

Creative Tourism Village Development Model as a Central of Bamboo Crafts

I Made Kartika¹, I Made Sumada², I Made Adi Suwandana³, I Gusti Bagus Rai Utama⁴

¹Management Study Program of Universitas Ngurah Rai, Bali

²Administrative Sciences Study Program of Universitas Ngurah Rai, Bali

³Management Study Program of Universitas Ngurah Rai, Bali

⁴Hospitality Management Study Program of Universitas Dhyana Pura, Bali.

Article Info

Volume 83

Page Number: 10562 - 10568

Publication Issue:

March - April 2020

Abstract:the study was conducted in the village of Pakraman Belega, Blahbatuh District, Gianyar Regency for five months. The subjects of this study included individuals from the Pakraman Belega Village government apparatus, the Pakraman Belega village community, and tourists visiting the Pakraman Belega village. Research members incorporated the Village Chief Pakraman Belega, the town mechanical assembly, and the Village Consultative Body. Investigation of information in look into is utilizing Nvivo programming. Information sources broke down can be isolated into: inward research information sources, outside research information sources, look into records during information assortment, and network structure. The results of the study concluded that the development of the village of Belega as a bamboo craft tourism village was able to provide several benefits including increasing regional income, providing employment, providing infrastructure to the region, and introducing art to overseas. The efforts of the village government is endorsing that the bamboo handicraft business in Belega Village becomes a tourist destination is by online promoting the village tourism intensively, indeed in this case promoting its uniqueness.

Article History

Article Received: 24 July 2019

Revised: 12 September 2019

Accepted: 15 February 2020

Publication: 13 April 2020

Keywords: Risk Management, process management etc. ___village community, bamboo crafts, promotions, regional income, local employment

I. Introduction

On the island of Bali, especially in the village of Belega, the use of bamboo plants to increase the economic output of villagers by making several types of bamboo as material for making various kinds of handicrafts. Due to the skills of residents in the village of Belega that can turn bamboo stems into various kinds of handicrafts, making this village famous as the center of bamboo crafts on the island of Bali and even internationally. Passing through the village of Belega will see a lot of various kinds of handicrafts made of bamboo such as chairs, dining tables, lanterns, beds made of

bamboo. All of the bamboo handicrafts are the products of the skilled hands and creativity of the Pakraman Belega village community (Firman, 2017).

Belega Village has been populer as a center of bamboo handicraft industry in the eighties until the 90s, and also as the main livelihood besides being a farmer. The number of bamboo craftsmen as a home industry and is now reduced even to 30 craftsmen (village offices). With the development of technology, the emergence of competitors, furniture companies adjacent to the Belega village area. So that the sea is slow to switch to furniture

products. Belega Village is a strategic village on the Denpasar route to Karangasem Regency. So that people indirectly see bamboo handicraft industry products.

The deterioration of Balinese craft actually happened lately when the world entered an era of globalization marked by the sophistication of information and communication, very tight competition, and the opening of free markets. Balinese craft has become distorted and collapsed at zero. Balinese craft art cannot compete with craft art that develops in other countries (Suardana et al., 2015). The trade of various handicrafts made from the last lethargic bamboo, especially to the United States, Japan and Australia, so that the sales results are relatively low. The global economic crisis that is still being felt by the world community, especially from the main importers of Balinese handicrafts from the Superpower country, has an effect on foreign trade of handicrafts made from bamboo to the export market (Antara, 2015). Bamboo handicrafts in Belega village are in great demand by consumers, especially tourists from foreign countries, even in that year young people in the Belega area were reluctant to continue their studies, because they preferred to work as bamboo craftsmen because the turnover of bamboo crafts was very good and could fulfill their daily needs. But after 2000 the turnover of bamboo handicrafts began to decline and until now many bamboo handicraft shops have gone bankrupt and closed and many crafters have switched to other jobs. (Firman, 2017).

In response to some of these phenomena, in order to develop the village of Pakraman Belega as an innovative village, a digital-based marketing strategy is needed. It is intended that the bamboo handicrafts produced in the village still exist in this increasingly modern era. Belega Village which is the center of bamboo handicraft is interesting to study further, because the craft is able to become an attractive tourist attraction for tourists which in turn

will impact on the economic improvement of the village community.

The goals to be accomplished right now 1) Knowing the advanced showcasing states of bamboo workmanship focal the travel industry in Pakraman Belega Village, 2) Knowing the issues and techniques of computerized based improvement in country territories, 3) Formulating town improvement models that organize advancement as per neighborhood potential, and 4) Define the job of each gathering in acknowledging town improvement that organizes development as per nearby potential.

II. LITERATURE REVIEW

Strategic Management

Wheelen and Hunger (2012) characterize vital administration as a lot of the executive's choices and activities that decide authoritative activities over the long haul. This procedure comprises of four essential components, specifically (1) natural filtering, (2) technique definition, (3) system execution, and (4) methodology assessment. Natural filtering is the way toward observing, assessing, and spreading data from the earth both inner and outside to notable individuals in the association. The point is to distinguish vital elements both inward and outside that will decide the association's future. System detailing is the improvement of a long haul intends to make a compelling administration of chances and dangers by thinking about the qualities and shortcomings of the association. This remembers the means for deciding the associations crucial, targets, creating systems, and deciding rules for strategy making. Technique usage is a procedure wherein methodologies and arrangements are placed in a progression of activities through the improvement of projects, spending plans and methodology. Assessment and control is a procedure where the exercises and accomplishment of hierarchical outcomes are observed so the outcomes accomplished can be contrasted and the normal outcomes.

Key administration centers on the way toward defining hierarchical objectives, creating arrangements, and intending to accomplish objectives, and distributing assets to actualize approaches and plan the accomplishment of authoritative objectives. Furthermore, vital administration joins the exercises of different utilitarian pieces of the business to accomplish hierarchical objectives. There are three phases in key administration, to be specific procedure plan, technique execution, and methodology assessment. (David, 2011).

Web based advertising has numerous advantages that are not accessible in customary and disconnected promoting, incorporating the advantages got in showcasing a travel industry bundle for a visitor town, which are to be advertised, among others (Arida & Antara, 2015). One of the benefits of online marketing is that you can make changes quickly. When you place an ad, you can change it quickly if something goes wrong by monitoring and tracking whether your ad and all marketing efforts are working well. You can also decide to change graphics or words and do it all without any problems. This is what traditional marketing and advertising don't have.

Internet advertising permits you to follow bring about continuous utilizing on the web examination to make an assurance of how your showcasing effort is performing. There are numerous approaches to follow customary advertising endeavors; however the majority of them should not be possible progressively. This can influence the achievement or disappointment of your battle.

Internet showcasing permits you to focus on specific socioeconomics, for example, sex, age and area. You can even objective certain salary levels, training levels and occupations. You can do this in conventional promoting, however that isn't simple and is regularly a speculating game.

There are such a significant number of decisions when you choose to do internet promoting. You can utilize sound, video, blogging, email, online networking and progressing bulletins. In the event that you do something very similar in customary promoting, you should pick a few news sources, not all that when you come to internet showcasing.

At the point when you do web based showcasing, you can change clients in a flash. This doesn't happen when assessing promoting choices in conventional media, for example, magazine, paper or TV notices. At the point when you advertise on the web, you catch potential client data, yet you can take deals in a flash with a couple of mouse clicks. With regards to disconnected advertising, you need more opportunity to transform clients into deals; also you regularly need extra HR to deal with it.

Related Previous Research

Research by Jalali et al. (2011) with the proposed model is related to a national project known as the "10000 Rural ICT Center" which was started in 2004. In this project, Rural EC services are part of IT application services at the Rural ICT Center which supplies four services; Communication Services, IT services, Postal Services and E-Banking services. Then Rolinek et al. (2015) with the research title "Model strategy for village development in the Czech Republic" shows that based on a qualitative analysis of the structured interview summary, eight strategy models were ascertained. These include integration strategies, service differentiation, spending cuts, use of urban property, and stabilization of the rural population, business support, fundraising, and identification of residents with the village (village pride). The most commonly applied strategy model is integration, followed by stabilization of the village population.

Then the research of Mujanah et al. (2015) concluded that the SWOT analysis is based on the weight and score of respondents indicating that the

development of rural tourism with a goal in the first quadrant for the strategy of optimizing strengths and opportunities. The results show that the AHP of Wonokitri village has the highest number, the second is Ngadisari, and the third is Ngadas. The model of the tourism village model can be developed when the program is optimally supported by the community and government such as the Central Government, namely the Bromo, Tengger, Semeru National Parks (TNBTS), the Tourism Office, Public Works, the Ministry of Cooperatives, and Community Empowerment, and also supported by the private sector, SMEs, and local investors and educational institutions.

Badri (2016) shows that: (1) GDM was born as a critique of rural development practices that tend to be top down with public service programs, resource management, application of appropriate technology and protection of villagers; (2) The rural development paradigm implemented by ICT-based GDM by optimizing the application of village information systems and rural internet; (3) ICT development problems are related to the low level of ICT infrastructure in rural areas and the capacity of the community in development which are resolved through training and mentoring strategies; (4) Rural communication media developed are village websites with the domain.id.id, open source application development, and village interconnection.

Widhiantini's research (2017) concludes that by including these three aspects a new model will be found in a dynamic system and it can be seen that aspects of local institutions are aspects that must be taken into account in making a model of sustainable development in an area or region so that problems that arise can be eliminated as early as possible and alternative policies must be taken by policy makers for each region that are strengthened by local rules (*awig-awig*) and local government regulations.

Then the research of Chen et al. (2018) describes

coordinated urban development in 2 developing megacity areas in China with the most advanced coordination programs (Chengdu and Chongqing) and 2 very megacity areas urban areas with well-developed strategies for integrating cities and villages (Shanghai and Suzhou). This illustrates 4 models of the coordination process: the top-down government-led model city (Shanghai, 1990), empowers the entrepreneurship municipal government model (Suzhou, 2008), the negotiation model (Chengdu 2003), and the labor transfer model (Chongqing, 2003). It discusses the forms that the integration of cities and villages in China's most developed megacity areas and their implications for other cities in China and other developing countries with different characteristics and stages of development.

III. Research Method

This exploration is case study in the Village of Pakraman Belega, Gianyar Regency, Bali Province, Indonesia as an illustrative report with a subjective methodology. Information gathered as meetings and documentation reports. The information gathered right now optional information and essential information. Essential informations were gotten through field perceptions and inside and out meetings with different members.

The investigation was led in the town of Pakraman Belega, Blahbatuh District, Gianyar Regency for 5 months. The subjects of this investigation included people from the Pakraman Belega Village government mechanical assembly, the Pakraman Belega town network, and buyers (sightseers) visiting the Belega Pakraman town. In particular, the investigation members incorporated the Village Chief Pakraman Belega, the town device, and the Village Consultative Body (BPD).

In checking the exactness of the information that has been gotten will be utilized triangulation. Triangulation is an information legitimacy checking strategy that uses something different outside the

information for checking or correlation purposes (Moleong, 2014). The information investigation arranges right now an intuitive model that is intelligently connecting information examination. As per Miles and Huberman (2009) who express that right now there are three subjective information examination channels, to be specific information decrease, information introduction, and reaching determinations. This procedure proceeds all through the examination, even before the information is really gathered as observed from the exploration reasonable structure, study issues, and information assortment approaches picked by the scientist.

The information in inquire about are analyzed utilizing Nvivo programming. Wellsprings of information investigated can be separated into: interior research information sources, outside research information sources, look into records during information assortment and grid structure. Inside sources right now all subjective research information sources that can be remembered for Nvivo, for instance chronicles, interviews, talk with transcripts, notes during directing examination, photos, review information tables, explicit site substance, databases and recordings. Outside sources are investigating material that can't be incorporated legitimately in Nvivo, for instance reference books from printed libraries, and diaries. Networks structure is an outline of perceptions of specific members and topics in the venture that have been made in a grid table (Bandur, 2016).

IV. Result and Discussion

Natural potentials that can support Belega Village as a tourist destination are handicrafts made such as chairs, tables, shelves, clothes hangers, stationeries and so on. Types of handicraft products that are attractive to tourists include musical instruments made of bamboo, woven bamboo, and wall hangings.



Fig 1. Belega Village Handicraft Product, Gianyar Regency, Bali. These pictures taken by Kartika

The tourists are attracted by this bamboo craft because of its uniqueness that has a high style. In addition to this bamboo craft, other natural potentials that can attract tourists are rural landscapes such as rice fields and waterfalls in Kemenuh Village. This potential is supported by nature that is still in rural areas, available raw materials, and bamboo gardens.

The road to Belega Village is good, clean and safe. Transportation access in Belega Village is quite smooth as cars and motorcycles can easily enter the village. But the transportation facilities in Belega Village are still not available, so it is felt to be inadequate. For the availability of lodging in this village is sufficiently developed as evidenced by the existence of new villas and homestay.

There are around 1,180 families who make the Gianyar Regency as a place to make a living, especially in this Belega Village. The type of work or community effort in Belega Village is as a bamboo craftsman, approximately 12 businesses while the rest are bamboo workers. The craftsmen have been in the craft business for 15 years to 39 years.

As technology information and urbanization shifted, many rice fields and bamboo plantations were turned into housing. To maintain bamboo crafts, there are still a number of craftsmen who combine their production with ceremonial tools.

But there are also those who still survive by producing bamboo furniture. In line with the business being run, many craftsmen encounter several obstacles such as the availability of raw materials, capital difficulties, and competition and so on. To overcome some of these obstacles, craftsmen try to make loans to banks. The effort made by the craftsmen to overcome the constraints of raw materials during running a bamboo handicraft business is by coating bamboo with an anti-termite coating.



Fig 2. Bamboo Craftsmen in Belega Village, Gianyar Regency, Bali. These pictures taken by Kartika

The development of Belega Village as a bamboo handicraft tourism village is able to provide several benefits including increasing regional income, providing employment, providing infrastructure to the region, and introducing arts (uniqueness) to overseas. Based on observations that have been carried out, it can be concluded that the development of Belega Village as a tourist destination is still in the planning stage. In order to realize the development of Belega Village as a tourism destination based on local potential, namely bamboo handicrafts, it is necessary to develop tourist destinations such as lodging, improvement of tourist facilities that prioritize tourist safety. In addition, it is necessary innovating handicraft products to be more attractive to tourists. To print new products to be marketed at tourist sites is to reproduce the craft and provide training. The efforts of the village government are needed so that the bamboo handicraft business in Belega Village becomes a tourist destination is by promoting the

village tourism online, in this case promoting its uniqueness. In addition, the village government also supports all activities that provide positive things to the region.

Regarding online-based promotion strategies that already exist in the Village of Belega is through the website. However, the existing website has not been pursued efficiently to be able to attract tourists. Evidenced by the existence of the website, there has been no progress in increasing the number of visits. Meanwhile, the craftsmen themselves have not yet taken advantage of online-based promotions.

In fact, if viewed from the perspective of tourists, many sources of information that are accessed to find information about tourist destinations are social media such as Facebook. The existence of this online information source can greatly help tourists who want to find information about tourist destinations.

V. Conclusion and Recommendation

The strategy that can be taken by craftsmen is to collaborate with villa tourism operators, hotels in the surrounding area to utilize bamboo handicrafts as villa accessories and facilities. In addition, local government assistance is needed in granting permission to purchase bamboo outside the region.

Another strategy is to conduct online promotions, cooperation with bamboo farmers outside the region as a supplier of raw materials, and design and quality can still be improved by getting counseling from the local government of Gianyar Regency.

Investigation of existing models lies in the brains of scientists; right now specialist is the primary instrument of examination in subjective research. Nvivo Software here just shows crude information that has been composed by the requirements of scientists.

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