



UNMAS DENPASAR

## INTERNATIONAL PROCEEDING

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### DEVELOPMENT OF TOURISM POTENTIAL OF DENPASAR CITY

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#### **I. INTRODUCTION**

##### **I.1 Background Of The Problem**

Bali is an island with unique characteristics and full of strong local wisdom culture, so it has its own charm as a tourism object. Every tourist who attends will have a different impression, both on culture, nature, and the creative power of the people. Not a few tourists are thinking of returning to Bali again. As one of the provinces in Indonesia, Bali is also one of the islands in the Nusa Tenggara Archipelago. At the beginning of Indonesia's independence, this island was included in the Lesser Sunda Province with Singaraja as its capital, and is now divided into 3 provinces, namely Bali, West Nusa Tenggara and East Nusa Tenggara. In 2020, the population of the province of Bali amounted to 4,317,404 people, with a density of 747 people/km<sup>2</sup>. Besides consisting of the island of Bali, the province of Bali also consists of the

surrounding smaller islands, namely the island of Nusa Penida, the island of Nusa Lembongan, the island of Nusa Ceningan, Serangan Island, and Menjangan Island. Geographically, Bali is located between the islands of Java and Lombok. The majority of the Balinese population is Hindu. In the world, Bali is well-known as a tourism destination with the uniqueness of various artistic and cultural products, especially for Japanese and Australian tourists. Bali is also known as the Island of the Gods and the Island of a Thousand Temples.<sup>1</sup>

When talking about Bali, it will not be separated from the city of Denpasar. As the capital city of Denpasar Province, it has the potential to develop Balinese cultural characteristics. Denpasar has an Area of 12.778 Ha / 127.78 Km<sup>2</sup>, with 4

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<sup>1</sup> <https://id.wikipedia.org/wiki/Bali>

Districts and 43 Villages / Urban Villages, 2018 Population: 930,600 people, Growth Rate: 2.05% 30% Income is supported by the Culture-based Tourism Industry. The number of tourist visits before the Covid-19 pandemic was 2016 : 1,063,988, 2017 : 1,164,260, 2018 : 1,929,910. The graph of tourist visits before the COVID-19 pandemic has increased significantly. One of the attractions offered by Denpasar is the emergence of micro, small and medium enterprises (MSMEs) that have a selling point for the creative products of their people. Various creative economic potentials are the main attraction for tourists, both local and foreign.

## **FORMULATION OF THE PROBLEM**

Based on the above background, a problem can be formulated regarding the potential development of Denpasar's tourism potential

## **II. DISCUSSION**

To pay attention to the development of Denpasar's tourism potential, it can be observed regarding the vision and

mission of the city of Denpasar. The vision of the city of Denpasar is " Kota Kreatif Berbasis Budaya Menuju Denpasar Maju." Meanwhile, the MISSION that will be the goal is:

1. Meningkatkan Kemakmuran Masyarakat Kota Denpasar melalui Peningkatan Kualitas Pelayanan Pendidikan, Kesehatan dan Pendapatan Masyarakat yang Berkeadilan.
2. Menjaga Stabilitas Keamanan dengan Terkendalinya Kamtibmas, Ketahanan Pangan dan Kesiapsiagaan Bencana.
3. Kejujuran dan Spirit Sewakadarma sebagai Penguat Reformasi Birokrasi menuju Tata Kelola Pemerintahan yang Baik (Good Governance).
4. Unggul dalam kualitas SDM, Pemanfaatan Teknologi dan Inovasi Menuju Keseimbangan Pembangunan berbasis Tri Hita Karana.
5. Penguatan Jati Diri dan Pemberdayaan Masyarakat berlandaskan Kebudayaan Bali

Based on the vision and mission, it will be aligned with a sustainable development program that synergizes and harmonizes the 3 main elements in

development development, namely: government, development and community participation so that the objectives will be obtained, namely: innovation and happiness.

Based on the picture of the balance between growth and happiness, it can be grouped innovations as follows:

1. Denpasar *Creative City*;
2. Denpasar *Smart City*;
3. Denpasar *Heritage City*.

The three are groupings which are characteristics of the potential charm of Denpasar's heritage which can be positioned as follows:

The charm of the heritage of Denpasar is a conception of heritage that already exists and has the potential to be developed as a cultural heritage root.

For the development of this Denpasar heritage charm, it is necessary to collaborate through pentahelix synergy from various stakeholders in Denpasar City. This synergy is realized through

1. The government, which facilitates the legal, policy and facilitator for these development facilities;
2. Academics who play a role in the creation of business inbators;

3. B I S N I S through business and tourism organizations such as: PHRI, ASITA, Banking, HIPMI, and Individual Entrepreneurs, etc. which are able to create tourism business opportunities

4. Media both online and print as part of marketing

5. Communities, such as sekehe teruna-teruni (banjar), art community (studio), and creative community. Communities that have a creative spirit that is able to develop creative Small And Medium Micro Business into a creative potential that can develop and encourage the emergence of other creativity.

In addition, Denpasar is also preparing itself through the development of tourism facilities through various preparations of superior tourism product commodities. As depicted as below:

The picture above is the development of CHSE tourism facilities. CHSE is a Ministry of Tourism and Creative Economy program in the form of implementing

health protocols based on Cleanliness, Health, Safety, and Environment Sustainability. The implementation of this program is to carry out CHSE certification for business actors in the tourism industry and the creative economy, including the following:

1. The tourism business includes tourism transportation services, hotels/homestays, restaurants/restaurants, Meetings, Incentives, Conferencing, Exhibitions (MICE).
2. Other related businesses/facilities include tourist information centers, places for selling souvenirs and souvenirs, public toilets, and other tourism-related businesses or facilities.
3. The community environment includes an administrative scope such as the Neighborhood Association, Village, or Hamlet which is part of a tourist area or adjacent to a tourist location.
4. Tourist destinations include all destinations within the scope of the province: city/district or village/kelurahan.

Preparations for the opening of tourism in Denpasar City can be seen with the development of object facilities in Denpasar City such as in Sanur as an area with tourism potential in Denpasar City:



This will also be facilitated by the implementation of the Travel Bubble policy, namely through a policy of eliminating isolation which is usually mandatory for foreign tourists. However, this policy only applies to selected foreign tourists from certain countries. Denpasar has made preparations related to the sub bubble policy through absorption in various tourist objects around Sanur as the main tourist attraction in Denpasar City. In addition, Denpasar also carries out various activities to support tourism by carrying out tourism value relevance through:

1. Conducting Human Resource Training Creative economy tourism

1. Training on culinary offerings in tourist destinations (Micro, Small and Medium Enterprises)
2. Meratengan activity (cooking competition) at Badung Market Ring Ceramic Painting Workshop
3. Training for Dive Tour Guides, Ecopark Tourism and Ecotourism at the Mebarung Film Festival
4. Digital Marketing
5. Creative Fashion in Tourist Destinations
6. Food Truck Festival

## 2. Through D'Market facilities. ID

Implementation of the Denpasar Marketplace marketing pattern for the MSME Digitization Program in order to assist product marketing (transactions within 3 months Rp 3,388,472,000 with 24,464 transactions). Then the development of the Pandemic Incubator Program through Productive Stimulus Assistance for the community and people with disabilities in Denpasar City. Phase I facilitates: 2,217 people from 4,380 registrants. Phase II facilitates: 1,680 people out of 8,100 registrants. The two development programs are carried out through Program Stages:

1. Ideas, marketing workshops, 3 months of mentoring
2. KUR and LICENSE facilities
3. Cooperate with 14 Business Incubators and practitioners

The development of tourism potential is also carried out by the city of Denpasar through the development of the creative economy. The development has been carried out in stages through various program activities that have been carried out since 2019. In 2019 there were several activities that stimulated creative economic activities in the city of Denpasar to become activities that are starting to be in demand by millennials, namely through:

1. Denpasar Festival
2. Barista Basic Workshop
3. Digital Marketing Workshop
4. Gathering Komunitas
5. Denpasar Fashion Festival
6. Sanur Festival

These activities attract a lot of creative economic potentials to be further developed so that in 2020 more activities will begin, namely:

1. Denpasar Meprawerti
2. Dna Series
3. Pameran Ogoh - Ogoh
4. Denpastart Seminar
5. Creative Talk

6. Dnart Music
7. Denpasar Fashion
8. Festival Denpasar
9. Festival Virtual
10. Layang - Layang Fashion
11. Fashion Show Motor
12. Pemilihan Duta Endek
13. Film Mebarung
14. Pandemic Incubator Program
10. Alaya Coreodance Competition
11. Kompetisi Baleganjur
12. Pameran Birokreasi
13. Pantomime Competition
14. Ragam Kreasi Milenial
15. Teruna Teruni Denpasar Kreatif
16. Gelar Kreasi Sumpah Pemuda
17. Higienitas Sajian Kuliner

The pandemic atmosphere did not reduce the government's enthusiasm for developing creative economy so that it spurred the fighting spirit of creator economies to always develop their creativity. Whereas in 2021, development has begun to adopt new habits by always carrying out umbrella activities according to health protocols, there are several activities that provide a more modern feel and invite creative economy developers to be more enthusiastic again, namely:

1. Festival Terracota
2. Denpasar Music Jam
3. Pandemic Incubator Program
4. Denpasar Fashion Kreatif
5. Denpasar Creative Culture
6. Denpasar Music Indie
7. D'youth Series
8. Festival Karnaval Denpasar
9. Kompetisi Gong Suling

The COVID-19 pandemic is not a barrier to the development of the creative economy. All activities are strived to spur all creative economic development. All efforts of the city of Denpasar in dealing with the pandemic deserve appreciation. Activities in all sectors that are the basis for tourism development are carried out so that the city of Denpasar is slowly getting back on its feet.

## CONCLUSION

The tourism development carried out by Denpasar City has received a fairly good appreciation from all circles. As the Capital of the Province of Bali, Denpasar City has made quite good preparations to be ready to develop the world of tourism during the COVID-19 pandemic, so that the tourism world is starting to squirm

and is slowly getting ready to carry out activities side by side with Covid-19 through the following methods: method of activity that adheres to strict health protocols.

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