener sense in traditional architectural buildings. Introducing the daily life of the community in Panglipuran and Tenganan can show the uniqueness of the village. Giving rise to curiosity to the tourist about the village makes the tourists begin to encourage the audience to visit. The interest can make the tourist visit back to the Panglipuran and Tenganan.

CONCLUSION

The Bali Aga traditional village is an Indonesian cultural heritage that must preserve. Introducing culture, in physically and non-physically can bring tourists interest. Marketing 4.0 makes it easy for tourists and tourists in the traditional villages of Panglipuran and Tenganan to connect. Brands from the traditional villages of Panglipuran and Tenganan greatly influenced the success of the village's tourism. Branding the village allows tourists to remember better and longer. Branding, following the traditional village, is branding that is under the local wisdom of the village. The traditional architecture of the Panglipuran and Tenganan traditional villages is a unique attraction for the village's tourism. It can increase tourist interest by adding an understanding of the local wisdom that underlies the building. So tourists will encourage other tourists to visit the traditional villages of Panglipuran and Tenganan.

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