Gianyar Botanical Garden Development Strategy as a Tourism Attraction Based on Local Wisdom in Kerta Tourism Village, Payangan District, Gianyar Regency

*I Wayan Kartimin, 2Desak Made Purnama Dewi, 3I Wayan Budhayana

1Universitas Triatma Mulya, Indonesia
2Universitas Triatma Mulya, Indonesia
3Universitas Triatma Mulya, Indonesia

*Correspondence:
purnama.dewi@triatmamulya.ac.id

Submission History:
Submitted: August 14th, 2023
Revised: November 2nd, 2023
Accepted: December 7th, 2023
Available Online: December 31st, 2023

This article is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Abstract
Gianyar Botanical Gardens is one of the natural attractions located in Gianyar Regency. The Gianyar Botanical Gardens has beautiful, cool and still beautiful natural potential that provides comfort for visitors to tourist attractions, and has supporting potential such as cultural tourism and local wisdom such as the Bali Aga tradition, Bali Age Architecture, and Gelagar Dance where this local wisdom is only owned by Kerta Tourism Village. In the development there are problems that hinder its implementation, including budget limitations for the cost of facilities and infrastructure for tourist objects such as infrastructure, road conditions and other facilities that support the existence of the Gianyar Botanical Gardens tourist attraction. Lack of promotion of tourist objects, the need for empowerment of local communities about tourism and tourism development. This study aims to analyze the right strategy in the development of the Gianyar Botanical Gardens tourism object.

The method used in this study is a qualitative method with a descriptive approach. This study uses a theory based on a SWOT analysis. The results of this study indicate that the right strategy to be used in the development of the Gianyar Botanical Gardens is a strategy for utilizing natural potential, cultural tourism and local wisdom to support the existence of the Gianyar Botanical Garden tourism object to increase tourist attraction in Gianyar Regency, a strategy for strengthening local community awareness institutions in development of tourism objects and strategies to increase the capacity and role of rural communities through the village government in developing tourism objects of the Gianyar Botanical Gardens.

Keywords: Strategy, Development, Garden, Local Wisdom
INTRODUCTION

Bali Island is one of the world’s tourism destinations in Indonesia. Bali is also known as the Island of the Gods and the Island of a Thousand Temples and has been determined cultural tourism in accordance with the Governor Regulation of Bali Prov. No. 5 of 2020, where in Bali there are regencies that have their own charm, one of which is Gianyar Regency is a regency located adjacent to Denpasar Regency is also often called the city of art, because each existing sub-district has various tourist attractions and is rich in art, culture and crafts where it is an attraction for tourists, one of which is Payangan District which has many unique tours such as rafting tours, ATV Rides, natural attractions in the Payangan area are still preserved. In Payangan, there are already many villages that are used as tourist villages, one of which is Kerta Village which is related to the priority of Kerta Village to prioritize the potential for tourist attraction to help the local community's economy, the potential for this tourist attraction has not developed as it should be because 1). Lack of attention from the government and managers in developing this potential tourist attraction, 2). Lack of tourism awareness training activities to improve human resources, 3). The absence of facilities such as public transportation, lodging and food and beverage businesses, 4) maintenance carried out in potential attractions is poorly managed so that the attraction place is very messy. These obstacles have made Kerta Tourism Village until now unable to develop and become a source of local community economy. In Kerta Tourism Village, there is a tourist attraction that is now intensively in the process of development by the government and the local community, namely the Botanical Garden. Gianyar Botanical Garden will be the 32nd botanical garden in Indonesia where this place will be managed by the Gianyar regency government. This place was built and empowered as a nature conservation measure, avoiding the scarcity of plant diversity, this place was built also to raise the potential of the village well on an ongoing basis, so that rare plants that can rarely be found can be bred and found in the Gianyar Botanical Garden, and can be a place of research and education, improve the standard of living of the surrounding community and become one of the tourist destinations in Bali. In the process of developing the potential of the Gianyar Botanical Garden, problems were found such as 1). There is no proper management from the government for botanical gardens and villages so that they can run optimally. 2). Undeveloped potentials possessed by botanical gardens and villages. 3). The existing facilities in the botanical garden are not complete / inadequate to support the running of tourist destinations, 4). Lack of supporting accommodations around the botanical garden.5).
There is no proper arrangement in the Gianyar Botanical Garden. In an effort to develop Kerta Tourism Village, local wisdom here is a goal that wants to be raised to introduce local culture and customs (Subarkah, 2017).

THEORETICAL FOUNDATION

Development Strategy

According to Rangkuti (2017: 3) strategy is a tool to achieve goals. Development strategy is a plan that is prepared in such a way that concerns aspects that will be developed to make an object advanced and have attractiveness.

Components of an attraction

Tourism Attraction according to Cooper et al (1995) suggests there are 4 components that must be owned by a tourist attraction, namely: attraction, accessibility, amenity and ancillary.

1. Attraction

Is a significant component in attracting tourists. An area can become a tourist destination if the conditions are favorable to be developed into a tourist attraction. What is developed into a tourist attraction is called capital or source of tourism. To find tourism potential in an area, people must be guided by what tourists are looking for. There are three capital attractions that attract tourist arrivals, namely 1) Natural Resources (natural). 2) Cultural tourism attractions, and 3) Man-made attractions themselves. Tourism capital can be developed into tourist attractions in the place where the capital is found. There is tourism capital that can be developed so that it can hold tourists for days and can be enjoyed many times, or even on other occasions tourists can visit the same place. The existence of attractions is the reason and motivation for tourists to visit a tourist attraction.

2. Amenity (Facilities)

Amenity or amenities are all kinds of facilities and infrastructure needed by tourists while in tourist destinations. The facilities and infrastructure in question such as: lodging, restaurants, transportation and travel agents. By using suitable infrastructure, tourism facilities such as hotels, tourist attractions, performance halls, and so on are built. The infrastructure that is needed for the construction of tourism facilities is roads, water supplies, electricity, garbage dumps, airports, ports, telephones, and others. Given the relationship between facilities and infrastructure, it is clear that infrastructure development in general must precede facilities. There are times when infrastructure is
built together in the context of building tourist facilities. A place or area can develop as a tourist destination if accessibility is good. There is a reciprocal relationship between facilities and infrastructure. Infrastructure is a condition for facilities, and conversely facilities can lead to infrastructure improvements.

3. Accessibility
Accessibility is the most important thing in tourism activities. All kinds of transportation or transportation services become important access in tourism. On the other hand, this access is identified with transferability, which is the ease of moving from one area to another. If an area does not provide good accessibility such as airports, ports and highways, then there will be no tourists who affect the development of accessibility in the area. If an area has tourism potential, it must be provided adequate accessibility so that the area can be visited.

4. Ancillary (supporting facilities)
Supporting facilities must be provided by the local government of a tourist destination both for tourists and for tourism actors. Services provided include marketing, physical construction (roads, railways, drinking water, electricity, telephones, etc.) as well as coordinating all kinds of activities and with all laws and regulations both on the highway and at tourist attractions. Ancillary is also things that support a tourism, such as management institutions, Tourist Information, Travel Agents and stakeholders who play a role in tourism.

Local Wisdom

According to Wibowo (2015: 17), local wisdom is the identity or cultural personality of a nation that causes the nation to be able to absorb, even process cultures from outside / other nations into their own character and abilities, the identity and personality certainly adjust to the outlook on life of the surrounding community so that there is no shift in values. Local wisdom is an idea that arises and develops continuously in a community in the form of customs, rules / norms, culture, language, beliefs, and daily habits (Geertz, 1973). Local wisdom is an entity that determines human dignity in its community. Therefore, when the traditional values that exist in society are deprived of local cultural roots, then the community will lose its identity and identity, and at the same time lose the sense of pride and sense of belonging. How big is the position of the values of local wisdom, because the role and function of local wisdom are: (1) for the conservation and preservation of natural resources, (2) the development of human resources, (3) the development of culture and
science, (4) as a source of advice / trust / literature and abstinence, (5) as a means of forming communal integration, (6) as an ethical and moral basis, (7) political function.

RESEARCH METHODS

This research uses a qualitative research approach where qualitative research as a scientific method is often used and implemented by a group of researchers in the field of social sciences. A number of reasons are also put forward, the essence of which is that qualitative research enriches the results of quantitative research. Qualitative research is carried out to build knowledge through understanding and discovery. The qualitative research approach is a process of research and understanding.

RESULT AND DISCUSSION

Natural Potential

1. Gianyar Botanical Garden
   Kerta Tourism Village since 2017 has inaugurated the Gianyar Botanical Garden by the Regent of Gianyar as one of the objects in Kerta Tourism Village. Gianyar Botanical Garden has an area of 10 hectares which utilizes community forests on state land managed by Kerta Tourism Village. In this Gianyar Botanical Garden, the attraction offered is the diversity of plants that are usually used for ceremonies in the village including there are about 41 types of native vegetation dominated by large trees, various types of orchids and inhabited by various types of birds and there are also monkeys.

2. Tree of Love
   The tree of love is one of the trees that grows in the Gianyar Botanical Garden which is said to be shaped like a heart that protrudes into the trunk of the tree until now its shape has changed as the height of this tree increases. Because of the name of the love tree, many people used to say that if you want to find a mate or ask for offspring, you can ask or make a request near this tree so that wishes such as asking for a mate and offspring can come true.

3. Hutan Keramat
   In Kerta Tourism Village, there are forests owned by the community (community forest) and forests owned by customary banjars (customary forests). Community forests are forests that are planted intentionally for the purposes of building raw materials, crafts
and commercial purposes. Meanwhile, customary forests are customary forests, which have existed for a long time. Customary forests are synonymous with sacred, so their existence is highly guarded and preserved by indigenous peoples.

4. Gelagar Dance

Gelagar dance is a dance that is carried out every 6 months, precisely on the day of bude klion dungulan, where this dance aims to nyomiya / neutralize the negative forces that exist in the universe because on the day of predate pon to anggara wage dunggul is the day of the decline of sankala tige power in the form of bute galungan bute dunggul and Bute Amangkurat where this dance was inspired by the Mahabrata story when the five Pandavas disguised themselves in Eka Cakra Village where the people asked Dewi Kunti for help to kill giants who always asked for sacrifice for one month one person was sacrificed. Where in the implementation of the girder dance it is marked by the planting of 5 spears in all corners of the cardinal points and in the middle. Although it is sacred, this Gelagar Dance has the potential to be displayed as a tourist attraction with a record of applying clear regulations regarding its performance, so that the value of the sacredness of this dance does not disappear due to tourism activities.

- Bali Aga Tradition

In general, in Balinese tradition, Aga is led by Kebayan tengen (right) and Kebayan kiwe (left) who are called servants of the people. Right and left (tengen and kiwe) are likened to parts of the human body consisting of two things, namely right and left, both from head to foot so that it aims at a balance. Kebayan Tengen is the main leader in the Bali Aga leadership system. Leadership in the Bali Aga community has its own uniqueness, namely leadership that uses the Ulu Apad system. Ulu means Head and Apad means Rank, so Ulu Apad means leadership that starts from the bottom level to the top based on the steps or levels that must be passed. This system elevates anyone to be a leader regardless of educational or occupational background based on the order of entry into traditional village manners. This system uses a hierarchical system such as a family tree.

- Bali Aga Architecture

Architecture that shows that Kerta Tourism Village is included in Bali Aga Village, especially in Pakraman Margatengah Village. In Pakraman Margatengah Village, there is a residential architecture that uses clay as material for building residents' houses. In its development until now until now there have been several changes in the architecture of traditional buildings into modern buildings. This is because there
are several buildings with clay materials that have begun to rot and crumble. Until now, there are only a few houses that still maintain the form of buildings that use clay as the basic material such as the fence walls of residents' houses in Pakraman Margatengah Village.

Development Strategy

1. Exploring existing potential, managing the potential of tourist attractions, local government support to the local community.

2. Optimizing accessibility to Kerta Tourism Village Botanical Garden attractions, improving the quality of human resources, strengthening management institutions in development, encouraging economic growth and providing tourism education and training.

3. Optimizing the potential of nature and tourism objects to face competition between tourist attractions, improving and optimizing road access and safety in access to tourist attractions, providing empowerment to local communities through socialization and training as well as understanding of tourism, development and construction of environmentally friendly tourist attractions, and Increasing the procurement of interesting events with the theme of local culture.

4. Increase the procurement of facilities and infrastructure to create tour packages that attract tourists, hold empowerment and socialization regarding the development of tourist attractions, optimize road access and safety to tourist attractions and increase unique attractiveness to attract tourists

CONCLUSIONS AND SUGGESTIONS

Conclusion

The potential possessed by the Gianyar Botanical Garden is the potential of beautiful, cool and still beautiful nature that provides comfort that offers views of the vast expanse of orange plantations and rice fields and supporting tourist attractions in Kerta Tourism Village, namely local wisdom such as Balinese Age customs, Bali Age houses, and Gelagar dance

The obstacle found in the Gianyar Botanical Garden in the development of tourist attractions is budget limitations for the cost of facilities and infrastructure of tourist attractions such as infrastructure, road conditions and other facilities. Lack of promotion of
tour packages in the Gianyar Botanical Garden. lack of community empowerment which makes local community participation less in the development of existing tourism potential

**Suggestion**

It is necessary to increase the maintenance of the environment around the location of the tourist attraction should be done regularly, so that the inner roads to the object are free of waste, beautiful and comfortable and the need to multiply trash cans at every point so that visitors do not litter. It is necessary to optimize the procurement of facilities and infrastructure in the Gianyar Botanical Garden to support tourism development. What is sustainable is optimizing accessibility, arranging tourist attractions, trash cans, parking lots and toilets close to tourist attractions.

The use of information technology needs to be increased to introduce and promote tourism potentials to the wider community. In addition, the need to cooperate with related companies / agencies and coordination with travel organizing agents. So this helps introduce the Gianyar Botanical Garden tourist attraction widely for domestic or foreign tourists.

**REFERENCES**

Clifford Geertz,1973, The Interpretation of Culture, New York: Basic Book, Inc Publisher
Peraturan Daerah Provinsi Bali nomor 5 Tahun 2020 *Tentang Standar Penyelenggaraan Kepariwisataan Budaya Bali*