

PACKAGING LOCAL WISDOM-BASED RIVER TOUR (A Case Study of The Badung River, Denpasar, Bali)

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ABSTRACT

This research is to create a strategy in developing a local wisdom-based river tour in Badung river, Denpasar, Bali. It uses mix method. Data collection is done using interview techniques, observations, and documentation studies. The data analysis used in this research is internal factor analysis using IFAS, external factor analysis using EFAS, and SWOT analysis. The results showed that the growth strategy can be designed by maintaining the local culture and wisdom. It is further developed by planning a package river tour which has been tailored to the needs and desires of tourists. The government of Denpasar has implemented smart city program by triggering package tour. In fact, the government of Denpasar is not yet optimaliced in developing it. The potency has not been able to attract tourists to visit the Badung River as a new tourist attraction. Therefore, an effort is needed to develop a river package tour to preserve the local wisdom so that it remains sustainable.

Keywords: local wisdom, river tour, package tours.

INTRODUCTION

The rapid development of information and communication technology has affected the business and social life of the community, including the tourism industry (Widjaja, *et al*, 2016). The utilization of information and communication technology in the tourism industry is known as smart tourism. This term has been adopted by tourism industry actors in the hopes of boosting tourists' numbers.

Bali as a mainstay tourism destination in Indonesia is certainly required to focus on planning the development of tourism sector in the future, both in the development of infrastructure and human resources. In addition to tourism development in tourism area, the Provincial Government of Bali seeks to develop tourism by making the river as a tourist attraction. The river in Bali itself has a variety of tourism potentials that can be

developed. One of these rivers is Badung River (Tukad Badung as *tukad* means river in English and *sungai* in Indonesian) in Denpasar City.

In 2010 Denpasar city/municipality uses the Heart of Bali as its brand. It tries to put its position as the heart or center of the island of Bali. To develop tourism, Denpasar has a vision to develop the city as a sustainable cultural city based on Tri Hita Karana, i.e. a Balinese local wisdom stating the inter-harmony among human, God the Creator, and nature/environment. To generate tourism in Denpasar, an effort has been done by arranging Badung river as one of the tourism potentials for a tourist destination. In line with this, the Government of Denpasar believes that the development of branding of Denpasar the Heart of Bali can have a positive impact, both in terms of economic, environmental and social culture. In addition, it will also affect the preservation of traditional culture such as historical places, monuments, arts, and customs in accordance with the United Nation Tourism World Organization program (2017) where tourism development should concern on sustainability (Widhiarini, 2018).

The efforts undertaken by the government in the arrangement of the Badung river as a tourist attraction has not received optimal results up to now. Based on the results of the interviews, there is no information spreading about the existing tourist destinations, causing confusion for tourists in the access due to a limited space and time. Consequently, tourists who visit to Badung river is still very low. It is suspected because of the lack of diversity package tours. According to Putra, *et al*, (2017), the more cultural heritage that can be identified and prepared to visit, the more attractive the package tour in the eyes of tourists. Travellers generally need information from a tour guide or information contained in a map or travel guide book. However, tourist guide information began to metamorphosis into an easy-to-access application in this millennial era. It is closely associated with smart tourism that allows travellers to use digital media to explore tourist destinations. Minister of Tourism, Arief Yahya says digital is an important aspect in the promotion of every tourist destination. Therefore, it takes an effort to plan the River Tour program through the development of local wisdom-based package tours on Badung river. The urgency of this research is as follows: (1) The absence of community-based tourism development, (2) The fact that it is necessary to develop an interest to preserve local wisdom so that it remains sustainable and

sustainable. Based on the background, the purpose of this research is to create a strategy for development of tourism packages based on local wisdom through a tour in Badung river.

Tour according to Indonesia Law Number 10 Year 2009 about Tourism (Undang-undang Kepariwisataaan) explained is a travel activity made by a person or group of people by visiting a particular place for the purpose of recreation, personal development, or learning the uniqueness of the tourist attraction visited in a temporal period. Package tour is a planning about tourist activities which has been compiled and sold at a set price. The idea was supported by the research of Suwanto (in Fiatano, 2009) where it is said that the benefits of the package tour is to make the travel comfortable, safe, and can be sold, hence packaged into a package tour where the price includes the cost of travel, hotel, or other facilities that provide comfort for the buyer.

Local wisdom can be understood as local ideas that are wise, full of wisdom, good value, embedded, and followed by members of the community (Qodariah and Armiyati, 2013). Local wisdom is a value that is considered good and true so that it can endure a long time and even institaried (Kasanah, 2013). The value of local wisdom is closely related to people's lives, where these values are usually inherited hereditary and have become part of a lifestyle affecting all aspects of society's life (Kebayantini, *et al*, 2017). The functions of local wisdom include: (1) conservation and preservation of natural resources, (2) human resource development, (3) cultural and scientific development, (4) admonition, belief, literature and abdication, (5) social significance for example communal integration ceremony/relatives, (6) meaningful ethics and moral, (7) political meaning (Sartini in Qodariah and Armiyati, 2013).

RESEARCH METHOD

This research uses a mix method with qualitative and quantitative approaches. The data source consists of primary and secondary data. Primary data is collected through data collection techniques such as: (1) participatory observation to seventeen tourist destinations in Klungkung Regency, (2) in-depth interviews with informant consisting of Tourism Office of Denpasar, community and traveller, (3) the distribution of

polls to the stake holders and respondents concerned with giving weights and reviewing internal factors (strengths and weaknesses) and external factors (opportunities and threats). Secondary data is collected through documentation studies of documents, photographs, videos, literature, documents, visitation data, scientific research journals, previous research and from Internet sites that have relevance to this research. Furthermore, data was analyzed with qualitative descriptive analysis techniques using IFAS (Internal Strategic Factors Analysis Summary), EFAS analysis (external Strategic Factors Analysis Summary), and SWOT analysis (Strength-Weakness-Opportunity-Threat) to determine the priority strategy that can be used in the development of tourism packages based on local wisdom in Badung River, Denpasar.

RESULTS AND DISCUSSION

Tourism Development Strategy in Badung River

According to Purnaya, *et al* (2018), Badung river is very strategic to be developed as a tourist destination. They also convey that the Badung river has been done setup and the result is very good because of the support from the central and local governments. Based on the results of observation, seven tourism potentials in the Badung river that can become a tourist attraction in developing local wisdom-based package tours through the River Tour cover Denpasar City Park, Puri Pemecutan, Badung market, Kumbasari park, Taman Pancing, Pura Luhur Tanah Kilap, Narmada temple, Badung river estuary.

In determining the strategy and concept of tourism development in Badung river, it firstly conducted analysis of internal and external factors. Based on the analysis results of internal and external factors, strengths, weaknesses, opportunities and threats can be described to further plan the River Tour using a digital package tour.

Table 1. IFAS-Weighted, Rating, and Scoring

Internal Factor		Weight	Rating	Score
No.	Strength (S)			
1	The area of Badung river Denpasar offers all forms of tourism such as nature tourism, historical tourism, spiritual tourism and handicraft tourism	0.25	4	1.00
2	Badung river divides the city of Denpasar	0.25	4	1.00

	which is the central government in Bali			
No.	Weakness (W)			
1	Government's effort to make the Badung river as a tourist attraction has not been maximally running	0.25	2	0.50
2	Lack of parking area at tourist destination	0.25	2	0.50
Total		1.00		3.00

(Source: Purnaya, *et al*, 2019).

Table 2. Weighted, Rating, and EFAS scores

External factors		Weight	Rating	Score
No.	Opportunity (O)			
1	The Go-Jek app that has been used by many people and tourists.	0.20	4	0.80
2	The growing interest in tourists to city tour.	0.20	4	0.80
3	The involvement of local communities in the use of Go-Jek app whether to be a driver or driver.	0.15	3	0.45
No.	Threat (T)			
1	Development of globalization that resulted in local culture and wisdom began to be abandoned.	0.15	2	0.30
2	Rapid development of travel agency.	0.15	2	0.30
3	The perception of tourists stating that rivers in Indonesia are polluted.	0.15	2	0.30
Total		1.00		2.95

(Source: Purnaya, *et al*, 2019).

Based on the results of the IFAS and EFAS analysis, from the point position based on the total score of internal factors and external factors, gained the priority of the strategy as in the following SWOT Matrix.

Table 3. The SWOT Matrix

Quadrant	Point Position	Matrix Broad	Ranking	Priority Strategy
1	2.00; 2.05	4.10	1	Growth
2	2.00; 0.90	1.80	3	Combination
3	1.00; 2.05	2.05	2	Stability
4	1.05; 0.90	0.945	4	Shrink

(Source: Processed data, 2019).

Based on the results of the SWOT analysis, it can be seen in the SWOT matrix, the most widespread matrix lies in the quadrant I, namely the opportunity and strength. The priority strategy that can be done is to increase the strength to reach opportunities in the position of Growth. Wulandari, *et al* (2016) stated that the Stable Growth Strategy is a stable growth strategy where development is carried out gradually with targets adjusted to the current conditions and more focused on the strength factors gradually developing in order to achieve opportunities. Based on the conditions in the field, Stable Growth Strategy is applied generally with the development priorities by designing the River Tour by developing local wisdom-based package tours as follows:

1. Developing Badung river area in Denpasar as a tourist destination by offering all forms of tourism such as nature tourism, historical tourism, spiritual tourism and handicraft tourism by utilizing the Go-Jek app. This is already used by many people and tourists through the River Tour package tour in the form of Go-Tour feature.
2. Developing Badung river area in Denpasar as a tourist destination by offering all forms of tourism such as nature tourism, historical tourism, spiritual tourism and handicraft tourism by utilizing the interest of tourists to the city tour through a variety of festival activities held in Badung river.
3. Developing Badung river area in Denpasar as a tourist destination by offering all forms of tourism such as nature tourism, historical tourism, spiritual tourism and handicraft tourism by utilizing local community involvement through The use of Go-Jek app both by a driver and a local guide for tourists when visiting Badung River.
4. Developing Badung river as an icon of tourism in Denpasar by utilizing Go-Jek application in the efforts of digital tourism development
5. Developing Badung river to become an icon of tourism in Denpasar by utilizing the interest of tourists to city tour through the design of a package tour River Tour that offers tourist attraction existing in the Badung river.
6. Developing Badung river as an icon of tourism in Denpasar by utilizing local community involvement as a provider of transportation services so that the need

for parking area in the region is not required whereas access to tourist attraction is easy.

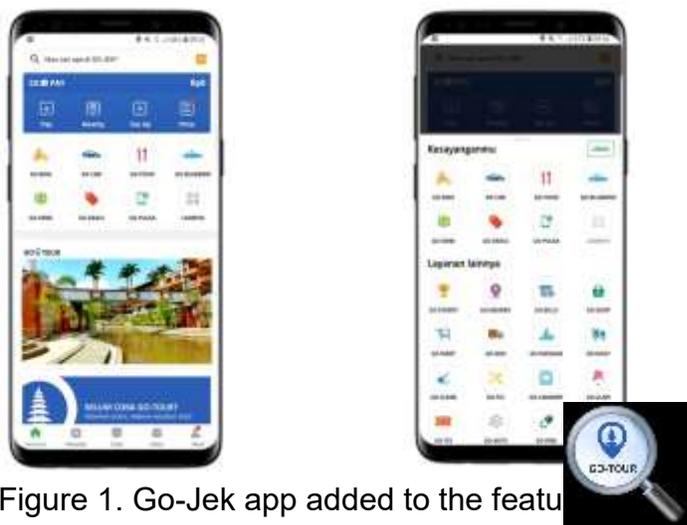


Figure 1. Go-Jek app added to the featur

Badung River: Developing River Package Tour Based on Local Wisdom

The development strategy in question is to design a river package tour in Badung river. Foreign and domestic tourists are more dominant in Denpasar area such as Sanur and Badung Regency, which is located ± 5 km from Badung river tourist destination. Package tour selection is done with various considerations, such as attraction, location, duration of time, and accessibility that make River Tour becomes fun activity. As a first step, compiled a digital package tour can be taken in the half or full day tour. This tour can be taken place either in the morning or evening.

Badung River package tour starts through tourists departing by using the Go-Jek app, to Denpasar City Park, Puri Pemecutan, Pasar Badung, Kumbasari Park, Taman Pancing, Pura Luhur Tanah Kilap and the Estuary Badung Dam or the route can be random.



Figure 2. Badung River Package tour.

Image captions (from the top left in accordance with the arrows, from start to finish): hotels in Denpasar/Badung area, Denpasar City Park, Puri Pemecutan, Pasar Badung, Kumbasari Park, Taman Pancing, Pura Luhur Tanah Kilap Temple Narmada, Estuary Badung River. Estimated price from Denpasar area is Rp 250.000/person, Badung area is Rp. 250.000/person (Source: Documentation, 2019).

Tourists can choose to use two-wheeled vehicles as well as four wheels according to the needs of tourists. The tourists will be served by the local community. They are already a member of the Go-Jek and they will explain about the tourist attraction directly. Participation and community role is indispensable in the tourism development of Badung river, so it will give positive impact on both the economy, social culture and the environment. Tour functions and assignments are the spearhead of a tourist "liaison" with tourist attraction. A tour guide should be able to drive tourists and be able to play a more strategic role for the tourism speed itself (Brahmanto, 2015). This is emphasized in Brahmanto (2015), which explains that in the Code of Conduct, tour guide is a sales marketer of tourism products and contributes to the appeal of the tourist attraction of the perpetrators of destruction. Surely the community involved must have good competence in providing services to the tourists themselves.

Each tourist attraction visited has their own tour program which can be seen in the Go-Tour feature as follows.

A. Denpasar City Park

At night in Denpasar City Park, tourists can enjoy the uniqueness of a colorful fountain. Tourists can also do activities in the form of watching a movie about the culture of Bali in Denpasar Garden Theatre. This park is served by various kinds of beautiful decorative lamps. In the morning, tourists can enjoy the morning atmosphere with sports activities, river walk, and leisure activities with family.

B. Puri Pemecutan

Puri Pemecutan is a castle located in Denpasar City, close to Badung river flow. Tourists can enjoy the uniqueness of traditional Balinese architectural buildings, and can even enjoy the Heritage City Tour area by utilizing ornamental gig. Besides touring around the Heritage city tour area, tourists can also enjoy the artistic activities of the residents in the area.

C. Pasar Badung

Pasar Badung (Badung Market) is located in the center of the hustle and bustle of Denpasar city precisely on Jalan Gajah Mada that selling a variety of handicraft items, goods souvenirs typical of Bali and various basic necessities. Pasar Badung is also a culinary center of Denpasar City which offers a variety of traditional food such as Nasi Tekor, Nasi Ayam Betutu, Nasi Pedas, Nasi Tempong, Nasi Jinggo, Ayam Bakar Taliwang, Fish Soup, Babi Guling, and other traditional culinary.

D. Kumbasari Park

Kumbasari Park is inaugurated by the Mayor of Denpasar in 2018. Tourists can enjoy and travel around the river using river transportation such as boats or can ride through the sleek inflatable boat. The route starts from Denpasar City Park to Kumbasari Park. Tourists can also enjoy the charm of colorful fountains even added with a variety of colorful lights in the Badung river.

E. Taman Pancing

Glogor Carik's Fishing Park is located at Jalan Taman Pancing, Pamogan, South Denpasar. The view in this place is as interesting as other attracted places in Denpasar. The uniqueness of this place is the presence of fishing place to eliminate the saturation of the work routine. This park is also planted with various types of plants that give green effect on Badung river area.

F. Pura Luhur Tanah Kilap Narmada

Pura (Temple) Luhur Tanah Kilap Narmada is located on the border of Badung Regency with Denpasar City, precisely located in the area of Pemogan Village at the estuary of Badung river, standing majestically with all the Parayangan of all Prabhawanya, Ida Bhatari Niang Cakti. Along the estuary of Badung river, there are three temples that each bear soil shine namely: (1) Pura Griya Tanah Kilap, (2) Pura Griya Anyar Tanah Kilap, (3) Pura Luhur Narmada-Tanah Kilap, adjacent to the shrine of Buddhists, Dwipayana Temple. Tourists can enjoy the ceremony activities of Pura coincides with Purnaming Kasa and on certain day/Rahina such as Saraswati and Buda Cemeng Klau (Rambut Sedana ceremony). In addition to the unique ceremonial activities tourists can enjoy the architecture of the temple with all Prabhawa applying traditional Balinese architectural concept.

G. Badung River Estuary Dam

The tourist can enjoy the water park or an artificial amusement park that has a water fountain with green concept, and has culinary facilities that support the activities in it. This artificial water recreation park is made to resemble the forest by planting many trees that will make the air in the waterpark area feels cool, beautiful, comfortable to do activities. In terms of building or design is classical with elements of local culture, accentuate the style of traditional Balinese architecture. Tourism activities are developed such as water sport activities. In this area, tourists can also enjoy Denpasar Festival activities in the form of product exhibitions, culinary, cultural festivities, art and traditional dance. This festival is also a manifestation of cooperation between society and the government for harmony toward the development of the city.

CONCLUSION AND SUGGESTION

Based on the results and discussion, six tourism potentials have been identified in Badung river. This can be developed as a tourist attraction with local wisdom-based package tours through the River Tour in Badung river. Through local community empowerment and Go-Jek partnership, it is expected to bring positive impact on the local community in terms of environmental, economic and socio-cultural. Human

resources will be developed in the form of training, while the digital package tour will be developed by grouping the tourist types based on the needs and desires of the tourists. In regard with the development of digital tourism packages strategy, it is expected that local people can cooperate and establish good communication with the government of Denpasar in the hope that local wisdom-based travel packages can run effectively.

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