Empowerment of Indigenous Communities in The Development of Spiritual Eco-Tourism Potential in Pura Luhur Pucak Bukit Rangda, Lalanglinggah Village, Tabanan Regency

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Abstract. One of the potentials of the Province of Bali is the number of temples and sacred sacred places scattered in every Regency/City in Bali which has resulted in Bali being known as the island of a thousand temples. Through this potential, nowadays in Bali the concept of spiritual tourism is starting to develop. One of them is Pucak Bukit Rangda Temple which is located in Lalanglinggah Village, West Selemadeg District, Tabanan Regency. This temple is located on the northern border of Lalanglinggah Village, with the southern boundary of Mundeh Village, West Selemadeg District, Tabanan Regency. Seeing the potential it has when it is associated with the vision of the Bali Provincial Government "Nangun Sat Kerthi Loka Bali", especially Wana Kertih, Pura Luhur Pucak Bukit Rangda has a very wide forest environment and high spiritual magical power, so that its spiritual potential provides an opportunity to be used as a as a spiritual ecotourism area, namely on the one hand with its ecological elements through conservation of the forest area around the temple area and on the other hand as a place for tourists who want to enjoy spiritual nuances. The purpose of this community partnership program service activity is to help partners in this case the Lalanglinggah Village Government, West Selemadeg District, Tabanan Regency and Pempon Pura Luhur Pucak Bukit Rangda to overcome the problems faced related to its spiritual potential providing opportunities to be used as a spiritual ecotourism area namely, on the one hand with ecological elements through conservation of the forest area around the temple area and on the other hand as a place for tourists who want to enjoy spiritual nuances, therefore a master plan for the development of spiritual ecotourism has been prepared, as well as a Promotion Strategy through making a Video Profile of Pura Luhur Pucak Bukit Rangda . The conclusion in this Community Partnership Program is that the Spiritual Ecotourism Potential at Pura Luhur Pucak Bukit Rangda in Lalanglinggah Village, Selemadeg Barat District, Tabanan Regency is a potential destination to be developed, therefore the need for attention from the Tabanan Regency Government in particular and the community in general in Lalanglinggah to be involved in developing the potential for spiritual ecotourism in Pura Luhur Pucak Bukit Rangda.

Keywords: spiritual ecotourism; development; community empowerment

Introduction

Development actually maintains the preservation of nature and the cleanliness of the environment as well as the existence of human development, both individually and as social beings, in living together to serve one another. The substance of Hinduism to guide its adherents to do Asih to nature and Punia to fellow humans as a form of Bhakti to God is translated into the Lontar Purana Bali called Sad Kertih, namely six noble things that must be done to build nature and humans. These six noble things called Sad Kertih were created by the Governor of Bali Wayan Koster to become: Nangun Sat Kerti Loka Bali. The core of Sad Kertih is six, namely: Atma, Samudra, Wana, Danu, Jagat and Jana Kerti. But in the next process can develop to be more clear.

Tourism today has become a tangible form of travel a very promising global business. The development of tourist travel has led to the development of a Tourist Destination Area (DTW). The tourist trips that are carried out do not escape the movement of tourists. In line with the dynamics of the population, the movement of tourism development penetrates in various fields of terminology. The potential development of the tourism sector is often associated with its role as one of the strengths of the source of contribution to regional income, especially with the existence of regional autonomy at this time, where the existence of regional autonomy makes each region compete to explore its potential and develop potentials that are expected to provide added value for regional revenues or usually the tourism sector is more developed in an effort to increase its contribution to Regional Original Income (PAD). Regional Original Revenue (PAD) is a significant source of revenue for routine and development financing in an autonomous region.

Bali Province is one of the regions whose source of income comes from the tourism sector. Bali is famous for its global cultural tourism. One of the efforts of the Provincial Government of Bali in advancing its tourism is contained in the Vision "Nangun Sat Kerthi Loka Bali", where this vision means to maintain the sanctity and harmony of Bali's nature and its contents to realize a prosperous and happy Balinese manners life, all the time towards a life of manners and Gumi Bali is in accordance with Bung Karno's Trisakti principles, namely political sovereignty, economic independence, and personality in culture. Through patterned, comprehensive, planned, directed, and integrated development within the framework of the Unitary State of the Republic of Indonesia based on Pancasila values. The vision is intended to lead to a New Era of Bali by fundamentally and comprehensively organizing the development of Bali which includes three main aspects, namely nature, manners and Balinese culture based on the values of Tri Hita Karana which are rooted in the local wisdom of Sad Kerthi.

Realizing the New Era of Bali is marked by a new order of life, an Kawista Bali, Bali kang tata-titi peaceful kerta raharja, gemah ripah lohjinawi, namely a holistic life order that includes 3 (three) main dimensions, namely being able to maintain the balance of nature, manners and culture. Bali, genuine Bali. The second dimension, being able to meet the needs, hopes and aspirations of Balinese manners in various aspects of life, and the third dimension is risk management or risk management, which is having sufficient readiness in anticipating the emergence of new problems and challenges at the local, national and global levels that will have an impact. positively or negatively about the future.

The Bali Provincial Government has made development policies and programs that are ready to be implemented including in the fields of Food, Clothing, Boards, Health, Education, Social

Security, Employment, Customs, Religion, Traditions, Arts, Culture and the field of Tourism, supported by the development of land infrastructure, sea, and air in an integrated and connected manner. To make this happen, we need the support and strong commitment, sincerity and sincerity and nobility of the heart of Semeton Krama Bali.

One of the potentials of the Province of Bali is the number of temples and sacred sacred places scattered in every Regency/City in Bali which has resulted in Bali being known as the island of a thousand temples. Through this potential, nowadays in Bali the concept of spiritual tourism is starting to develop. One of them is Pucak Bukit Rangda Temple which is located in Lalanglinggah Village, West Selemadeg District, Tabanan Regency. This temple is located on the northern border of Lalanglinggah Village, with the southern boundary of Mundeh Village, West Selemadeg District, Tabanan Regency. Seeing the potential it has when it is associated with the vision of the Bali Provincial Government "Nangun Sat Kerthi Loka Bali", especially Wana Kertih, Pura Luhur Pucak Bukit Rangda has a very wide forest environment and high spiritual magical power, so that its spiritual potential provides an opportunity to be used as a as a spiritual ecotourism area, namely on the one hand with its ecological elements through conservation of the forest area around the temple area and on the other hand as a place for tourists who want to enjoy spiritual nuances.

So far, the problems faced by the Lalanglinggah Village Government, West Selemadeg District, Tabanan Regency as the temple owner at Pura Luhur Pucak Bukit Rangda include:

Involvement of community participation, especially indigenous peoples in Lalanglinggah Village, West Selelmadeg District, Tabanan Regency in managing the potential that exists in Pura Luhur Pucak Bukit Rangda which is still very lacking.

There is no media information related to the history of the temple together with its potential.

The purpose of this community partnership program service activity is to help partners in this case the Lalanglinggah Village Government, West Selemadeg District, Tabanan Regency and Pempon Pura Luhur Pucak Bukit Rangda to overcome the problems faced related to its spiritual potential providing opportunities to be used as a spiritual ecotourism area namely, on the one hand with ecological elements through conservation of the forest area around the temple area and on the other hand as a place for tourists who want to enjoy spiritual nuances, therefore a master plan for the development of spiritual ecotourism has been prepared, as well as a Promotion Strategy through making a Video Profile of Pura Luhur Pucak Bukit Rangda . It is hoped that with this activity program the management carried out by the Lalanglinggah Village Government, West Selemadeg District, Tabanan Regency together with the Pempon Pura Luhur Pucak Bukit Rangda can go according to plan.

Method

From the problems faced, they can be solved by conducting a Focus Group Discussion and making a master plan for the development of spiritual ecotourism potential at Pura Luhur Pucak Bukit Rangda with the Lalanglinggah Village Government, Indigenous Peoples and Pura Pengmpon. The material themes and the parties involved include: Empowering Indigenous Peoples in Managing

Village Potential (by the Bali Province Indigenous Community Promotion Service), Effective Tourism Promotion Strategies in the Industrial Revolution 4.0 Era (by the Tabanan Regency Tourism Office), Spiritual Ecotourism (Opportunities , Challenges and Strategy) as well as Making a Video Profile of the History of Pura Luhur Pucak Bukit Rangda which aims in general so that the public, especially Krama Bali, knows the historical origins of Pura Luhur Pucak Bukit Rangda.

This service activity was carried out using the Focus Group Discussion (FGD) method to the Lalanglinggah Village Government, West Selemadeg District, Tabanan Regency with the indigenous community and the owner of Pura Luhur Pucak Bukit Rangda.

Result and Discussion

In accordance with the purpose of community service carried out, is to help partners in this case the Lalanglinggah Village Government, West Selemadeg District, Tabanan Regency and Pempon Pura Luhur Pucak Bukit Rangda which in this case is in developing its spiritual potential, providing opportunities to become as a spiritual ecotourism area, namely on the one hand with its ecological elements through conservation of the forest area around the temple area and on the other hand as a place for tourists who want to enjoy spiritual nuances by using a Collaborative Governance-based approach (Government, Indigenous Peoples and Universities), including:

- Where the first element is the Government, in this case the Tabanan Regency Government through the Tabanan Regency Tourism Office and the Tabanan Regency Indigenous Community Advancement Service, through communication that has been carried out between the Community Service Team and the Tabanan Regency Government that it has been approved to provide assistance to community groups, especially the owners. Pura Luhur Pucak Bukit Rangda in making arrangements around the temple area.

- From the university side, the Tabanan Regency Government through the Tourism Office and the Indigenous Community Advancement Service and Indigenous Peoples, especially from the community service team, are preparing a strategic planning master plan for the development of spiritual ecotourism potential in Lalanglinggah Village, West Selemadeg District, Tabanan Regency, of course with masters In this plan, it is hoped that the potential possessed by Lalalinggah Village, especially in terms of nature conservation and spiritual ecotourism, can provide good social and economic impacts in the future.

- In the last case, Collaboration with the media, in this case the community service team has made a video profile of Pura Luhur Pucak Bukit Rangda, where later this video will be a promotional media by collaborating with the media both through print and online media.

There are several obstacles that are a bit of an obstacle in implementing the plans that have been set in this community service, including:

- The implementation of the Traditional Ceremony in Lalanglinggah Village resulted in the planning of the Focus Group Discussion activity which was originally held on June 4, 2022, being postponed to June 30, 2022.

- The post-pandemic situation has resulted in public visits and tourists visiting Pura Luhur Pucak Bukit Rangda indeed tending to increase compared to the previous year, but currently only domestic people are visiting, and even then the number is not too much compared to before the pandemic.
- The branding strategy is still weak due to low community participation to help market the potential of Lalanglinggah Village, especially the potential for spiritual ecotourism at Pura Luhur Pucak Bukit Rangda.

In addition to the obstacles encountered during the implementation of the service to date, there are also supporting factors that actually make this service run smoothly, namely:

- There is a strong desire from partners who want to improve the conditions experienced today, so that their potential can be developed so that they can have a significant impact on the social and economic conditions of the Lalanglinggah Village community, especially the Pengempon Pura Luhur Pucak Bukit Rangda.
- From external factors, especially in overcoming the problem of structuring infrastructure around the temple area to the Pura Pengempon, the Tabanan Regency Government, in this case the Tabanan Regency Tourism Office, also plays a very important role in helping the development of spiritual ecotourism potential at Pura Luhur Pucak Bukit Rangda.

From the obstacles or constraints that have been identified above, solutions and follow-up can be provided, to be able to overcome them, so that the development of partner businesses can be realized, including:

- In overcoming the minimal number of people/tourists who come either for the purpose of praying or enjoying the natural scenery in the forest and hills around the Pura Luhur Pucak Bukit Rangda area, to attract visitors to come to Pura Luhur Pucak Bukit Rangda, a strategy is carried out by making videos profile of Pura Luhur Pucak Bukit Rangda and will be uploaded on various social media.
- To overcome the problem of the lack of community involvement in the development of spiritual ecotourism potential at Pura Luhur Pucak Bukit Rangda, in the future each community group in particular will be given assistance and training in developing the potential possessed by the people of Lalanglinggah Village.
- After identifying the obstacles/constraints faced and considering the existing supporting factors, the community service team (PkM Unwar) and partners agreed to continue and develop the potential of Lalanglinggah Village, especially the potential for spiritual ecotourism at Pura Luhur Pucak Bukit Rangda, so that later the people of Lalanglinggah Village can feel the impact both socially and economically and can improve the welfare of the community.
- To realize the above plan, the long-term strategic steps that must be taken are:

    1. Expanding the marketing network (branding) of information about the potential of spiritual ecotourism at Pura Luhur Pucak Bukit Rangda in Lalanglinggah Village by

utilizing digital information technology, for example with YouTube, Facebook, Instagram, and others and applied continuously in order to be able to bring in tourist visits.

2. Establish communication with various parties, especially private parties who have CSR (Corporate Social Responsibility) funds to help develop, especially in the arrangement of infrastructure in the Pura Luhur Pucak Bukit Rangda area.

Conclusions

From the description above, it can be concluded, as follows: Spiritual Ecotourism Potential at Pura Luhur Pucak Bukit Rangda in Lalanglinggah Village, Selemadeg Barat District, Tabanan Regency is a potential destination to be developed, therefore the need for attention from the Tabanan Regency Government in particular and the general public in Lalanglinggah to get involved in developing the potential for spiritual ecotourism in Pura Luhur Pucak Bukit Rangda.

There are several things that need attention that can be used as suggestions, so that the goals of community service can be achieved optimally, namely:

For service partners, it is recommended to continue to expand the information network about the potential of Pura Luhur Pucak Bukit Rangda by utilizing digital information technology, for example with YouTube, Facebook, Instagram, and others and applied continuously and later after completing the profile creation of Pura Luhur Pucak Bukit Rangda used for promotional purposes.

For the institution, which in this case is the Unwar Community Service Institute, to be able to carry out this community service activity in a sustainable manner, because there are still many things that can be developed from various points of view.

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