

THE POTENTIAL OF THE PEOPLE'S MARKET IN BALI AS A TOURISM ATTRACTION BASED ON BALI CULTURE TOURISM

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ABSTRACT

The people's market is one of the most tangible indicators to see the level of economic life of the surrounding community. The people's market does not only involve economic actors in the agricultural and food sectors but also non-agricultural actors such as financial service actors and transportation service actors whose existence is indirectly very meritorious (Firmanzah and Halim, 2012). The approach to the agricultural sector that is still being carried out today is the approach through the agribusiness system. As a people's market that is also visited by tourists, the People's Market in Bali must meet the requirements of a healthy market, with Indonesian national standards, and standards for organizing Balinese cultural tourism. The People's Market in Bali has the potential to be developed as a tourist attraction. The intended tourist attraction is the type of Balinese Cultural Tourism.

Keywords: People Market, Tourism Attraction, Bali Culture Tourism

INTRODUCTION

The agribusiness system emphasizes more on three things, namely from a production approach to a business-oriented approach, cross-sectoral development (upstream agro-industry, downstream agro-industry, and supporting service institutions) and the development of agribusiness systems as regional development. From the supply side, the agribusiness system in Indonesia has great potential. Indonesia has a large area of land, abundant natural resources both land and sea (fishery, plantation, and livestock), a wealth of biological resources used in various agribusiness products such as food, pharmaceuticals, bio-chemical products), human resources that are abundant, have social capital because they have experience in managing agribusiness, and have weather that is very supportive of the agribusiness sector such as rainfall, radiation intensity, temperature, and free from typhoons (Antara, 2009).

Historically, the market has existed since the 10th century, during the reign of Mpu Sindok the existence of the people's market was known as "Pkan". At that time, "Pkan" was managed by the government to supervise, control and control "Pkan"

(Firmanzah and Halim, 2012). "Pkan" contributed to the kingdom in the form of tax collections and the expression of political authority and power. According to the regulation issued by the President no. 112 of 2007, traditional markets are markets built and managed by local governments, the private sector, state-owned enterprises and regional-owned enterprises, including cooperation between the government and the private sector, in the form of shops, kiosks, stalls, and tents owned or managed by entrepreneurs. with micro, small, medium enterprises and in the process of buying and selling goods and services through bargaining. In accordance with the Regulation of the Minister of Trade of the Republic of Indonesia Number: 56/M-DAG/PER/9/2014, the term traditional market changed to a people's market and modern shops turned into supermarkets. The system in the people's market consists of several subsystems that interact and influence each other. The subsystems are the market management subsystem, employees, traders/retailers, workers/employees, buyers, suppliers/agents, and producers. The people's market is one of the most tangible indicators to see the level of economic life of the surrounding

community. The people's market does not only involve economic actors in the agricultural and food sectors but also non-agricultural actors such as financial service actors and transportation service actors whose existence is indirectly very meritorious (Firmanzah and Halim, 2012). The approach to the agricultural sector that is still being carried out today is the approach through the agribusiness system.

Bali Cultural Tourism first appeared in the Bali Provincial Regulation Number 3 of 1991 concerning Balinese Cultural Tourism which was later changed to the Bali Provincial Regulation Number 2 of 2012 concerning Balinese Cultural Tourism. Balinese cultural tourism was initiated as a type of tourism which in its development and revitalization uses Balinese regional culture inspired by Hinduism which is part of national culture as the most dominant basic potential, which implies an ideal of a reciprocal relationship between tourism and culture, so that both of them increase harmoniously, harmoniously, and in balance. Then it turned into Balinese tourism which is based on Balinese culture which is imbued with the teachings of Hinduism and the Tri Hita Karana philosophy as the main potential for its actualization, so that a dynamic reciprocal relationship between tourism and culture is realized which makes both of them develop synergistically, harmoniously, and sustainably to provide welfare to the community, cultural and environmental sustainability.

According to Danamik and Weber (in Harsana et.al, 2018) a good tourist attraction is related to four things, namely having uniqueness, originality, authenticity and diversity. Uniqueness means a combination of rarity and uniqueness inherent in a tourist attraction. Originality reflects authenticity or purity, ie how far a product is not contaminated or does not adopt a different value from the original value. Meanwhile, authenticity is a value

category that combines natural, exotic, and unpretentious nature. A tourist attraction is anything that has uniqueness, beauty, and value in the form of a diversity of natural, cultural, and man-made wealth that is the target or destination of tourists (Law of the Republic of Indonesia, 2009). Tourist attractions can be in the form of natural attractions, landscapes, beaches, climate, and a variety of other destinations. Cultural attractions, such as history, folklore, religion, and distinctive and artistic performance activities, festivals, social attractions, way of life, indigenous peoples, languages, building attractions, indigenous people, modern architecture, monuments, parks, and tourism water.

Balinese cultural tourism aims to preserve Balinese culture which is imbued with Hindu religious values, increase economic growth, improve people's welfare, create business opportunities, create jobs, preserve nature, the environment and resources, elevate the nation's image, strengthen love for the land, water and national unity and strengthen friendship among nations. The development of Balinese cultural tourism includes tourism businesses, tourism destinations, marketing and tourism institutions.

The development of the tourism sector in Bali is felt increasingly out of line with the development of Balinese agriculture. The contribution of the tourism and agriculture sectors is increasingly showing inequality where the contribution of the agricultural sector is getting worse while the contribution of the tourism sector is increasing to the GRDP of the Province of Bali (Gross Regional Domestic Product). In order to increase the role of the people's market, the provincial government of Bali has begun to revitalize the people's market to show the competitiveness of the people's market. The people's market in Bali Province needs to be revitalized because the people's market has local wisdom that other people's markets don't have. One of them is

that all activities in the people's market are always based on the teachings of Hinduism and the Tri Hita Karana philosophy. The people's market revitalization program in Bali has been and will be carried out on a number of people's markets that have been recorded at the Central Statistics Agency for the Province of Bali.

As a people's market that is also visited by tourists, the People's Market in Bali must meet the requirements of a healthy market, with Indonesian national standards, and standards for organizing Balinese cultural tourism. The People's Market in Bali has the potential to be developed as a tourist attraction. The intended tourist attraction is the type of Balinese Cultural Tourism. Balinese cultural tourism is always associated with three elements, which are three layers that overlap with each other, namely originating from Hinduism, inspiring community customs and animating traditional institutions and incarnating in the form of high-value art (Picard, 2006). Balinese culture, has been attached to the lives of Balinese people both economically and socially. The people's market in Bali reflects the life of the Balinese people, as well as reflects the Balinese culture. Thus, the revitalization of the people's market is not only revitalizing a place but is one of the government's efforts in maintaining the culture and economy of the people.

The uniqueness of the People's Market in Bali compared to the people's market in Indonesia is the teachings of Hinduism and the Tri Hita Karana philosophy which underlies all activities at the People's Market. With this potential, it is hoped that the people's market in Bali can attract tourists, both domestic and foreign tourists who will visit Bali Province. The potential of the People's Market in Bali as a Tourist Attraction must meet the criteria that are worth visiting as a tourist attraction, such as (i) the existence of tourist information for tourists, (ii) the existence of

attractive attractions for tourists, so that tourists can enjoy visits that have an impact on visitor satisfaction.

RESEARCH METHOD

The stages of the study in this research are starting from determining the object of research, namely the meaning of the people's market as a tourist attraction, followed by determining the formulation of the problem on the basis of the problems that have been determined based on the introduction, namely how to describe the meaning of the people's market in Bali as a tourist attraction. Based on the formulation of the problem, it is determined that a qualitative descriptive analysis method is based on a study of grounded theory. Qualitative descriptive analysis method, namely processing the data generated through direct interviews and through secondary data is described thoroughly (Probowo and Heriyanto, 2013). In qualitative descriptive analysis, the researcher explores and/or takes pictures of the social situation that will be studied thoroughly, broadly, and deeply.

The grounded theory approach is a general methodology related to data collection systematically using a series of methods to produce an inductive theory. Grounded theory is most accurately described as a research method, where theory is developed from data. Observations were carried out before and during the research, including the general description, the atmosphere of social life, physical conditions, economic and social conditions that occurred. All data obtained are used as data. Not only observations but anything related is data that helps researchers to generate emerging theoretical concepts. Field notes can come from informal interviews, lectures, seminars, expert group meetings, articles, newspapers, internet mail lists, television shows, and even conversations with friends. Data analysis is an effort to systematically search and

organize notes from observations, interviews and others to increase the researcher's understanding of the case being studied and present it as a finding to others (Budiasih, 2014).

RESULTS AND DISCUSSION

The Potential of the People's Market in Bali

In Culture and Tourism-Oriented Local Traditional Market Strategies in Korea (Houng-Ryel, 2015) mentions one of the traditional market strategies oriented towards culture and tourism, namely enjoying cultural tourism as a local attraction. Cultural tourism as a local attraction can not only be enjoyed in various facilities and services in traditional/local markets which are applied for market activities. Markets that are oriented towards culture and tourism are strategic business efforts to activate traditional/people's markets. Through traditional markets/local people as cultural and tourism resources to attract visitors, increase sales and promote local competitiveness.

The People's Market in Bali as a tourism product (tourist attraction), the People's Market in Bali has the main elements of tourism products, namely:

a. Attractions

Attraction is a destination and tourism capital of a region. In seeing the potential of a tourist area, it is guided by what tourists are looking for when visiting. Attraction capital consists of natural attractions (natural resources), cultural tourism attractions, and attractions created or created by humans. At the people's market there are various cultural tourism attractions, one of which is seeing and feeling market activities which are a reflection of Balinese life which is based on the teachings of Hinduism and the Tri Hita Karana philosophy as well as its culture in the form of food, drink, and clothing.

b. Facility

Is everything that is needed by tourists while in tourist areas. The facilities that will be owned by Pasar Rakyat in Bali are water supply, electricity, management agencies, tourist information and travel agents. In this case, assistance from the local government is needed to market and include physical development and to coordinate through legislation in tourist areas.

c. Accessibility

All kinds of transportation is an important requirement in tourism. With the ease of accessing tourist attractions will have an impact on increasing the number of visitors who come. Ease of accessing destinations in Noor and Astuti (2016) explains that it can be in the form of ease of going to tourist destinations to tourist destinations. While in a destination, the accessibility of tourism resources is influenced by economic, social, or political factors. Thus, the means to reach tourist destinations are indispensable, including airports, sea, land, and public transportation systems.

Based on the two component formulations above, it can be concluded that a Pasar Rakyat tourism product in Bali that is offered must have a tourist attraction in the form of tourist attractions presented with activities such as something to do, something to see, something to buy, what to arrive, and where to stay. (Maryani (1991) in Utama (2017)). Something to do implies that in a tourist attraction, there is an activity to be done or witnessed by tourists. Something to see implies that the area must have something that is an attraction for tourists. Something to buy implies that a tourist attraction must provide several supporting facilities for shopping that function as a place to buy souvenirs. What to arrive is able to explain to visit tourist destinations what vehicles can be used and how long it will take tourists to arrive at their destination. Where to stay shows how tourists will stay while traveling in the form

of hotels, inns and homestays. Facilities from tourist attractions include facilities and infrastructure as well as easy access to information needed by tourists and access to tourist destinations. Integrated tourism packages that are formed based on the needs of tourists, namely tourist attractions, travel agent and tour operator services, transportation company services, accommodation services, souvenir services, and support company services.

People's Market in Bali as a Tourist Attraction

In developing the people's market in Bali as a tourist attraction, the people's market must have standards set by the government (Bali Provincial Regulation, 2020). The standard for Balinese cultural tourism is the determination of benchmarks that are used as guidelines and the basis for evaluating the implementation of Balinese cultural tourism. Meanwhile, the implementation of Balinese culture is a series of tourism activities based on local wisdom, including products, services, and/or management. Standards for the implementation of Balinese cultural tourism are based on principles inspired by the Tri Hita Karana philosophy which is sourced from the local wisdom of Sad Kerthi, including (1) Environmentally friendly; (2) Sustainability; (3) Balance; (4) Alignment with local resources; (5) Independence; (6) Democracy; (7) Togetherness; (8) Participatory; (9) Transparency; (10) Accountable and (11) Benefit.

Improving the quality of Balitourism implementation includes: (i) the quality of tourism destinations; (ii) the quality of the tourism industry; (iii) the quality of tourism marketing; (iv) the quality of tourism institutions. The intended quality improvement is carried out through the fulfillment of product, service, infrastructure, security, safety and health standards as well as the use of technological advances. The implementation of Balinese

cultural tourism can be carried out by local governments, the private sector, traditional villages and/or the community. Where in the implementation of Balinese cultural tourism includes (1) Planning; (2) Development; (3) Development; (4) Management and (5) Supervision.

The implementation of Balinese cultural tourism must pay attention to: (i) local wisdom originating from the Tri Hita Karana philosophy based on the values of Sad Kerthi's local wisdom; (ii) protection of the natural and cultural environment of Bali in a sustainable manner; (iii) empowering the community's economic potential; (iv) compliance with security, safety, and health standards and (v) sustainable tourism business.

CONCLUSION

Based on the results of research and discussion, it can be concluded that the people's market in Bali has the potential as a tourist attraction. The tourist attraction of the people's market in Bali is reflected in the unique reflection of Balinese life which is based on the teachings of Hinduism and the Tri Hita Karana philosophy based on the values of Sad Kerthi local wisdom, namely: protecting the natural environment and Balinese culture in a sustainable manner, empowering the community's economic potential, fulfilling

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