

Identification of Local Cultures in Kesiman Kertalangu Village to Support Tourism Destinations in Bali

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Abstract: The city of Denpasar has a physical environment and the citizens must adapt to the development and life of the community. Nature as a basic component in the community life system includes the potential of the area, landscape (topography), and geographical conditions. In terms of regional potential, administratively Denpasar City consists of 4 sub-districts with 43 villages. Kertalangu Cultural Village is a tourist attraction located in the middle of Denpasar city. Offering physical and non-physical tourism objects based on the agrarian cultural traditions of the local community. To support these activities, various facilities are provided in an area of 80 hectares. This information will provide clues about the existence of a place, so that it is easy to find various facilities in the Kertalangu Cultural Village, especially the value of local cultures in the village.
Keywords: local cultures, cultural village, tourist destination

INTRODUCTION

Kertalangu Cultural Village is a cultural village located in Denpasar, Indonesia. Kertalangu Cultural Village is located in East Denpasar, Bali Province. This village is one of the icons of cultural tourism in Bali. As an icon of cultural tourism, this village is visited by quite a lot of domestic and foreign tourists. Its location on the main road of Denpasar, namely Jalan By Pass Ngurah Rai also makes this village not difficult to find. When entering the Kertalangu Cultural Village, tourists will be greeted with a natural view that looks green and natural in the form of rice fields and green and lush gardens. The specialty of this Kertalangu Cultural Village is that in this village there is a world peace monument. This monument was made by independent countries who support the existence of peace in the world. In this monument there are also 9 religious symbols in the world. Kertalangu Cultural Village was founded on the thought of a Balinese people who wanted a village in which there was peace, culture and had a green area. Kertalangu Cultural Village is the first village to have these three concepts. The uniqueness of the village which contains these 3 concepts brings many tourists to come to see the symbol of world peace in this village located in Denpasar, Indonesia.

In addition, they can also watch art and cultural performances while enjoying Balinese food around Kertalangu Village. Performing arts that are usually held in this village are Kecak Dance, Barong Dance and Jaged Bumbung. Besides watching art performances, tourists can also find various Balinese handicrafts. The various tourist attractions offered by the city of Denpasar Indonesia, make this city one of the cities with good tourism development. In addition to the Kertalangu Cultural Village, domestic and foreign tourists can do cultural tours in other places that also offer interesting cultural tours. Tourists can visit the Indonesia Travel site, this site presents a variety of tourist attractions that can be chosen by tourists for vacation.

Kertalangu Cultural Village is one of the tourism objects located in Kesiman Kertalangu Village. This tourism object, develops natural resources, cultural traditions of the local community as an alternative tourism product in the midst of the development of conventional tourism in the city of Denpasar. Integrating tourism activities, local cultures and being supported by the natural environment by involving local communities in tourism activities is the main attraction of this tourist attraction.

Kertalangu Cultural Village offers physical tourism potential which includes fishing ponds, 4 km jogging track, culinary tourism, handicraft industry, and natural scenery with 80 hectares of rice fields. The potential for non-physical tourism includes the social life of the local community and the history of the Kertalangu Cultural Village.

Creating an identity as a marker of the Kertalangu Cultural Village tourism object and providing information about various existing facilities to the target audience, in this case tourists, requires environmental graphic information facilities Environmental Graphic Design (EGD), consisting of a sign system for various available facilities. The environmental graphic of the Kertalangu Cultural Village consists of a set of information systems that will provide instructions, identify, inform and direct the target audience through various instructions, from the various facilities offered.

The information system on the environmental graphic of the Kertalangu Cultural Village consists of an information sign, a sign for directions, and a prohibition sign. All this information will provide clues about the whereabouts of a place. This is intended to make it easier for tourists to find information about the various facilities available in the Kertalangu Cultural Village. With the issuance of Regional Government Regulation (Perda) Number 3 of 2019 Kesiman Kertalangu Village has been designated as one of the Tourism Destinations by the Denpasar City Government. This regional regulation must of course be translated and implemented to the community so that there needs to be an identification and inventory of the value of local cultures in Kesiman Kertalangu Village. The identification is to make it easier to make it a tourist attraction in developing this village as a tourist village.

METHODS

The location of this research was conducted in Kesiman Kertalangu Village, East Denpasar, Denpasar City. Kesiman Kertalangu Village has a Cultural Village so it is commonly called the Kertalangu Cultural Village to support tourist destinations in Denpasar City, Indonesia. Kertalangu Cultural Village is one of the icons of cultural tourism in Bali. As an icon of cultural tourism, this village is visited by quite a lot of domestic and foreign tourists. Its location on the main road of Denpasar, namely Jalan By Pass Ngurah Rai also makes this village not difficult to find.

The method that will be applied in the implementation of the preparation is as follows. First, identification of local culture or local wisdom in Kesiman Kertalangu Village will be carried out. Second, from the identification process which local wisdom values will be chosen is right to make Kesiman Kertalangu Village a cultural village. Next from the identification process that have been retrieved are associated with the concept of developing a tourist village. So that the right model can be found for the development of the tourist village. All of this is collected based on existing historical and cultural heritage sources as well as information from community leaders.

FINDINGS AND DISCUSSIONS

Paying attention to the dynamics of history, especially seeing the Subak Temple in Kesiman Kertalangu Village, this village was originally an agricultural village with a wide expanse of rice fields. Subak Temple is an indication that the people of Kesiman Kertalangu Village really respect the heritage of their ancestors so that the agricultural organization is very neat. It is proven that the existence of the Subak Temple is still preserved even though it is faced with progress with the increasingly marginalized farmers due to the existence of a village in the middle of the city. Subak is one of the cultural heritages of the Balinese people, which is widely known internationally as an agricultural system that regulates water distribution or irrigation in rice fields, including in Kesiman Kertalangu Village.



Picture 1. Subak Temple, which is located in the Kesiman Village area, Kertalangu, East Denpasar is close to Kertalangu Cultural Village

The agricultural condition that is being pushed by the development of the city seems to be one of the factors that the Kertalangu Cultural Village manager does to preserve agriculture, namely with rice fields and the model to be maintained and allow the expanse to spread around the Kertalangu Cultural Village. Even a jogging track or a leisurely exercise walk is purposely built and made in such a way that surrounds the Kertalangu Cultural Village with views of the agricultural rice fields in the community. This is certainly very attractive for domestic and foreign tourists because they can enjoy the nature of agriculture in the middle of the city.

Farmers in Kesiman Kertalangu Village are also still holding on to their position to continue working as farmers by planting rice and plowing the existing fields. Even for the business of expelling birds, it is still maintained with old patterns such as symbols and sounds made with bamboo to help farmers repel birds. Even when the harvest is finished, the farmers also burn it in the fields so that it looks like the farmer's tradition seems to be firmly maintained. The values of local wisdom with the community model in Kertalangu Village are certainly very important in supporting this village as a tourist destination in Denpasar City.

In the Kertalangu Cultural Village, a fishing pond was also built as a tradition or local culture that previously existed in the community, although now the fishing culture has shifted to a recreational culture so that those who fish in the Kertalangu Cultural Village are not just to get fish, but for entertainment and recreation. In fact, this place also provides the tools used for fishing by renting out to visitors so that those who come to this tourist attraction do not have to bring fishing equipment if they want to fish.

In addition to the value of local wisdom, by making it a tourist destination, currently in Kertalangu Cultural Village, various supporting facilities from tourism objects have been built to attract foreign and domestic tourists who are on vacation. Among them, the construction of a swimming pool with a model of two swimming pools. One is a swimming pool for learning to swim and the other is a swimming pool for those who really like to swim. All of this is certainly prepared for the completeness of Kertalangu Cultural Village as a sustainable tourism village. Besides the swimming pool, this place also prepares a

special place for the bird race to find out the sound of birds that are birds. Even the arena where the bird race is made in such a way that it seems very good for conducting competitions.

In the Kertalangu Cultural Village, a new location for the World Peace Gong is also being built and building facilities as supporting facilities for the existence of this location as a tourist destination. The building being built is currently under construction and the physical construction is underway. World Peace Gong is a gong that is a symbol of world peace. The World Peace Gong was built at the end of 2002 and now a new place is being built because during the covid-19 pandemic, The location of the world peace gong in the Kertalangu Cultural Village seems to have received little attention and is said to be abandoned.



Picture 2. Location of the World Peace Gong under construction
in Kertalangu Cultural Village

In Kesiman Kertalangu Village, a new monument was also built that can be used as a tourist attraction to support this village as a tourist destination, whose name is the Titi Banda Statue. Titi Banda is a new icon for Denpasar City, which was built in the middle of the fork in the By Pass Prof. Dr Ida Bagus Mantra - By Pass I Gusti Ngurah Rai. This statue is a meeting between Gianyar from the north, Karangasem and Klungkung from the east and Nusa Dua from the south. This monument was inspired by the Ramayana puppet story when the character Sri Rama built the Titi Banda bridge in the middle of the sea with his monkey troops who took Dewi Sintha to Alengka.

CONCLUSION

Based on the results of the description and discussion above, it can be concluded as follows. The cultural heritage in the form of subak is an icon of local wisdom in Kesiman Kertalangu Village so that this village is able to survive and develop until now in the middle of the city. The value of this local wisdom becomes stronger when the manager in the Kertalangu Cultural Village makes this agricultural life one of the tourist attractions in developing tourist destinations in Kesiman Kertalangu Village, especially in Denpasar City.

In addition to the value of local cultures, new values in support the existing local cultures with other supporting facilities such as swimming pools, bird competitions, monuments and the new Titi Banda and renovation of the World Peace Gong place.

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