

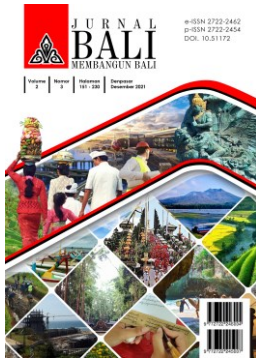


Strategy Development for Puri Peliatan Heritage Tourism

Made Bayu Sucantra¹, I Made Budiasa², I Wayan Nurjaya³

¹Universitas Warmadewa, Denpasar, ^{2,3}Peace Tour and Travel, Badung

Email: ¹sucantra@pnb.ac.id, ²madebudiasa@pnb.ac.id, ³wayannurjaya@pnb.ac.id



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Abstrak

Tujuan: Penelitian ini bertujuan untuk mengidentifikasi strategi dan program Puri Peliatan sebagai objek wisata heritage di Desa Wisata Peliatan, Ubud, Bali, Indonesia.

Metode penelitian: Teknik pengumpulan data dalam penelitian ini adalah observasi. Kutipan dilakukan dari bahan pustaka yang ada, dan sumber lain. Teknik analisis data yang digunakan adalah deskriptif-kualitatif.

Hasil dan pembahasan: Strategi utama perencanaan Puri Peliatan Ubud sebagai daya tarik wisata heritage adalah dengan merancang berbagai program. Puri Peliatan memiliki banyak potensi berwujud dan tidak berwujud yang dapat dikembangkan sebagai daya tarik wisata, khususnya wisata heritage.

Implikasi: Penelitian ini memiliki ruang lingkup yang terbatas dalam mengidentifikasi kondisi eksisting pariwisata di Puri Peliatan dan perencanaan Puri Peliatan sebagai objek wisata heritage sehingga diperlukan studi lebih lanjut.

Kata kunci: puri, heritage, daya tarik wisata, strategi pengembangan.

Abstract

Purpose: This study aims to identify the strategy and program of Puri Peliatan (Peliatan Palace) as a heritage attraction in Peliatan Tourism Village, Ubud, Bali, Indonesia.

Research methods: The data collection technique in this research is observation. Quotation is done from existing library materials, and other sources. Data analysis techniques used are descriptive-qualitative.

Results and discussion: The main strategy planning of Puri Peliatan Ubud as an attraction of heritage tourism is by designing various programs. Puri Peliatan has a lot of tangible and intangible potential that can be developed as a tourist attraction, especially in heritage tourism.

Implication: This study has a limited scope in identifying existing conditions of tourism in Puri Peliatan and Puri Peliatan planning as a heritage attraction so that a further study is needed.

Keywords: *puri*, heritage, tourist attraction, strategy development.

INTRODUCTION

The world's leading Bali has various potentials that support tourism growth. The development of tourism in Bali has now progressed rapidly both in terms of quantity and quality (Hariyana & Mahangga, 2015).

Currently several villages in Bali are intensively building and developing local tourism activities. One of the villages that is doing this is Peliatan Village, Ubud District, Gianyar Regency, Bali Province, Indonesia. Peliatan Village is still under development

as a tourist village. The efforts to develop Peliatan Village as a tourist village are motivated by the various potentials possessed by this village. Three of the most prominent potentials of this village are the Kecak dance tour, Bija nature tourism, and Puri Peliatan as a heritage attraction. Given the great influence of culture in Bali as a factor in the arrival of tourists, Puri Peliatan will certainly have the potential to become a strong tourist attraction. Regarding this, it is important to conduct a research on the strategy and program of Puri Peliatan as a heritage attraction.

Several reasons that make Puri Peliatan deserve to be used as a heritage tourism, including the traditions that are still preserved, and the original buildings from the era of the Ubud kingdom with historical value in them. Puri Peliatan also has a land area that is sufficient to hold art events and is in a strategic location. This provides an opportunity for Puri Peliatan as a heritage tourism to support the development of Peliatan Village as a tourist village.

Laksana (Laksana, 2018) does a research "Heritage Tourism Packaging Strategy in Kerta Tourism Village, Payangan District, Gianyar Regency" with a method similar to this research, namely descriptive qualitative however, differences were found in the study locations. Ida Bagus Agung (Agung Ida Bagus, 2010) researches "Strategy for the Development of Puri Agung Karangasem as a Cultural Tourism Attraction in Karangasem Regency" which is used as a reference in the research conducted. Furthermore, a research is conducted by (Taolin, 2016) entitled "Heritage Potential owned by Tamkesi Tourism Village, North Central Timor Regency as a Tourist Attraction" in which it focuses on the development strategy of rural heritage tourism in Takemsi Tourism Village.

This study uses the concept of planning (Inskeep, 1991) and the concept of tourism product components (Cooper, 1995). The concept of potential (Pendit, 1999) is used to review the potential of Peliatan Village which can later be developed as an attraction in Puri Peliatan itself. This study also uses a review of the palace (Agung, 2001) and a review of heritage tourism (J. Spillane, 1987) which is intended to design Puri Peliatan as a cultural heritage that has historical value as an heirloom tourism that is of interest to tourists. The concept and review will be the analytical knife in sorting out the data that has been collected by the researcher.

In Indonesia, puri (palace) is much popular as a keraton. keraton is a type of royal palace in Indonesia. Its name is derived from the Javanese ka-ratu-an, meaning residence of the ratu, the traditional honorific title for a king or queen. In Java, the palace of a prince is called pura or dalem, while the general word for palace is istana, identical to Indonesian and Malay (Keraton (Indonesia), 2021). Whatever it is, culture of puri is a part of cultural tourism in Bali. According to (Mudana et al., 2021), the Balinese

cultural tourism is based on Balinese culture and Hindu religion with its Tri Hita Karana (human-the God-nature/environment relationships) local knowledge.

This article examines the strategy and program of Puri Peliatan as a heritage attraction in Peliatan Village which is also intended for the welfare and improvement of the economy of the local community.

RESEARCH METHODS

This research was conducted at Puri Peliatan which is located in Peliatan Village, Ubud District, Gianyar Regency, Bali Province. The scope of the problem in this research is the strategy and program of Puri Peliatan as a heritage tourist attraction. This Heritage tourism product strategy and program is produced using an analytical method that refers to the 4A tourism product components in Puri Peliatan, Peliatan Village, Ubud, Bali, Indonesia. The program in this research is a component of heritage tourism products at Puri Peliatan as a heritage attraction. Primary data (Moleong, 2007) are obtained from facts from printed media and other electronic media. Secondary data (Sugiyono, 2007) contained in this study are data obtained from library books and websites that have information related to Puri Peliatan and Peliatan Village.

Data collection techniques used were observational (Bungin, 2003). Data obtained from the documentation method, namely the village profile for an overview and the history of the village and Puri Peliatan. The data analysis technique used in this study was qualitative descriptive analysis (Moleong, 2007). The analysis in this study refers to the concept of the 4A tourism components (Cooper, 1995) to examine the potential of Puri Peliatan as a heritage attraction.

RESULTS AND DISCUSSION

The existing condition of Puri Peliatan tourism is based on tourism product components. In this case, the existing conditions of Peliatan Village will be discussed in order to find out what the existing conditions are like in Peliatan Village by reviewing them using the concept of the 4A tourism product components, namely attraction, accessibility, amenity, and ancillary.

Peliatan Village (Syafi'i, M., & Suwandono, 2015) has three main potentials to be developed to become a tourist attraction in order to realize its mission, namely to become a Tourism Village (Desa Wisata). To become a Tourism Village, Peliatan Village requires a mature strategy and program to develop a potential so that it can become the main support for the establishment of a Tourism Village in Peliatan Village. The main potentials include the first is *bija* natural tourism, the second is the *kecak*

dance, and the last is Puri Peliatan. Puri Peliatan is one of the palaces in Peliatan Village which can be said to have its own uniqueness.



Figure 1. Peliatan Palace

Peliatan Village had the idea to develop Puri Peliatan as a tourist attraction because culture is a strong thing for Balinese people, especially in Ubud. Puri Peliatan is the "child" of the Ubud Palace or it can be said that it is still closely related to the Ubud Palace. This is because the royal residents at Puri Peliatan are part of the family at Puri Ubud. It can also be seen from the Ngaben Ceremony at Puri Ubud which was attended by residents of Puri Peliatan

Puri Peliatan has a unique physical condition and an important historical value. This is a special attraction that is owned by Peliatan Village. Puri's unique physical condition can be used as an opportunity to make Puri as an accommodation in Peliatan Village. If later Peliatan Village becomes a tourist village, it will be more unique and have a characteristic that the accommodation owned is a palace. Puri Peliatan has nuances of royal history. Apart from the old and historic building, Puri Peliatan is the Lontar Puri which is also regularly worshiped at traditional ceremonies.

The head of traditional village (*bendesa adat*) in Peliatan Village had once stated that there was a desire in him to make Puri Peliatan a heritage attraction because it could be a historical education for tourists. When entering Puri Peliatan, there will be a beautiful and slick path leading to each room in Puri Peliatan. There are several buildings including a residence, wantilan, kitchen, and also a temple.

Peliatan Village also has cultural potential that can be used as an attraction to be marketed to tourists, especially those who have a great interest in Balinese culture. There is a youth organization (*seka teruna-teruni*) from each banjar in Peliatan Village where they have the talent to play *gamelan*. Not only youth groups or STT (*seka teruna-teruni*), woman groups of PKK (*pemberdayaan dan kesejahteraan keluarga* or family empowerment and prosperity) also have routine activities, namely training children in the Rejang Dance from generation to generation. This is a potential that can be developed as an attraction at Puri Peliatan.

Peliatan Village, which is engaged in the small or handicraft industry sub-sector, is dominated by wood carving/carvings and batik screen printing which are scattered in several banjars. Tourism itself has also become an important sub-sector for the people of Peliatan Village, the tourism potential of Peliatan Village is well known throughout the world. Peliatan Village as one of the tourist destinations in the Gianyar area.

In terms of potential, Peliatan Village can be said to be quite adequate. This means that it has sufficient potential to be a tourist attraction, especially in Peliatan Village. Peliatan Village has dancers and gamelan musicians who are village people. *Gamelan* players from Peliatan Village also participated in the *bale ganjur* competition at the Gianyar Regency anniversary.

Peliatan Village is located south of Ubud Palace, which makes Peliatan Village very strategic because it is the southern entrance from the direction of Badung Regency. Access to Peliatan Village is quite good and easy. The road conditions both to and from Peliatan Village itself are smooth and have sufficient road width. sufficient in terms of not too big and not too small in size the main roads in a village. To get to Peliatan Village from the center of Denpasar City, it can be reached with an estimated time of approximately 50 minutes using a two-wheeled vehicle, and approximately 60 minutes using a four-wheeled vehicle. The absence of too many traffic jams in Peliatan Village makes the village atmosphere still quite beautiful and comfortable. Even so, it is rare to find traffic jams in Peliatan Village, especially on Jalan Raya Peliatan as the main village road. Internal village road conditions are also smooth and good. In fact, it is safe for the community, especially children who like to play on the streets.

However, it is unfortunate that the specific information towards Peliatan Village is not available. This is an important thing to develop tourism in Peliatan Village. Even though there are directions to Peliatan Village, directions around the internal village can also be said to be minimal if they want to be developed into a tourist village.

Peliatan Village is an official village consisting of two Pakraman villages, namely Pakraman Kutuh Village and Pakraman Peliatan Village. Currently, the development of tourism facilities is still one-sided in Peliatan Village, which is only in Pakraman Kutuh

Village, which consists of two banjars, namely the Banjar Kutuh Kaja and the Banjar Kutuh Kelod. In the two banjars, tourism activities have advanced ahead of time because the local community has built homestays in their respective residences to become accommodation options for tourists.

Although there are already villas in Peliatan Village, especially in the southern part, these villas do not belong to the community but private property. There are already several cafes and restaurants, although they do not belong to the community. Meanwhile, the southern part of Peliatan Village is not as busy as tourists in the northern part. In Peliatan Village there is also no transportation, especially public transportation to support tourism activities in Peliatan Village. However, other infrastructure, such as electricity, clean water supplies, are considered normal and good. Even the Village Office (Kantor Desa) provides electricity rental for those who want to use electricity on the roadside near the Village Office such as neon boxes and signposts or certain locations.

As a Dinas Village (Desa Dinas or formal, administrative village) in a fairly developed sub-district, Peliatan Village has an institution with both a formal system and an informal system in it. Peliatan Village has a village goal of making Peliatan Village a Tourism Village. The institutions in Peliatan Village include the Peliatan Service Village, the Village Consultative Body, Community Empowerment Institutions, Village KSU, KSU per Banjar, Linmas, POSYANDU, Village PKK, STT per banjar, POSKAMLING, Village Credit Institutions, Youth Organizations, and Subak Groups.

In its development, Peliatan Village has a mission to make Peliatan Village a Tourism Village. To realize this, Peliatan Village requires a special institution to manage tourism in Peliatan Village, but for now this does not exist. Tourism in Peliatan Village is still moving personally and cannot be mutually sustainable in order to realize the mission of Peliatan Village to become the Tourism Village.

The relationship between village institutions and Puri Peliatan is not sufficiently visible when viewed from tourism interests. In this case, the relationship is viewed from customary interests only. It can be seen that Puri Peliatan stands alone and the Peliatan Village local government wants to plan Puri Peliatan as a heritage attraction which later the head of local government of Peliatan Village will be the manager. There are no tourism entrepreneurs in Peliatan Village who have taken the opportunity to have Puri Peliatan's potential as a heritage attraction. In this case, there is still a vacuum in the role of tourism entrepreneur stakeholders when viewed for the benefit of Puri Peliatan.

CONCLUSION

Puri Peliatan has a lot of tangible and intangible potential that can be developed as a tourist attraction, especially in this case heritage tourism. This potential is the strength possessed by Puri Peliatan, allowing this palace to become a heritage attraction. This strategy becomes a reference in designing the following programs: (1) Puri Peliatan Exploration Program (2) Puri Peliatan Night Show Program (3) Bali's Culture Learning Class Program (4) Clean Friday Program (5) Festival Program "Living in Culture and Nature of Peliatan" (6) Tourism Socialization Program (7) Management Program (8) Promotion Program (9) Information and Directions Program.

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