Identification of Puputan Badung Field as a Family Tourism Attraction in Denpasar City Bali

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Abstract
The people of Denpasar City and its surroundings need green open space to release fatigue after busy activities. One of these open spaces is obtained at Puputan Badung I Gusti Ngurah Made Agung Field which has tourism potential both natural, historical, cultural and man-made tourism to continue to be developed into a family tourist attraction in Denpasar City, Bali. The existence of this field is supported by various parties, both local communities, tourists to the Denpasar City Government with the existence of Denpasar City Regional Regulation Number 3 of 2019 concerning the Regional Tourism Development Master Plan for 2018-2029. The tangible manifestation of the role of the Denpasar City government to realize Puputan Badung Field as a Family Tourism Attraction is reflected in the existence of 4A elements (attraction, Atraction, Amenity, Accessibility, and Ancillary) that are adequate to date. In this study, data collection was carried out by means of literature studies, documentation and observation. The data analysis technique is carried out using the qualitative descriptive method. The results of this research, it can be concluded that Puputan Badung I Gusti Ngurah Made Agung Field meets the needs of the community for family tourism attraction.

Keywords: Identification, Puputan badung field, Family tourism attraction.

INTRODUCTION
Families today have very busy activities so they are busy all day long. A family that usually consists of grandparents, husband, and wife as parents, and children who are
members of one family. This family usually only has free time on Saturdays and Sundays, so that free time is used for hanging out and relaxing activities outside of the main activities, both as grandparents who have had retirement, breadwinners, and students. There are many activities they can do to relieve stress, meet family, play sports, visit entertainment venues, flying kites, enjoying typical Denpasar City snacks sold by traders, and other leisure activities. Therefore, it is necessary to have an adequate place for them to use both in the city and outside the city for leisure and recreation. Now, apart from being provided by the government,

Denpasar City as the Capital City of Bali Province has several recreational areas such as Puputan Badung Field, Renon Field, Lumintang Field, Malls, and others. Puputan Badung Square is a historic city park that is used by families in Denpasar City in particular and other districts in Bali Province in general as a place to relax and have recreation in their spare time. Activities that they often do, especially in the morning and evening and in the day, are sports such as jogging, playing chess and fitness, to other leisure activities such as sitting under a shady tree, feeding fish, enjoying snacks and food sold at the location with the family until by playing ball or kite in the middle of a wide and green field. The Puputan Badung Field is suitable as a family tourism destination. Based on this phenomenon, I was motivated to do research in the Puputan Badung Field.

FORMULATION OF THE PROBLEMS
The formulation of the problem in this study, namely:
1. What are the elements included in the 4A concept (Attraction, Amenity, Accessibility, and Ancillary) contained in the Puputan Badung Field as a family tourist attraction in Denpasar City?
2. Does the 4A (Attraction, Amenity, Accessibility, and Ancillary) support the Puputan Badung Field as a family tourist attraction?

THEORETICAL BASE

a. Identification
The Big Indonesian Dictionary states, identification is defined as determining or determining the identity of a person, object, and so on
b. Development

According to Yoeti, (1997) The development of a tourist attraction besides relying on potential tourist attractions (natural, cultural and artificial) as the main capital, also needs to pay attention to the following matters: Interesting to visit, witness, and study; Availability of adequate access to tourist attractions; Availability of tourism facilities such as accommodation, restaurants, and other facilities; Fulfilling three requirements, namely (a) something to see, namely having something interesting for tourists to see; (b) something to do, namely having something that allows tourists to carry out tourism activities; and (c) something to buy.

In the Big Indonesian Dictionary, development is defined as a process, a way of acting to develop something to be better, more perfect, and useful. So development is a process/activity of advancing something that is deemed necessary to be arranged in such a way by rejuvenating or maintaining what has been developed so that it becomes more attractive and more developed.

The stages of development are the stages of the evolutionary cycle that occur in tourism development since a new tourist destination is discovered/explored (discovery), then develops and finally declines. According to Pitana (2005: 103) there are 7 phases of tourism development or the tourism cycle (destination area life cycle) which have different implications and impacts, theoretically including: (1) Exploration Phase (exploration/discovery), (2) Involvement Phase (involvement), (3). Development phase (development) (4) consolidation phase (consolidation), (5) stagnation phase (stability), (6) decline phase (decrease), (7) rejuvenation phase (rejuvenation).

From the definition above, what is meant by development in this study is an activity to advance a place or area by exploring various potentials that can be developed into an object and tourist attraction so that it can improve the welfare of its people. Based on the development stages above, the potential development at this location as a superior family tourism attraction is in the stagnation (stability) phase. According to Suwena and Widyatmaja (2017; 150), The tourism product life cycle is characterized by five different stages:

1. Product Development
This stage begins when the company finds and develops new product ideas. During product development, sales are zero and investment costs increase. In developing tourism products, it is necessary to consider:

a) Under certain conditions, product development is carried out from existing products, with more emphasis on improvement styles, product display and added value to increase greater attractiveness, rather than opening new tourist destinations.

b) Product development must consider local community participation, culture, character of social ties, and natural environment. Management and local communities can enjoy the benefits of tourism in harmony with the local cultural, social and environmental.

c) Cooperation between units in the regions, coordinated with the support of information and communication technology to stimulate appreciation of the importance of product development for the benefit of the local community as a whole.

d) The tourism situation and trends are considered, as they will be the determining factors for market demand.

2. Introduction stage

As the product is introduced to the market, the profit is not yet there, additional costs are still required in product introduction. The introduction stage takes time, and sales growth tends to be slow. For example, when a new star hotel is introduced, there are already a lot of players’ budget Additional promotion is needed until the hotel proves itself in the market.

3. Growth stage

This was the stage of rapid market acceptance and profits began to increase. The company uses several strategies to maintain rapid market growth as long as possible, by: 1) improving product quality, services and adding product features and variance, 2) developing market segment new channels, 3) expanding new distribution channels, 4) shifting advertising messages from building product awareness to building product and purchase conviction, or 5) lowering prices at the right time to attract more buyers.

4. Maturity Stage

This stage represents a period of slowing sales growth as the product has achieved acceptance by most of the potential buyers. Profits often flatten or decline due to competition and product defense strategies. This stage usually lasts longer than the previous stages 2 and 3. This stage is the biggest challenge for marketers. Most products in this stage contain established competitors in key market segments. Thus, the product manager should not only
maintain the product but should consider modifying the target market, product and marketing mix.

5. Declining Stage

This stage is marked by rapidly declining sales and profits. This decline is due to various reasons, such as advances in technology, shifts in consumer tastes, and increased competition. As a result, some companies are pulling out of the market because maintaining a weak product can be very costly, and not only in terms of reduced sales and profits, but also a drain on management time. Therefore, management must decide whether to retain, harvest, or sell it. Utility Product Life Cycle (PLC) can describe product class (fast food restaurant) product form (fast food). Product Life Cycle not only as a predictive tool, but also as a way of conceptualizing market, environmental, and competitive influences. Not all products follow the product life cycle.

Based on the stages above, development at this location as a superior family tourist attraction is at the Maturity Stage. This stage represents a period of slowing sales growth as the product has achieved acceptance by most of the potential buyers.

c. Tourist attraction

According to Law No. 10 of 2009, the definition of tourist attraction is anything that has uniqueness, beauty, and value in the form of a diversity of natural, cultural, and man-made assets that are the target or destination of tourist visits.

According to Mappi (2013) Tourist objects are grouped into three types, namely:

1. Natural attractions

Natural tourism objects are travel activities or part of these activities that are carried out voluntarily and are temporary in nature to enjoy the uniqueness and beauty of nature. These natural attractions, for example: seas, beaches, mountains, lakes, rivers, (rare) fauna, protected areas, nature reserves, natural landscapes and others.

2. Cultural attractions

Cultural tourism objects are the results of tourism activities that are stimulated by the existence of tourist objects in the form of cultural results of the local community, for example birth ceremonies, (traditional) dances, traditional music, traditional clothing, traditional marriages, ceremonies going down to the fields, harvest ceremonies, nature
reserves, culture, historical buildings, traditional heritage, museums, local customs and others.

3. Artificial tourism objects

This artificial tourism, for example: sports facilities and facilities, games, entertainment (comedy or acrobatics, magic) dexterity (horse riding), recreational parks, national parks, shopping centers, and others.

d. Family Tour

According to Mangembude (2014) family tourism (Family Group Tour) namely a tourist trip carried out by a group of families, who still have a kinship relationship with each other. Family tourism usually involves many people who still have family ties. The development of family tourism must be able to accommodate all the needs of each family member. The main thing that must be considered in the development of family tourism is the availability of facilities owned by tourist object. Family tourism usually prioritizes the availability of facilities for children in the family. The availability of these facilities is the main factor for this family tourism activity to be carried out properly.

e. Family

The Ministry of Health of the Republic of Indonesia (2016) defines the family as the smallest unit of society consisting of the head of the family and several people who are gathered and live in a place under one roof in a state of interdependence. A study by Puspitawati (2012) defines the family as the smallest socio-economic unit in society which is the basic foundation of all institutions. Soemanto (2002:17) states that "the family is a biosocial institution formed by at least two adult men and women who are not related by blood, but are bound by marital ties, with or without/not yet having children". Furthermore, the family is stated as "a group of people connected and brought together through ties/blood relations, marriage or through the adoption of adopted children". In general, family social relationships are based on strong feelings and inner bonds, and parents play a role in overseeing and motivating the development of social responsibility in the family and society. Furthermore, the family can also be defined as "a group of people who live and live together under one roof (house)" (Soemanto, 2002:17).
f. Suitability of Playground Land (playgrounds)

According to Ali Kabul Mahi (2015: 81) the playing field is a land that can be used to play football, volleyball, badminton, baseball (Softball) and other sports games. Such areas will constantly be stepped on by the players. Therefore, it requires areas that are flat, have good drainage and have a texture and consistency that can cause the soil surface to become firm (firms). In addition, the soil must not be rocky.

g. Positive and Negative Impacts of Tourist Existence

According to Suwena and Widyatmaja (2017: 42) Each type of tourist has positive and negative impacts which can be explained as follows:

1. Family

   Family tourists or family tourists can be divided into small families consisting of parents and children, as well as large families consisting of parents, children, uncles, aunts, grandparents, and others. These tourists generally travel during holidays so they really want to enjoy their vacation somewhere they want.

   The positive impacts caused by this family tourist are:

   1.) Providing direct economic benefits to hotels and restaurants. This type of tourist generally requires a large room and more food. The indirect economic impact can be felt by traders in the market because the demand for goods/foodstuffs will increase.

   2.) This type of tourists generally use travel agent to arrange the itinerary. This will increase profits travel agent with this, more and more workers are needed so that it can indirectly reduce unemployment.

   3.) Children usually like places and tourist attractions, especially the types man-made, like waterboom, playgrounds, and so on so that these places can develop and make a profit.

   4.) Provide benefits to craftsmen and sellers souvenir or because of tourist this type will usually buy mementos for himself and his relatives.

   The presence of family tourists also has a negative impact, namely:

   1.) Children usually like to play around and destroy existing facilities, such as hotels, tourist attractions, and so on.

   2.) It’s a bit difficult to manage or manage the schedule tourist families this is because children are usually fussy and can spoil or cancel the planned schedule.
h. Traveler Profile

According to Suwena and Widyatmaja (2017:37) tourist profiles are specific characteristics of different types of tourists that are closely relate with their habits, requests, and needs in traveling. Understanding the profile of tourists is an important thing with the aim of providing for their travel needs and for developing promotional programs that are Table 1.

1. Characteristics of Tourist Travels

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Distribution</th>
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<tbody>
<tr>
<td>Long travel time</td>
<td>1-3 days</td>
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<td></td>
<td>4-7 days</td>
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<td>8-28 days</td>
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<td>29-91 days</td>
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<td>Distance traveled (can be used kilometers/miles)</td>
<td>92-365 days</td>
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<td>In town (local)</td>
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<td>Outside the city (one province)</td>
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<td>Outside the city (another province)</td>
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<td>Time to travel</td>
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<td>Accommodation used</td>
<td>Ordinary day</td>
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<td>Weekend/Sunday</td>
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<td>Holidays/Holidays</td>
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<td>School holidays</td>
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<td>Modes of transportation</td>
<td>Commercial (star/non-star hotels)</td>
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<td></td>
<td>Non-commercial (friends/relatives/family houses)</td>
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<td>Air (scheduled/charter)</td>
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<td></td>
<td>Land (private/public/charter vehicles)</td>
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<td>Travel Buddy</td>
<td>Trains</td>
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<td></td>
<td>Sea (cruise/ferry)</td>
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<tr>
<td>Travel organization</td>
<td>Alone Family Schoolmate</td>
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<td></td>
<td>Office colleagues</td>
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<td></td>
<td>Alone Family School</td>
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<td>Travel Bureau Office</td>
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Effective. Based on their characteristics, talking about tourists will get a long story about them; who, where, where are you going, with what, with whom, why are you going there and many more. Tourists are indeed very diverse; young, old, rich, poor, foreign, domestic, experienced or not, all want to travel with different wishes and expectations. The description of tourists is usually differentiated based on the characteristics of the trip (trip descriptors) and tourist characteristics (tourist descriptor) (Seaton and Bennett, 1996).

i. Types and kinds of Tourism

According to Suwena and Widyatmaja (2017:19-23) Tourism does not manifest as a single form. This term is general in nature which describes several types of travel and lodging according to the motivation underlying the departure. People travel for various purposes and satisfy various desires. In addition, for the purposes of planning and developing tourism itself, it is also necessary to differentiate between tourism and other types of tourism, so that the types and types of tourism developed can be as expected from tourism itself. Actually, tourism as a phenomenon, manifests in several forms, among others, for example:

(a) According to geographical location, where tourism activities develop are divided into:

1. Local tourism (local tourism) is a type of tourism whose scope is narrower and limited to certain places. For example tourism in the city of Denpasar, and tourism in the city of Bandung.

2. Regional tourism (regional tourism) namely tourism activities that are developed in a certain area, can be regional in the national environment and can also be regional in the international scope. For example tourism in Bali, Yogyakarta, and others.

3. National tourism (national tourism) is a type of tourism that is developed in the territory of a country, where the participants not only consist of its own citizens but also foreigners living in that country. For example tourism in areas within one region of Indonesia.

4. Regional-international tourism, namely tourism activities that develop in a limited international area, but cross the boundaries of more than two or three countries within the region. For example ASEAN tourism.

5. International tourism (International tourism) namely tourism activities that exist or are developed in many countries in the world.
(b) According to the effect on the balance of payments
   1. Active tourism (inbound tourism) namely tourism activities characterized by symptoms of the entry of foreign tourists into a particular country. This of course will get foreign exchange input for the countries visited by itself will strengthen the balance of payments position of the countries visited by tourists.
   2. Passive tourism (out-going tourism) namely tourism activities which are characterized by symptoms of the departure of citizens themselves traveling abroad as tourists. Because in terms of the country's foreign exchange earnings, this activity is detrimental to the country of origin of the tourists, because the money spent goes abroad.

(c) According to the reason/purpose of travel
   1. Business tourism namely the type of tourism where visitors come for official purposes, trading business or those related to work, congresses, seminars and others
   2. Vacation tourism namely a type of tourism where people who travel consist of people who are on vacation, leave, and others
   3. Educational tourism namely a type of tourism where visitors or people travel for the purpose of studying or studying a field of science. For example: field trip (study tour).
   4. Familiarization tourism namely an ajanggsana trip that is intended to get to know more about the field or area that is related to his work.
   5. Scientific tourism namely tourism trips whose main purpose is to acquire knowledge or investigation of a field of science.
   6. Special Mission tourism namely a tourist trip that is carried out with a special purpose, for example, art missions, sports missions, and other missions.
   7. Hunting tourism namely a tourist visit intended to organize animal hunting permitted by the local authorities as mere entertainment.

(d) According to the time or time of visit
   1. Seasonal tourism namely the type of tourism whose activities take place in certain seasons. Example: Summer tourism, winter tourism, and others.
2. Occasional tourism namely the type of tourism in which tourist trips are associated with events (occasion) or an event. For example Sekaten in Yogyakarta, Nyepi in Bali, and others.

(e) According to the object

1. Cultural tourism namely the type of tourism where the motivation of tourists to travel is due to the attractiveness of the arts and culture of a place or region.
2. Recuperational tourism namely a type of tourism where the motivation of tourists to travel is to cure illnesses, such as bathing in hot springs, mud baths, and so on.
3. Commercial tourism namely the type of tourism where the motivation of tourists to travel is associated with national and international trading activities.
4. Sports tourism namely a type of tourism where the motivation of tourists to travel is to see or witness a sporting event in a certain place or country.
5. Political tourism namely a type of tourism where the motivation of tourists to travel is to see or witness an event or events related to the activities of a country. For example, witnessing the commemoration of a country’s independence day.
6. Social tourism namely the type of tourism where in terms of implementation it does not emphasize profit making, for example study tour, picnic, and others.
7. Religion tourism namely a type of tourism where the motivation of tourists to travel is to see or witness religious ceremonies, such as the Bali Krama ceremony in Besakih, the pilgrimage to Umrah for Islam, and others.
8. Marine tourism is a tourism activity supported by facilities and infrastructure for swimming, fishing, diving, and other sports, including facilities and infrastructure for accommodation, eating and drinking.

(f) According to the number of persons traveling

1. Individual tourism namely a tourist or a family traveling together.
2. Family group tourism namely a tourist trip carried out by a group of families who still have a kinship relationship with each other.
3. Group tourism namely a type of tourism where those who travel consist of many people who join in a group that is usually organized by schools, organizations, or tour operator/travel agents.

(g) According to the means of transportation used

1. Land tourism namely the type of tourism which in its activities uses land transportation, such as buses, taxis, and trains.
2. Sea tourism namely tourism activities that use sea transportation to visit a tourist destination.
3. Air tourism namely the type of tourism that uses air transportation to and from tourist destinations.

(h) According to the age of the traveler
1. Youth tourism namely the type of tourism developed for teenagers who like to travel with relatively cheap prices.
2. Abdul tourism namely tourism activities that are followed by people who are elderly. Usually the people who travel are retirees.

(i) By sex
1. Masculine tourism namely the type of tourism whose activities are only attended by men, such as safaris, hunting, and adventures.
2. Feminine tourism namely the type of tourism that is only attended by women, such as groups to watch cooking demonstrations.

(j) According to price and social level
1. Delux tourism namely tourist trips that use standard luxury facilities, both means of transportation, hotels, and attractions.
2. Middle class tourism namely the type of travel that is intended for those who want facilities at a price that is not too expensive, but the service is not too bad.
3. Social tourism namely tour trips that are organized jointly with calculated costs, as cheap as possible with adequate facilities during the trip.

Tourism according to the number of people who travel, is divided into several categories, namely:

1. individual tourism namely a tourist or a family traveling together.
2. Family group tourism namely a tourist trip carried out by a group of families who still have a kinship relationship with each other.
3. Group tourism namely a type of tourism where those who travel consist of many people when join in a group that is usually organized by schools, organizations, or tour operators/travel agents.

According to Suwena and Widyatmaja (2017:30-32) In the tourism system, there are many actors who play a role in driving the system. These actors are tourism people in various
sectors. In general, tourism people are grouped into three main pillars, namely (1) the public, (2) the private sector, (3) the government. What includes the community is the general public at the destination, as owners of various resources which constitute tourism capital, such as culture. Included in this community group are also community leaders, intellectuals, NGOs, and the mass media.

Furthermore, in the private group are tourism business associations and entrepreneurs, while the government group is in various administrative areas, starting from the central, provincial, district, sub-district governments, and so on. The implementation of the tourism system can run perfectly if these components merge into one and mutually support one another.

As the local government’s obligation is to jointly plan, develop, organize, maintain and supervise with other local governments in all sectors that support tourism activities. The local government and its agencies, the service industry and the public have an obligation to sit together and work together with other local governments in packaging tourism packages. This action should be taken because tourism activities cannot be carried out in only one area and are partitioned. Tourism activities require flexible space and time. The existence of cooperation and commitment will form partnerships that complement each other, then travel activities that have unlimited mobility will not experience problems because the routes connecting one tourist attraction to another are already organized, well connected and from a security point of view can be coordinated together. Promotional activities can be carried out jointly between the local government and the private sector. Likewise, if there are deficiencies in both facilities and unskilled human resources, the government can assist in the form of facilitators, financial assistance and training and so on. While the service industry must provide superior service in product differentiation and innovation. Because, by providing services that Promotional activities can be carried out jointly between the local government and the private sector. Likewise, if there are deficiencies in both facilities and unskilled human resources, the government can assist in the form of facilitators, financial assistance and training and so on. While the service industry must provide superior service in product differentiation and innovation. Because, by providing services that Promotional activities can be carried out jointly between the local government and the private sector. Likewise, if there are deficiencies in both facilities and

Unskilled human resources, the government can assist in the form of facilitators, financial assistance and training and so on. While the service industry must provide superior
service in product differentiation and innovation. Because, by providing services that excellent coupled with product differentiation and innovation tourists will never get tired of coming back. They will always find something new in the Tourism Destination Area.

Likewise, the community around tourist objects and attractions must participate which is manifested in the act of providing a feeling of security in the form of friendliness and sincere feelings when receiving tourists. In addition, the community must be involved in making tourism development decisions, participating together with local governments and tourism services maintaining the facilities contained in tourist objects and attractions and take part in supporting tourism activities in the form of selling products typical of the area without paying attention to hygiene and sanitation factors as well as their services.

METHODS

Research sites

The research location is Puputan Badung Field or I Gusti Ngurah Made Agung Field which is now the zero point or Denpasar City Center which is often also called Cathus Patha or Pempatan Agung. The Puputan Badung Field is located in Dangin Puri Kangin Village, West Denpasar, Denpasar City, Bali. On the north side it is bordered by Jalan Surapati, on the east it is bordered by Jalan Mayor Wisnu, on the south side it is bordered by Jalan Sugianyar and on the west side it is bordered by Jalan Udayana.

Figure 1. Puputan Badung Maps Field (I Gusti Ngurah Made Agung)
According to the Denpasar City Regional Regulation Number 3 of 2019 concerning the 2018-2029 Regional Tourism Development Master Plan, the Puputan Badung I Gusti Ngurah Made Agung Field, is located in the Central Denpasar Tourism Destination, the Central Denpasar Tourism Destination as referred to in Article 18 letter b includes the Central KPP City (middle) which includes KDTW Dauh Puri. The theme of the tourism development area is cultural heritage tourism (inheritance), culinary tours, shopping tours (shopping), educational tours and family recreational tours; Type superior tourism developed, namely developing cultural heritage tourism, shopping tourism (shopping), family recreation tourism and sports tourism.

**Observed/measured variables**

The variables observed in this study are the 4 A's in the Puputan Badung Field as a family tourist attraction in Denpasar City, which consists of:

1. Attractions (Attraction)
2. Facilities (amenity)
3. Accessibility (Accessibility)
4. Additional Services (Ancilliary)

**Method of collecting data**

The data obtained from this study were collected by the following methods:

1. Literature Study
   
   Data collection was carried out by means of a literature study, which is a method used to collect data or sources related to the topic raised in a study. Literature studies can be obtained from various sources, journals, documentation books, the internet and libraries.

2. Documentation Method
   
   Namely secondary data collection through documents owned by the secondary data source.

3. Observation Method
   
   Namely conducting direct observations in the field to find out the situation at the location and problems.

**Respondents**

The respondents of this study consisted of 2 components, namely:
a. The community lives around the Puputan Badung Field, well it as ordinary people as well as community leaders (traditional and official) in the Traditional Village of Denpasar.
b. Tourists (Wisman and Wisnus) are needed with the aim of assessing the potential for family tourism owned by the Puputan Badung Field.

Sampling Method
The focus of this research is aimed at the community around the Puputan Badung Field or the Denpasar Traditional Village (community leaders and ordinary people) as well as tourists visiting this location. Determination of the community sample in this study is by using the method Purposive Sampling namely the technique of determining the sample with certain considerations (Sugiyono, 2008: 124). The considerations used in this research are the people of Denpasar who have knowledge about the object to be studied. The criteria for the community to be sampled are as follows:

1. Those who know the depth of information regarding the problems studied at the location, such as the City Government of Denpasar.
2. Those who are accepted as a group are related to policy determination.
3. Those who have tourism knowledge such as academics.
4. This sample is used to obtain information in developing this potential to become a family tourism object and attraction.

Data analysis technique
Data analysis techniques used in this study include: Methods Qualitative Descriptive, namely providing a review or interpretation or meaning of the data and information obtained. So as to produce the identification of the Puputan Badung Field as a family tourist attraction by identifying the 4A concept (Attraction, Amenity, Accessibility, Ancillary) at that location.

FINDING AND DISCUSSION
Overview of Puputan Badung Field I Gusti Ngurah Made Agung

Puputan Badung I Gusti Ngurah Made Agung Field has an area of 33,810 m2. Puputan Badung Field I Gusti Ngurah Made Agung is located in West Denpasar District, Dauh Puri Kangin Village with an elevation of 26 meters above sea level. The average temperature at
Puputan Badung I Gusti Ngurah Made Agung Field for the last five years is 27.8°C (BMKG, 2018).

The Puputan Badung I Gusti Ngurah Made Agung Field has landscape-forming elements in the form of softscape (vegetation) and hardscape (hard elements). The hard elements on this site are the Puputan Badung Monument, planter box, flagpoles, ponds, water pumps, electricity poles, loudspeakers, information boards, police stations, trash cans, and storage areas for

Maintenance of the garden. Other hard elements in the form of activity support facilities include jogging tracks, therapy areas, children's play areas, areas gym, smoking area, stage, gazebos, toilets, park benches and tables and garden lights (Nareswari et al, 2020).

Puputan Badung I Gusti Ngurah Made Agung Field has easy accessibility. This field can be accessed by two-wheeled or four-wheeled vehicles. There are four roads that can be addressed to reach this field, namely Jalan Mayor Wisnu, Jalan Sugianyar, Jalan Udayana, and Jalan Surapati.

**The Potential of Puputan Badung Field as a Family Tourism Attraction**

**A. Attractions**

Attraction are all tourist attractions that can be enjoyed by tourists in a destination or tourist attraction obtained from the existence of natural, cultural and man-made tourism potential. From the results of observations made, in Puputan Field there are tourist attractions, both natural attractions, in the form of green open spaces that have existed since ancient times. This green open space is overgrown with grass and around it are shady trees. Puputan Badung Square is one of the elements found in Cathus Patha or Pempatan Agung which has been the center of the city or kingdom since pre-independence era. The Denpasar City Government has designated an area or Zone Z as a conservation area in Denpasar City, which this field is also included in.

The cultural attractions staged at Puputan Field are inseparable from the function of the area, namely as the city center, Region Cathus Patha Denpasar, even the zero point of Bali Province. In ancient times this field was an ideal place for the king to announce the government’s policies at that time to his people, but until now it is still used to announce government policies though in other ways.
Cultural activities and based on Hinduism are carried out in the downtown area of this city. Cultural activities that are often performed at the Puputan Badung Field in particular, and the Catur Muka Area in general are the Ogoh-Ogoh performance or procession which is a series of the Pengupukan ceremony ahead of Nyepi Day, Denpasar Festival (Denfest) activities every year-end and D'Youth Festivals, exhibitions, various sporting events, and the idea of Kesanga Fest as stated in the article City Government Facilitates Ogoh-Ogoh Art Creativity Through Kesanga Festival https://www.denpasarkota.go.id/berita/pemkot-facilitating-kreatifitas-seni-ogoh-ogoh-past-sanga-festival. Denpasar City Government through joint synergy between Pasikian Yowana MDA Denpasar City and _Sing Main-Main_ Official will hold the 2023 Kesanga Festival. This activity is a forum for the creativity of Denpasar youth in the field of Ogoh-ogoh art. This was stated by the Mayor of Denpasar, I Gusti Ngurah Jaya Negara and the Deputy Mayor of Denpasar, I Kadek Agus Arya Wibawa when they were guest speakers at a talkshow titled 'Working Fun with Non-Organism' a series of Kesanga Fest in the Hall of Taksu Room, Dharma Negara Alaya Building, Denpasar, Sunday, (29/1).

In addition, the activity which was hosted directly by Go Andik with Agung Suyoga and was attended by all STT representatives from all over Denpasar City, who also invited resource persons who were experts in their fields. Starting from I Nyoman Gede Sentana Putra or who is familiarly called Kedux, Gusman Surya, I Gede Anom Ranuara or who is familiarly called Guru Anom, and CMPP Bali Operational Director, Andrean Raditha. Also present were the Chairperson of the Denpasar City MDA, AA Ketut Sudiana, the Head of the Denpasar City Culture Office, Raka Puwantara and the Head of Pasikian Yowana Denpasar, AA Angga Harta Yana. On this occasion, the Mayor of Jaya Negara, who was accompanied by Vice Mayor Arya Wibawa, said that the implementation of the Kesanga Festival was an event to accommodate the creativity of Denpasar youth in the field of ogoh-ogoh art. This also adds to the long list of events that can be a reference for the people of Denpasar City. After Denfest
and D'Youth Fest, now we are initiating Kesanga Fest, the aim is clear, to accommodate the creativity of young people in the ogoh-ogoh arts ahead of Nyepi, even to support the creativity of STT in Denpasar City, the City Government has disbursed BKK Funds in the amount of Rp. 10 million per STT, and will continue every year," he said.

He further explained, traditionally, ogoh-ogoh is a means for Mrs. Bhuta Kala during Tilem Kesanga or better known as Pangerupukan Night. Even so, now it is packaged more attractively, so that in addition to tradition, it also provides space creatively and economically. "Later we will focus on the Puputan I Gusti Ngurah Made Agung Field Area, there will be an Ogoh-ogoh Sketch Contest, there will be a mini Ogoh-ogoh Contest, and the Ogoh-ogoh Parade selected by sub-district, and of course there will be MSME and Creative Economy stands, apart from that we will open as well as keehe teruna to fill creative stands through their merchandise," he said. "And after the festival is over, the ogoh-ogoh are returned to each Traditional Village to take part in the procession according to the village, the local Kala Patra, later the concept between tradition and creativity will work together, the essence of creativity must continue to grow and develop," he added.

One of the informants, I Gede Anom Ranuara, said that when viewed from its history, ogoh-ogoh are related to subak culture or agriculture in Bali. Where, with the passage of time, the existence of ogoh-ogoh continues to grow. When viewed from the philosophy of religion, ogoh-ogoh is contained in the speech of rare angon. Currently, the city of Denpasar remains consistent in providing creativity to the ogoh-ogoh art. This is mainly the function of the ogoh-ogoh as an accompaniment to religious ceremonies that prioritize aesthetics. "We remain consistent with the philosophy of religion by prioritizing aesthetics. And what is currently developing is the creativity and innovation of the undagi, who in this case are young people," he explained. "In the future, Kesanga Fest will continue to grow and develop into an event for Yowana’s limitless creativity in Denpasar City, which breathes Vasudhaiwa Kutumbakam, which also provides space for the development of MSMEs and Creative Economy," said Anom Ranuara. (Ags/HUmasDps).

Attractions that are man-made or cultural attractions that consist of activities that can be done by all family members, from children, adults as parents, to grandparents who are aged when they retire. Attractions that the elderly can do are jogging, gymnastics, health checks, enjoying culinary delights while sitting on a park bench and playing chess in the Puputan Badung Square environment. Activities that can be done by adults as parents at the location include jogging, fitness, enjoying culinary delights while sitting on a park bench,
accompanying their children's activities by feeding fish in the pond and accompanying their children on roller skates, taking selfies, free health checks to accompanying children shop. Children have the opportunity to play in the children's play area located in the corner of the field, starting from playing swings, slides and so on. At this location, children also have the opportunity to feed the fish by buying food in small packages and spreading it in the garden pond which is under the statue of the struggle of the Balinese people in the puputan war. Children with special abilities can also roller skate on the north side of this field. The existence of Puputan Field is also friendly for persons with disabilities, with the existence of a Jogging track which already has special grooves for persons with disabilities around the field that can be used as guides on site.

Quoted from https://www.denpasarkota.go.id with the title Puputan Badung Field as a Place for Recreation and Creativity (26/4/2006), there are various activities and creativity that we can see at Puputan Badung Field as a place for recreation and a city park which is also known as the lungs of Denpasar City. These activities include various dimensions, both in the fields of culture, religion, custom, government, sports activities and other social functions. The most prominent activity is the Puputan Badung field as a place of recreation and entertainment for city residents who spend their weekends with their families. Realizing this, the Denpasar City Government through the Denpasar City Education and Culture Office, especially the Head of Sub-department of Culture, holds a Cultural Performance every Saturday and Sunday. On Saturday, starting at 17.00 WITA, Balinese dances were performed from 3 dance studio groups, each of which performed 2 Balinese dances. Meanwhile, every Sunday, starting at 16.00 WITA, it displays artistic creativity from kindergarten and elementary school children in the city of Denpasar. According to the Head of the Culture Sub-Division of the Denpasar City Education and Culture Office, Drs. Bagus Raka said; the purpose of this cultural stage is to support the City of Denpasar as a City with a Cultural Insight, in addition to supporting the Puputan Badung field as a place for recreation and creativity, as well as a form of fostering and preserving traditional Balinese arts, especially Balinese dance from 70 dance studios in the city of Denpasar. Especially for Kindergarten and Elementary school children, in addition to the aim of fostering and preserving, it is also the introduction and learning process of Balinese arts and arts outside the Bali region.

B. Amenities

Amenity is an accommodation that includes facilities and pre-facilities in this Puputan Field. Accommodation is a building that is established commercially such as hotels,
homestays, villas, resorts and others, where there are bedrooms and supporting facilities such as facilities and infrastructure. In this field, there is not a single accommodation such as a hotel or restaurant, neither established by private investors, the government or the local community. Government-owned hotel facilities, located in the north of the field, precisely at Jalan Veteran no 3, Banjar Lelangon Denpasar Bali. This hotel is a government-owned hotel that existed before independence with a unique architecture, named Inna Bali Herritage Hotel. This hotel is still well managed until now, which is certainly suitable for use by tourists to stay overnight while traveling in the center of Denpasar City, only walking distance to get to Puputan Badung Field, because it is located very close. Other hotels include hotels managed by private investors whose existence also supports the City Tour concept that has been launched by the Denpasar City Government by including Badung Square or Gusti Ngerah Made Agung Field as one of the city’s tourist attractions.

The facilities available at the Puputan Badung Field are in the form of sports facilities, such as: Jogging track, stage performances, facilities Fitness/fitness, play facilities for children, chess board, traditional police/or pecalang security posts, garbage cans, drinking water faucets, bulletin boards, parking facilities for both motorbikes and private cars, crossing facilities for people, statues of the Puputan Badung struggle, fish ponds, parks, seats like park benches and Balinese buildings for relaxing on four pillars (sakepat), hand washing facilities, toilet general, stall facilities for traders, health checks and play facilities for children built with a dismantling system.

Figure 3. Photos of Various Facilities in the Pup Field
C. Accessibility

Accessibility is access to a tourist attraction or a destination, accessibility includes land and sea transportation, air, communications, telephone networks, and internet networks. Access in the form of a road to this field passes through the city's main roads. Judging from the road infrastructure, access roads are in good condition. Most of the people in this hamlet use land transportation such as motorbikes or bicycles, motorized vehicles such as motorcycles, private cars and others. Taxis, city buses provided by the government (Bus Friends) to unique tourist vehicles namely gig (horse powered). For communication access, the people in the location use via cellular phones, wireless internet networks (wifi) and the network via public telephones also exists. For residents outside the island of Bali and even foreign tourists, Puputan Field can be accessed via Ngurah Rai International Airport and a port of Benoa in a relatively short time by private vehicle or public transportation on line or offline. In general, it can be concluded that the accessibility aspect is in good condition, moreover this tourist attraction is located in the center of Denpasar City which is also the capital city of Bali Province.

![Accessibility photos at Puputan Badung Square](image)

D. Additional Services (Ancilliary)

Ancilliary are things that support tourism, such as management institutions, Tourist Information, Travel Agents and stakeholders who play a role in tourism. In this tourist attraction, tourism management institutions are well managed, because tourism in this location has developed well from existing stakeholders, both elements of the Denpasar City government, the private sector to people who care about tourism in Denpasar City such as
the emergence of active tour guide groups around Zone Z which has been designated as a conservation area in the City of Denpasar. The existence of the Puputan Badung Field remains attractive as a family tourist attraction, inseparable from the participation of the community who live around the field and all its supporting facilities remain good and well maintained. The presence of tourists, especially families, both domestic and foreign tourists who remain loyal to visit this field in their spare time, especially on weekends, have made all parties, especially elements of the city government, remain enthusiastic about maintaining this historic tourist attraction. The management and dissemination of information is carried out properly, namely by manual or online by looking at some web like for example: https://www.denpasarkota.go.id, Instagram with the address @denpasartourism, Facebook with the address Denpasartourism and so on.

Figure 5. Photo of Puputan Badung Field Nameplate

CONCLUSION

It can be concluded that the existence of the Puputan Badung I Gusti Ngurah Made Agung Field is appropriate and appropriate as a family tourist attraction in Denpasar City, strengthened by the presence of 4A elements (Attractions, Amenities, Accessibility, and Ancillary) by obtaining support from various parties, starting from the Denpasar City government with the implementation of various policies, one of the regional regulations concerning the Regional Tourism Master Plan No. 3 of 2019, the private sector which also utilizes the Puputan Badung I Gusti Ngurah Made Agung Field as a place to earn fortune by trading various foods to children’s toys or opening a business supporting other family tourist attractions. No less important is the role of the wider community who live around
Puputan Field as well as local and foreign tourists who are always loyal to spend time traveling with all family members, especially on weekends while helping to maintain the beauty, order and sanctity of this historic family tourist location until now.

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CITATION:

The previous research used as a reference in this study was research conducted by Agung Widiantara (2020) with the title "Identification of Denpasar as a Cultural Tourism City in View of the Eight Elements of Urban Design (Case Study on Jalan Gajah Mada Denpasar). From this research, the following results were obtained, the Government of Denpasar City stated that the Puri Pemecutan building, Maospahit Temple, buildings along Jalan Gajah Mada, Jalan Sulawesi, around Pasar Badung, the Catur Muka Statue area, Puputan Badung Field and Puri Satria are Area Z which is an area conservation, culture and tourism with the concept City Tour in Denpasar City. Many buildings in the area still reflect Balinese culture which is worthy of being a tourist attraction, of course.

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