

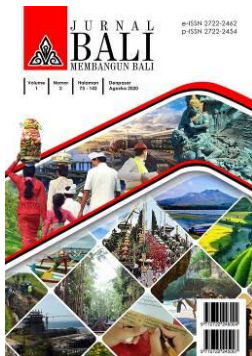


Representation of Local Cultural Wisdom in the Kuta Beach Mini Festival in the Kuta Badung Traditional Village

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Abstrak

Tujuan: Artikel ini bertujuan untuk menghidupkan kembali kearifan budaya lokal di Desa Adat Kuta yang telah terkikis oleh pengaruh globalisasi.

Metodologi Penelitian: Penelitian ini menggunakan pendekatan kualitatif interpretative dengan mengumpulkan data melalui pengamatan lapangan, wawancara dan tinjauan literatur.

Hasil dan pembahasan: Kuta Beach Mini Festival mampu menciptakan ruang bagi masyarakat Desa Adat Kuta Badung untuk memperkuat rasa identitas budaya, melalui tarian, musik, seni rupa dan berbagai kegiatan tradisional dan menghidupkan kembali elemen-elemen budaya yang terancam dilupakan.

Implikasi: Artikel ini memiliki implikasi budaya yang substansial dengan menggambarkan bagaimana representasi kearifan budaya lokal dalam festival dapat mempengaruhi pelestarian, revolusi, dan pemahaman budaya.

Kata kunci: representasi, kearifan budaya lokal, festival

Sejarah Artikel

Diterima pada
19 Maret 2024

Direvisi pada
20 Oktober 2024

Disetujui pada
12 Desember 2024

Abstract

Purpose: This article aims to revive local cultural wisdom in the Kuta Traditional Village which has been eroded by the influence of globalization

Research methods: This research uses an interpretive qualitative approach by collecting data through field observations, interviews and literature reviews

Results and discussion: The Kuta Beach Mini Festival is able to create a space for the people of Kuta Badung Traditional Village to strengthen their sense of cultural identity, through dance, music, fine arts and various traditional activities and revive cultural elements that are in danger of being forgotten.

Implication: This article has substantial cultural implications by illustrating how the representation of local cultural wisdom in festivals can influence cultural preservation, revolution, and understanding

Keywords: representation, local cultural wisdom, festivals

INTRODUCTION

The development of tourism in Bali has a positive impact on economic and business development for the Balinese people (Chandra & Wirata, 2022). Bali, as a leading tourism destination in Indonesia, cannot escape the flow of globalization and cultural impacts from outside. Over time, Bali has become increasingly tied to the tourism sector as the main source of income for the region (Yanthy & Kesumadewi, 2015). The presence of tourism in Bali has been placed in a position that has ideological value, namely as an art of survival and an effort to accumulate wealth, which provides benefits for both groups, both natives and immigrants. In essence, this phenomenon is the result of changes in modernization and the influence of globalization which cannot be avoided (Burhanuddin, 2008:8, Cahyana, 2019).

Regarding the consequences of tourism as one of the results of the globalization phenomenon, there are two groups of opposing views. Some less positive

opinions say that tourism has destroyed cultural values, while more positive parties argue that the economic growth associated with tourism has given many communities the ability to care for and revive their cultural heritage. (Maunati, 2024: 234; Anggoro et al., 2023).

Kuta is an area that is the main gateway for tourism to Bali, especially the air route, namely I Gusti Ngurah Rai International Airport. Apart from that, Kuta is also very famous for its tourist attraction, namely Kuta Beach. Kuta is not only popular for its natural beauty, but Kuta has very strong cultural customs and traditions which are maintained by the people. Apart from that, Kuta is also very famous for its tourist attraction, namely Kuta Beach. Kuta is not only popular for its natural beauty, but Kuta has very strong cultural customs and traditions which are maintained by the people. Kuta has an area of 63.92 hectares. The population in the Kuta Traditional Village area is 14,125 people and the number of heads of families is 3,919 families divided into 13 banjars (KBBi.web.id, 2021).

The number of families in the Kuta Traditional Village is 3,919 families which are divided into 13 banjars, namely Pande Mas Kuta, Segara Kuta, Anyar Kuta, Tebasari Kuta, Jaba Jero Kuta, Tegal Kuta, Buni Kuta, Temacun Kuta, Pelasa Kuta, Pemamoran Kuta, Pering Kuta, Pengabetan Kuta, and Abian Base where the smallest number of data on family heads in the Kuta Traditional Village is Banjar Pering while the largest number of data on family heads is Banjar Segara.

Kuta itself has many event activities that are held every year and one of the event activities that is regularly held is a festival. One of the festival activities held in the Kuta Traditional Village is the Kuta Beach Festival, this is an annual festival held since 2015 by the Kuta Traditional Village. The implementation of this festival was stopped in 2019-2020 due to the Covid-19 pandemic and was held again in 2021 with the theme "Kuta Beach Mini Festival" which means the Kuta Beach Festival is held simply and is not as big as the previous event because it is still in pandemic status but in this series of event activities there is still a music festival, clothing festival, food festival, and a relatively new activity, namely the Terrace Tamiya Competition.

Tourist visits to the Kuta Beach Mini Festival experience increases and decreases every year. From 2015 to 2018 there was an increase, while from 2019 to 2020 the implementation of the Kuta Beach Mini Festival was stopped due to Covid-19. The Kuta Beach Mini Festival will be held again in 2021, which is divided into two groups, namely domestic tourists and foreign tourists who come and enjoy this activity.

Kuta traditional village head, I Wayan Warsita said that the Kuta Beach Mini Festival activities were held involving more people and had a larger series of events compared to other festival activities in the Kuta Traditional Village. Kuta Traditional Village Leader fully supports the Kuta Beach Mini Festival event and so far, all these activities have been purely held by youth in the Kuta traditional village (www.nusabali.com). Also explained by the chairman of the Kuta Beach Mini Festival committee, I Nyoman Astiadi, said that despite the Covid-19 pandemic which has caused almost all parts of Kuta to experience drastic economic decline, the people and youth of Kuta should help in re-promoting Kuta as a tourism destination. by holding the Kuta Beach Mini Festival and through this activity it is hoped that it can increase interaction and social relations, especially for local communities in traditional villages.

In organizing this festival, the local community is involved and of course it has an impact, especially on Micro, Small and Medium Enterprises (MSMEs). The impact felt by the local Kuta community from the social impact, namely increasing interaction

between the Kuta traditional village community after the Covid-19 outbreak, where there was very minimal interaction between the community and other visitors and the economic impact felt by the community, namely the return of many visitors coming to the Kuta event. The Beach Mini Festival makes the community's economy, especially MSMEs, come back to life. This is important to know, because this is one of the indicators that determines the success of the activity. This activity predominantly involves buying and selling transactions of local products, in several exhibitions and shows. Most visitors to this festival come with the intention of shopping for food and merchandise, so there are still many people who do not fully understand the true implications and significance of this activity. Based on the context that has been explained, a problem arises that wants to be solved, namely what is the actual impact and meaning contained in the representation of local cultural wisdom in the Kuta Beach Mini Festival in the Kuta Traditional Village, Badung Regency?

Representation of local cultural wisdom refers to the act of reviving cultural elements typical of a region, especially local culture from the Kuta Traditional Village, Badung Regency. This is realized through organizing an event or activity that has the aim of conveying the meaning and concept of the culture, or is able to provide a strong reminder of the cultural richness of the Kuta Traditional Village.

This research adopts two theoretical frameworks, namely representation theory and deconstruction theory. Barker (2006:10) states that cultural representation and interpretation of meaning have a material dimension, which is embedded in the form of sound, writing, objects, images, publications, magazines and television programs. They are created, applied, and interpreted in a particular social context.

Initially, the theory of deconstruction developed by Derrida was used to peel away the layers of meaning in a text (Ginting, 2020). According to Ritzer and Goodman (2007: 608), Derrida focuses on deciphering logocentrism (the search for a universal system of thought that clarifies what is considered true, appropriate, beautiful, and so on). Deconstruction is the process of breaking down unity so that hidden differences can be revealed (Putu & Juliawati, 2012) .

Deconstruction theory assumes that a cultural phenomenon has many meanings (not just one), and always undergoes a process of change (never final). Meaning can be found in many things, even small and often overlooked things can have a big impact. Deconstruction rejects boundaries that limit interpretation, adopting the idea of cultural relativism. Cultural meanings do not have to be universal and can be limited to only a particular group of individuals (Dharma, 2018)

RESEARCH METHODS

This research uses a purposive sampling technique. This technique involves sample selection based on specific considerations in accordance with the research objectives. This consideration refers to the knowledge possessed by potential informants regarding the local culture of the Kuta Traditional Village area in the context of the Kuta Beach Mini Festival. The data collection method in this research includes three approaches, namely observation techniques, in-depth interviews, and document analysis (Nugraha et al., 2018), Olivia & Widarti, 2021) .

In this research, a descriptive analysis method is used which has qualitative and interpretative dimensions. The qualitative approach, which is a pillar in the social sciences and more specifically in the humanities field such as cultural studies, is

sought to be enriched through an interpretive process that prioritizes a distinctive textual dimension, becoming a form of a qualitative approach that has an interpretative nature. The most substantial analysis process occurs after the interpretation stage is carried out (Ratna, 2010: 306, Wibowo et al., 2021)

RESULTS AND DISCUSSION

The implications resulting from organizing the Kuta Beach Mini Festival event will be described as follows.

Positive Impact of Organizing the Kuta Beach Mini Festival in Socio-Cultural Impact

1. As a forum for exchanging experiences

During preparation for an event in an area, people exchange experiences. Exchange of experiences that occurs between the community and visitors to an event. They will be more familiar with experiences from outside their region, such as understanding the desires of tourists. This is very interesting for local people. As many as 64% of respondents chose to strongly agree and agree that the Kuta Beach Mini Festival activity was a forum for exchanging experiences between communities and between communities and tourists. Meanwhile, 11% chose not to agree with the Kuta Beach Mini Festival activities. As many as 11% of respondents who chose not to agree with the existence of the Kuta Beach Mini Festival were mostly not very involved in the preparation and implementation of this activity.

2. As a Strengthening of Local Community Traditions

The many negative impacts of tourism activities on the traditions of local communities in a tourism destination make people aware that there needs to be a commitment to strengthening the local traditions and culture of the area so that people do not lose their unique characteristics. Based on the test results, 71% of the Kuta Traditional Village community strongly agreed and agreed that the Kuta Beach Mini Festival could be one of the factors causing the growth of community awareness to preserve and strengthen local traditions and culture. Meanwhile, 21% of respondents chose not to take sides and 5% of respondents did not agree with the Kuta Beach Mini Festival. The Kuta Traditional Village community is aware that amidst the rapid pace of tourism, local culture is increasingly being preserved and strengthened because it has become one of the characteristics of the local area.

3. Building Community Groups

Organizing events or activities in an area certainly involves the community, as many as 73% of respondents strongly agreed and agreed that the Kuta Beach Mini Festival which was held in the Kuta Traditional Village, made the community become closer, help each other and work together for the success of the activity. Meanwhile, 23% of respondents chose not to take sides and 4% of respondents did not agree with the Kuta Beach Mini Festival which built community groups in the Kuta Traditional Village to become closer.

4. Introducing New Ideas

Organizing events must have the principle that every event must have new ideas. This requires organizers to explore the ideas presented in organizing an event and create creative ideas that are always present in organizing events. The people in the Kuta Traditional Village who are directly or indirectly involved in the Kuta Beach Mini Festival see, absorb and learn to create new and creative ideas that can be displayed at the festival or used for other activities.

Based on the results of data collection regarding the opinions of the Kuta Traditional Village community regarding the Kuta Beach Mini Festival in introducing new ideas in the field of events, as many as 69% of the Kuta Traditional Village community strongly agree and agree that the Kuta Beach Mini Festival helps introduce new and creative ideas in the community. Meanwhile, 27% of respondents did not take sides and 4% of respondents strongly disagreed with the Kuta Beach Mini Festival in introducing new ideas in the field of events in the Kuta Traditional Village.

5. Spreading Culture

The spread of culture occurs in organizing an event. With the appearance of regional culture, regional culture will be widely known by people outside the community, such as tourists, both foreign and domestic. The following are the results of distributing a questionnaire regarding the perceptions of the Kuta Traditional Village community regarding the Kuta Beach Mini Festival helping local communities introduce local culture to a wider audience.

Based on the results of distributing a questionnaire regarding the opinions of the Kuta Traditional Village community regarding the Kuta Beach Mini Festival, it can help local communities introduce tourism culture. Where as many as 74% of respondents strongly agreed and agreed that the Kuta Beach Mini Festival could help the Kuta Traditional Village community in spreading local culture and traditions to domestic and foreign tourists. Meanwhile, 20% of respondents chose not to take sides and as many as 6% of respondents who chose not to agree with the existence of the Kuta Beach Mini Festival were mostly not very involved in the preparation and implementation of this activity.

Negative Impact of Organizing the Kuta Beach Mini Festival in Socio-Cultural Impact

1. Bad Behavior, Violence and Deviant Social Behavior

The emergence of bad behavior and violence at several events that are held causes people to not appreciate the organization of events. An example is the emergence of hooliganism at certain events. Forms of deviant social behavior in society also have a negative impact on the social aspects of organizing an event. The following are the results of distributing a questionnaire regarding the perception of the Kuta Traditional Village community regarding the Kuta Beach Mini Festival which shows bad behavior, violence and deviant social behavior in the community in the Kuta Traditional Village.

Based on the results of distributing questionnaires, 8% of the public did not agree that the Kuta Beach Mini Festival gave rise to bad behavior, violence and deviant social behavior in society. Meanwhile, 32% of respondents were neutral, 52% of

respondents agreed and 8% of respondents strongly agreed. The habit of foreign tourists who often consume alcoholic drinks when attending festivals or music concerts has caused several groups of people to adopt this habit. Such deviant social behavior is considered to give a bad image to local society.

2. Loss of Identity and Authenticity of an Area

The development of tourism in an area can cause changes in society, both positive and negative. The large number of tourist visits due to events such as the Kuta Beach Mini Festival causes the entry of other cultures into an area and if they are simply absorbed by the community it will result in the loss of the village's identity and authenticity. The following are the results of distributing a questionnaire regarding the perceptions of the Kuta Traditional Village community regarding the Kuta Beach Mini Festival, the loss of identity and authenticity in the Kuta Traditional Village.

Based on the results of distributing questionnaires, 4% of people did not agree that the Kuta Beach Mini Festival caused a loss of identity and authenticity of the Kuta Traditional Village. Meanwhile, 25% of respondents were neutral, 67% of respondents agreed and 4% of respondents strongly agreed.

Positive Impact of Organizing the Kuta Beach Mini Festival in Terms of Economic Impact

1. Promotion of Tourist Areas

Many events are held in tourist destination areas so that apart from holding activities, tourist destination areas are also promoted. As many as 82% of respondents strongly agreed and agreed that the Kuta Beach Mini Festival was an event that directly or indirectly helped promote the area apart from being a venue for events, as well as a tourist destination, namely beach tourism, cultural and culinary tourism. Meanwhile, 9% of respondents chose not to take sides and 9% of respondents chose to disagree and strongly disagree that the Kuta Beach Mini Festival was an event that directly or indirectly helped promote the Kuta Traditional Village.

2. Improving the Community Economy

An event is an activity that can attract tourists to visit, this will lead to an increase in the community's economy. The type of event held will increase tourist spending indirectly, it can have an impact on improving the economy of the community in the area where the event is being held.

Based on the results of distributing questionnaires, 88% of respondents strongly agreed and agreed that the Kuta Beach Mini Festival held in the Kuta Traditional Village could improve the economy of the Kuta Traditional Village community. Meanwhile, 3% of respondents chose neutral and 9% of respondents chose to disagree and strongly disagree that the Kuta Beach Mini Festival held in the Kuta Traditional Village could improve the economy of the Kuta Traditional Village community.

3. Increased Income, Especially in the Tourism, Trade and Other Sectors

Total tourist expenditure is divided into travel costs, accommodation, restaurants, shopping and other services related to tourism activities. Local economic

improvements occur due to an increase in the number of tourists coming to an area. Tourists need accommodation and food provided by suppliers.

Based on the results of distributing questionnaires, 26% of respondents said they strongly agreed because they felt the impact of the Kuta Beach Mini Festival. 57% of respondents agreed, 10% of respondents chose neutral or impartial, while 5% of respondents disagreed and 2% of respondents strongly disagreed. As many as 83% of respondents who agreed were mostly traders who sell along Kuta Beach every day. During the Kuta Beach Mini Festival activities, the beach area that they use for selling every day is allocated for the Kuta Beach Mini Festival. They feel quite profitable, because during the festival the traders are allowed to sell and this causes them to have income during the festival.

4. Job Creation

Organizing an activity or event usually results in an increase in the number of jobs during the activity. The jobs available are varied and can be done by various ages and types of skills.

Based on the results of distributing questionnaires, 76% of respondents chose to strongly agree and agree that the Kuta Beach Mini Festival activities could increase the number of job opportunities for the local community and the community around the Kuta Traditional Village. For example, the Kuta Beach Mini Festival requires experts in the event field to help run the event. Apart from that, people also opened stands at the festival and sold local products such as food and handicrafts. Meanwhile, 16% of respondents did not vote, 1% of respondents disagreed and 7% of respondents strongly disagreed.

Negative Impact of Organizing the Kuta Beach Mini Festival in terms of Economic Impact

1. People only Rely on Tourism for Economic Improvement

The influx of tourism into the Kuta Traditional Village has made local people start to switch professions to the tourism sector. The existence of job opportunities, large enough income and several other factors are the causes of these changes. Based on the results of distributing questionnaires, 35% of respondents strongly agreed that the people of Kuta Traditional Village tend to rely on tourism activities as a way to improve the family economy, 51% of respondents chose to agree, 9% of respondents chose to be neutral, and 5% of respondents chose to disagree. The large number of respondents who agreed proves that the tourism sector brings quite a big impact and change to the lives of the residents of Kuta Traditional Village in the economic sector.

2. Regional Exploitation

The influx of tourism into the Kuta Traditional Village has resulted in local people selling everything that can provide economic benefits to foreign tourists. The existence of quite large income opportunities and several other factors are the causes of the local community's great determination to provide everything that foreign tourists want.

Based on the results of distributing questionnaires, 58% of respondents strongly agreed that the Kuta Traditional Village community exploited the Kuta Traditional

Village to gain large profits, 24% of respondents chose to agree and 18% of respondents chose neutral.

3. Prices and Costs are Not Fixed

The large number of tourists who come to an area to visit an event usually causes changes in the prices of basic commodities and local goods. The increase in costs or prices occurred due to high consumer demand. Based on the results of distributing questionnaires, 35% of the Kuta Traditional Village community as respondents agreed with this statement and 41% of respondents strongly agreed because according to the community, the prices of products used during the event had increased due to high demand from traders during the Kuta Beach Mini Festival. Meanwhile, 17% of respondents chose neutral, and 7% of respondents chose to disagree and strongly disagree.

CONCLUSION

In an effort to explore the meaning and implications of the representation of local cultural wisdom in the Kuta Beach Mini Festival in the Kuta Badung Traditional Village, it can be concluded that this festival has a very important role in connecting the past, present and future. The concept of cultural representation is a window that opens insight into how local cultural heritage can be presented and enjoyed by local people and appreciated by tourists from various backgrounds.

This festival is able to create space for the people of Kuta Badung Traditional Village to strengthen their sense of cultural identity. Through dance, music, fine arts and various traditional activities, the festival brings to life cultural elements that might otherwise be in danger of being forgotten. On the other hand, the contemporary adaptations and innovative touches in this festival provide a new dimension to local cultural wisdom, illustrating the ability of culture to adapt and survive changing times.

In a social framework, these festivals create valuable opportunities for intercultural exchange. Tourists who come to celebrate this festival not only witness local cultural wisdom, but are also involved in direct interaction with the local community. This has the potential to broaden cross-cultural understanding and stimulate tolerance and appreciation of differences.

In the economic aspect, the Kuta Beach Mini Festival has a significant impact. The festival is a magnet for tourists looking for authentic cultural experiences, which in turn generates a positive impact on the tourism sector and local economy. Local business development, sales of handicraft products, and tourism promotion play an important role in increasing the income of local communities.

However, it should be remembered that the representation of local cultural wisdom in a festival context also brings challenges. Thoughtful management is required to ensure that these representations remain respectful of indigenous cultural values and meaning, and are not used solely for commercial purposes. Harmony between cultural preservation and economic growth must be the guiding principle in managing the Kuta Beach Mini Festival in a sustainable manner.

In the end, the Kuta Beach Mini Festival in the Kuta Badung Traditional Village is a reflection of harmony between local cultural wisdom, changing times and tourist attractions. Cultural representation in this festival is not just about preserving the past, but also about shaping a future rich with meaning, diversity and opportunity.

There are several recommendations that can be proposed in this situation, with the aim of ensuring that the Kuta Beach Mini Festival event is carried out sustainably from year to year. As an alternative, it is hoped that the organizing committee for this festival will be carried out by the community on a rotating basis. This step was taken so that all members of the community can have the same opportunities and experiences with the aim of increasing income potential and advancing the quality of business for all members of the local community.

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