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### REGULATIONAL POLICIES OF THE PROVINCE OF BALI PROVINCE GOVERNMENT IN PROTECTING AND EMPOWERING LOCAL ECONOMIC BUSINESSES INTEGRATED CULTURAL TOURISM

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#### *Abstract*

*Bali as the center of the tourism industry requires a strong management in an effort to protect and empower the tourism economy of Bali. Local government policies are one of the reinforcements for the protection of Bali's economic development based on cultural tourism. As an island that really maintains the tradition of local wisdom, Bali has become a center of cultural tourism that puts forward the noble tradition as one of the potentials and selling points for Bali tourism. The regulations that are regulated should have to be adapted to the times but still be able to maintain the values of local wisdom, so it is necessary to study the policy settings of the Bali Provincial Government related to the development of the Balinese economy that is able to maintain local wisdom and be integrated with cultural tourism in the invasion of modern technological cultural development. .*

*The method used in this study is a qualitative research method which emphasizes the observation of the phenomenon and examines the substance of the meaning of the phenomenon. The analysis and sharpness of qualitative research is greatly affected by the strength of the words and sentences used. The focus of qualitative research is on the process and the meaning of the results. Qualitative research attention is more focused on human elements, objects, and institutions, as well as the relationship or interaction between these elements, in an effort to understand an event, behavior, or phenomenon. This study examines the provisions of economic business and Balinese cultural tourism which are integrated in the form of a dynamic arrangement so as to be able to combine modernization and superior culture into a unified regulation based on modernization and local wisdom.*

*Keywords: Policy, Protection, Empowerment, Economy, Cultural Tourism.*

## **I. INTRODUCTION**

### **1.1 Background Of The Problem**

Indonesia is a unique country, has diversity in all sectors of life. Cultural, social, and economic diversity includes resources scattered throughout the archipelago. The wealth owned by Indonesia is actually able to make Indonesia a perfect country as a country. Each island in Indonesia has socio-cultural diversity as well as its own local economic and resources that

have selling points to introduce commodity products that become valuable local potentials. As one of these potentials, it can be seen in the local economic products in each region which have high selling power and competitiveness. The local economy in Indonesia prioritizes the development of the creative economy and local economic development as a companion to tourism in the area.

As revealed by Dias Satria and Ayu Prameswari, they stated that the demand for a more efficient economy led to a greater need for innovation, so that a creative economy concept was developed to answer these demands.<sup>1</sup>

Appreciation in local economic development if it can be done creatively so that it is easier in terms of marketing and innovation. Implementation of governance in the field of development is basically the key to the success of local economic development to strengthen regional competitiveness. Through the pattern of developing creative and innovative potential, it can be the key to the success of strengthening the local economy in each region. One of the ways to develop the creative economy is through tourism commodities as a way of paving the way for local economic development. In the current era of globalization, the tourism sector is moving to become the largest and strongest industry in financing the global economy. The tourism sector will become the main driver of the world economy in the 21st century and become one of the globalized industries. Tourism is a non-oil and gas industry that is used as a leading sector in generating foreign exchange in several countries in the world such as: America, Australia, Thailand, Singapore, Malaysia and

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<sup>1</sup> Dias Satria dan Ayu Prameswari, Strategi Pengembangan Industri Kreatif Untuk Meningkatkan Daya Saing Pelaku Ekonomi Lokal, *Jurnal Aplikasi Manajemen (JAM)*, Vol 9 Nomor 1, 2011, e-ISSN : 2302-6332/pISSN : 1693-5241, hal.301-308

Indonesia.<sup>2</sup> As a non-oil and gas industry, tourism is one of the potential economic developments of a country. As one of the islands, Bali is an Indonesian territory that has the potential for local economic development through tourism. The orientation, policy direction and Bali Development Program in the future, which are carried out by implementing the Planned Universal Development Pattern, are a common thread that connects Bali in the time dimension according to the Tri Semaya concept: Atita (past), Nagata (past time).

present), and Wartamana (future), namely the condition of Bali in the past, the condition of Bali

in the present, and the condition of Bali in the future.<sup>3</sup> One of the Bali Development Priority Programs as the implementation of the Planned Universe Pattern is the Supporting Priority Sector with development targets: several efforts have been made to

1. Increased investment that is more evenly distributed in the Bali region with Supporting programs include Regional Development Economic Centers

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<sup>2</sup> Riski Isminar Ardianti, Pengembangan Potensi Pariwisata, Ekonomi Lokal Berbasis E-Commerce Kawasan Wisata Gunung Ijen Kab. Banyuwangi, *Jurnal Riset Akuntansi dan Bisnis Airlangga* Vol. 1. No. 1 (2016) 47-59 ISSN 2548-1401 (Print) ISSN 2548-4346 (Online), hal. 47-59

<sup>3</sup> Pemerintah Propinsi Bali, 2020, Laporan Kinerja Instansi Pemerintahan Propinsi Bali 2020, yang diakses <https://www.baliprov.go.id/web/wp-content/uploads/2021/07/1.-LKjIP-PEMERINTAH-PROVINSI-BALI-TAHUN-2020>. pada tanggal 4 Desember 2021

based on tourism synergy with agriculture and investment development;

2. Increasing Local Economic Competitiveness with supporting programs including Krama Bali Local Product Development and Strengthening local product distribution;
3. Increasing the quality of export-oriented IKM branding Bali products with supporting programs including Development People's Crafts Creative Industry and Increasing industrial exports creative;
4. Increasing small and medium-sized economic centers of Krama Bali with supporting programs including Village Economic Business Empowerment (UED), Subak Institutional Development as a Farmers Cooperative, Development of Weaving Crafts Cooperatives, Strengthening of Cooperative Institutions, Development and Creation Cooperative Business Climate, Business Climate Creation and Development Entrepreneurship, Micro, Small and Medium Enterprises, Enhancement of Human Resources Competence of KUMKM, Development of trade distribution facilities.<sup>4</sup>

An overview of local economic products in Bali is as follows:

Table 1: 10 Communities with the highest increase in export value in December 2020

No.	Komoditas	Desember	November	Desember	Perubahan Des 2020 ke Des		Perubahan Nov 2020 ke Des	
		2019 (US\$)	2020 (US\$)	2020 (US\$)	US\$	%	US\$	%
1	Kopi, Teh, Rempah-rempah (09)	282.211	432.938	1.466.137	1.183.925	419,52	1.033.199	238,65
2	Kertas / Karton (48)	1.124.304	1.492.940	1.950.527	826.223	73,52	457.987	30,68
3	Daging dan Ikan Olahan (16)	155.160	16	285.969	131.809	84,95	285.953	1.833.567,87
4	Buah-buahan (05)	911.023	68.055	352.316	-558.707	-61,33	284.250	417,69
5	Perangkat Musik (92)	388.263	134.850	364.683	-23.580	-6,07	229.853	170,48
6	Ikan dan Udang (03)	14.956.955	12.176.655	12.390.026	-2.006.969	-13,94	213.330	1,75
7	Tutup Kepala (65)	97.927	54.368	231.458	133.531	136,36	177.090	325,72
8	Kain Perca (63)	435.853	323.907	491.798	55.945	12,84	167.891	51,83
9	Hasil Karya Seni (97)	231.963	102.319	258.580	6.618	2,85	136.251	133,17
10	Pakaian: Jeji Bukan Rajutan (62)	5.631.481	4.225.241	4.309.214	-1.322.267	-23,48	83.973	1,59
Total 10 Komoditas Utama		23.655.179	19.011.309	22.082.108	-1.573.071	-6,65	3.070.798	16,15
Total Komoditas Lainnya		22.204.301	22.760.946	19.914.452	-2.289.848	-10,31	-2.846.494	-12,51
Grand Total		45.859.480	41.772.255	41.996.560	-3.862.920	-8,42	224.305	0,54

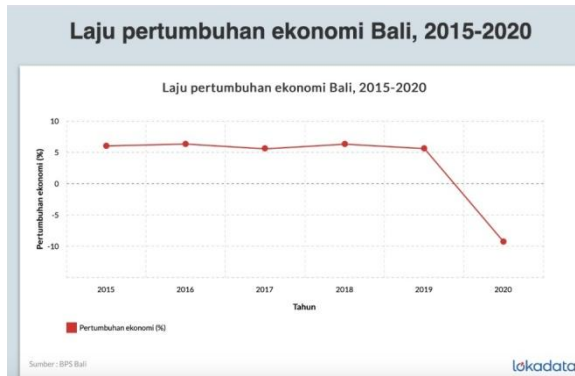
Source: BPS Province of Bali Year 2020

Local economic development efforts carried out by the Bali provincial government through regulatory products in an effort to protect and empower all kinds of local economic products owned by Bali as a tourism potential development destination.

The rate of economic growth in Bali experienced a sharp decline so that the Government's policies had to keep pace with efforts to recover the economy. Local economic development is one of the solutions that must be developed by the Bali provincial government as an effort to transition the development of tourism attractions which used to be oriented to the development of cultural tourism and natural beauty, but with the decline in Bali's economic growth rate, the potential for marketing creative economy products is the best solution for Bali's economic recovery. The development of Bali's economic growth rate can be seen in the graph below:

Table 2: Graph of Bali's Economic Growth Rate

<sup>4</sup> Ibid



Source : Source : Central Statistics Agency (bps.co.id)

The prospect of developing the local economy is a good solution to increase the market share of the Bali tourism industry. The local economy of Bali is less attractive because the Balinese people are less interested in developing the potential of the local economy. Local fruit does not have the ability to compete with imported fruit, Bali cattle lack the potential to be an attraction and selling point, and some of Bali's superior products are rather difficult to compete with other similar products, including other similar products in Indonesia. Therefore, it is interesting to study the efforts of the Bali Regional Government to develop its potentials in the form of protection and empowerment.

### 1.2. Formulation Problem

Based on the background above, it can be formulated about the problems that arise from the exposure to the background above, namely:

1. What are the regulations set by the Bali Provincial Government to protect and empower the local economy which is integrated with Cultural Tourism?

2. How is the local economic development strategy integrated with cultural tourism?

### 1.3. Research methods

This study uses a qualitative research method which emphasizes the observation of the phenomenon and examines the substance of the meaning of the phenomenon. The analysis and sharpness of qualitative research is greatly affected by the strength of the words and sentences used. Therefore, Basri concludes that the focus of qualitative research is on the process and the meaning of the results.<sup>5</sup> Qualitative research attention is more focused on human elements, objects, and institutions, as well as the relationship or interaction between these elements, in an effort to understand an event, behavior, or phenomenon.<sup>6</sup> While the types of approaches used are as follows: Analytical and conceptual approach, namely studying the views and doctrines that develop in legal science so that they will find ideas that give birth to legal understanding, legal concepts and legal principles that are relevant to the issue at hand. faced. These views and doctrines are the basis

<sup>5</sup> Basri, H, 2014, Using qualitative research in accounting and management studies: not a new agenda. *Journal of US-China Public Administration*, October 2014, Vol.11, No.10, 831-838. DOI: 10.17265/1548-6591/2014.10.003

<sup>6</sup> Mohamed, Z. M., Abdul Majid, A. H., & Ahmad, N. 2010, *Tapping new possibility in accounting research, in qualitative research in accounting, Malaysian case*. Penerbit Universiti Kebangsaan Malaysia, Kuala Lumpur, Malaysia.,

for researchers in building legal arguments in solving the issues at hand.<sup>7</sup>

## II. Discussion

### 2.1 Bali Provincial Government Regulations to Protect and Empower the Local Economy Integrated with Cultural Tourism

As a province that has a cultural allure, Bali actually has its own charm. There are many potentials that Bali has that have not been developed properly, so it seems that the potential attraction of Bali's tourism lies only in its culture and natural beauty. The love of the Balinese people for their local economic products needs to be increased again, the attack of imported products that have attractiveness and attractive packaging becomes a strong competitor for local economic products. This is a challenge for the Government of Bali to make policies that have the potential to develop the local economy while providing protection and empowerment to improve the quality and quantity of these products. There are several regional regulatory policy products that have been determined by the Bali Government and there are also regional policy product designs that will become the strength of the local economic development. When talking about the local economy, it is necessary to mention the understanding of the potential of the local economy itself, the potential of the local economy is the economic capability that exists in an area that is possible and feasible to be

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<sup>7</sup> *Ibid*, hal. 95

developed so that later it will continue to develop into a source of income to meet the living needs of the local community. Besides that, it can also encourage the regional economy as a whole so that later it can develop by itself and there is sustainability.<sup>8</sup> As a regional potential, regional economic potential must be developed by taking into account the various opportunities and challenges that exist so that policies through regulations that are made take into account the competitiveness and potential for innovation that can be carried out by regional human resources.

The form of regulation made in Bali is in the form of protection of products that are the superior potential of the Bali region. These regulatory products are realized in the form of local regulations and other organic regulations. Some of the rules that form the basis for the development of local economic potential, such as:

1. Regional Regulation Number 3 of 2013 concerning Protection of Local Fruit

The diversity of functions of these plants and fruit products is a huge economic potential to drive the wheels of the economy that can create income, business opportunities, employment opportunities, as well as upstream-

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<sup>8</sup> Diah Ayu Novita, 2019, Belajar Menelaah Apa Yang dimaksud dengan Pengembangan Ekonomi Lokal, diakses dalam <https://www.kompasiana.com/diahayunovitasari/5dd0f85e097f363d65073282/belajar-menelaah-apa-yang-dimaksud-dengan-pengembangan-ekonomi-lokal>, pada tanggal 5 Desember 2021

downstream linkages and with other sectors. In connection with the enormous economic potential, it is necessary to regulate the implementation of local fruit protection regulations that demand clarity on the obligations and authorities of local governments, as well as the rights and obligations of business actors and the community, which are guaranteed by legal certainty.

## 2. Bali Provincial Regulation Number 10 of 2017 concerning Bali Cattle Management

Bali cattle found in Bali Province as a wealth of genuine Indonesian livestock germplasm must be preserved and their purity is maintained, so that Indonesia's biodiversity can be preserved. Because Bali Cattle in Bali Province have a very strategic genetic economic value for the development of new breeds or species, so the existence of Bali Cattle in Bali Province needs to be developed and managed so that the aspects of conservation and utilization can take place in a balanced manner and provide benefits to the development and welfare of the community.

These regulations become benchmarks in terms of protecting the existence of local economic potential. However, there are still some arrangements that are not yet available to become legal certainty arrangements.

Bali also has regulation in the field of tourism because as one of the strong potentials, tourism should also be an

icon that is able to move all local economic potential so that local economic development can increase if it is integrated with tourism activities. As a philosophy of local economic development, the basic principles of local wisdom become the fundamental force for the development of the local economy.

Local wisdom is a view of life and knowledge as well as various life strategies in the form of activities carried out by local communities in responding to various problems in meeting their needs. Etymologically, local wisdom consists of two words, namely wisdom (wisdom) and local (local). Other names for local wisdom include local policy (local wisdom), local knowledge (local knowledge) and local intelligence (local genius).<sup>9</sup>

In addition, local wisdom is seen as very valuable and has its own benefits in people's lives. In other words, the local wisdom then becomes part of their wise way of life to solve all the life problems they face. Thanks to local wisdom, they can carry on their lives, and can even develop sustainably.<sup>10</sup>

Constitutionally, the meaning of local wisdom is also described explicitly through the acknowledgment of the presence of customary law communities. This can be stated in the 1945 Constitution (UUD) especially in Article 18B paragraph (2), that "The

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<sup>9</sup> Muschilisin Riadi, 2017, "Pengertian, Fungsi dan Dimensi Kearifan Lokal", <https://www.kajianpustaka.com/2017/09/pengertian-fungsi-dimensi-kearifan-lokal.html>, diakses 6 Desember 2021

<sup>10</sup> *Ibid.*

State recognizes and respects customary law community units and their traditional rights as long as they are still alive and in accordance with community development and the principles of the State. Unity of the Republic of Indonesia as regulated by law". The basic conception of local wisdom in Bali is widely depicted in the lives of Balinese people. The conception of local wisdom in Bali is integrated in the social relations of the Balinese people so that they become noble values that have become a culture for the Balinese people. There are several values of local wisdom that until now have become icons of local wisdom in Bali, namely:

The value of local wisdom that develops and is believed to be a social glue that often becomes a reference in managing relationships and harmony between fellow religious communities in Bali Province, including;<sup>11</sup>

1. The value of Tri Hita Karana's wisdom; a cosmopolitan value concerning the harmonization of human relations with God (sutata parhyangan), human relations with fellow human beings (sutata pawongan) and harmonization of human relations with the natural environment (sutata palemahan). The value of this local wisdom has been able to maintain and organize a very dynamic pattern of community social relations.

2. The value of local wisdom Tri Kaya Parisuda; as a form of balance in building character and human identity, by uniting elements of thought, word and deed. The embedded values of wisdom have given birth to individuals with character, consistency and accountability in carrying out social obligations.
3. The value of local wisdom of Tatwam Asi; you are me and I am you, this value gives vibration to the attitude and behavior of acknowledging existence while respecting others as well as respecting yourself. This value is a wise basis in building a modern democratic civilization which is currently being promoted.
4. Value of Salunglung sabayantaka, paras paros sarpanaya; a social value about the need for togetherness and equal cooperation between one another as a social unit that respects and respects each other.
5. The value of Bhineka Tunggal Ika as a social attitude that is aware of togetherness in the midst of differences, and differences in togetherness. This spirit is very important to be actualized in the challenges of multicultural social life.
6. The value of local wisdom is menyama braya; contains the meaning of equality and brotherhood and social recognition that we are brothers. As a social unit of brotherhood, attitudes and behavior in viewing other people as

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<sup>11</sup> Sekaa Truna Truni Putra Sesana, 2012, "Nilai Kearifan Lokal", <https://binginbanjah.wordpress.com/2012/01/12/nilai-kearifan-lokal-bali/> diakses 6 Desember 2021

brothers who should be invited together in joy and sorrow.

The concept of local wisdom in Bali is also a basic concept in regulating the social behavior of Balinese people. Likewise, in the development of the local economy, the concept of local wisdom becomes a guide in enriching the potential of the local economy, so that it is able to stand as a potential that has its own uniqueness. Thus, the local economic potential has competitiveness with other local economic potentials outside Bali. The integration of local economic development with the world of tourism can also be a reinforcement for the development of cultural tourism through the concept of harmonization of tourism potential and local economic potential. This is one of the strengths of the position of the customary law community. As stated by Jose Martinez Cobo as quoted by Jonaedi Efendi, "Indigenous and tribal peoples are indigenous or customary communities, peoples and nations who, while having historical continuity with pre-invasion and pre-colonial societies that developed in their territory, consider themselves distinct from other sectors (or sections) of society that now dominate the region, or part of the region. In the present they are sectors (or parts) and they are determined to preserve, develop, and pass on to future generations, their ancestral territory, and their ethnic identity, as the basis for their continued existence as a society, according to the pattern their own

culture, social institutions and legal systems".<sup>12</sup>

So, the customary law community becomes a strong community that will be able to maintain and preserve and maintain the noble values that have been passed down from generation to generation.

Based on this, every regulation and policy issued by the Government of Bali is always oriented to the values of local wisdom, such as local economic development based on the concept of tri hita karana which emphasizes the balance of the concept of sekala and niskala, harmonizing the life of the macrocosm and microcosm. Efforts in the New Era of Bali arrangement are based on principles inspired by the Tri Hita Karana philosophy which is sourced from Sad Kerthi's local wisdom values including: environmentally friendly, sustainability, balance, alignment with local resources, independence, populist, togetherness, participatory, transparency, accountable, and benefits.

## **2.2. Integrated Local Economic Development Strategy With Cultural Tourism**

Observing the various comparisons of the values of local wisdom that live and develop in various regions in Indonesia, it is increasingly emphasized that the values of local wisdom that exist in these regions can be used as a means to overcome various problems that exist in society and also to help the community in increasing the regional

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<sup>12</sup> Jonaedi Efendi, 2018, *Hukum & Kearifan Lokal*, Cetakan Pertama, Jakad Publishing, Surabaya, hal. 5-6



economic potential so that community welfare can be realized as mandated in the constitution. In addition, the values of local wisdom can also be used as a commodity to support tourism activities in the region so as to attract tourists to visit and learn about the heterogeneous regional cultures in Indonesia. Local economic development is integrated with the development of cultural tourism. As stated in the explanation of the Bali Provincial Regulation Number 5 of 2020 concerning Standards for the Implementation of Balinese Cultural Tourism that: "To ensure the sustainability of Balinese Cultural Tourism which upholds cultural values, the natural environment, customs, and local wisdom of the community which encourages equal distribution of business opportunities and To obtain benefits and be able to face the challenges of changing local, national and global life, it is necessary to have quality businesses, services, processes, systems and/or services to tourists that meet the standards and requirements of business qualifications and human resource competencies. Therefore, this Bali Provincial Regulation is needed as a legal umbrella for the Bali Provincial Government and stakeholders to establish Balinese Cultural Tourism Implementation Standards to ensure the quality of Tourism Destinations, Tourism Industry, Tourism Marketing, and Tourism Institutions. The standards for the implementation of Balinese Cultural Tourism are expected to be a guideline and basis for evaluating Balinese cultural tourism regarding destinations, industry, marketing, and

institutions". The condition of Bali's local economic potential still needs to be developed to increase competitiveness and marketability in the international world. Local Balinese fruits, native Balinese animals, creative economy businesses such as woven fabrics, sculptures, carvings, and so on need to be developed, especially in the era of globalization, the marketing competition for local economic potential is based on digitalization, this is a challenge for the development of the local economy. . Local government regulatory policies must be able to control the development of local economic potential with the concept of local wisdom but be able to be integrated with the era of globalization.

From the thoughts of Miguel Covarubias and I Gde Semadi Astra, it can be stated that local wisdom is actually an element of traditional culture that has long historical roots and lives in the collective consciousness of humans and the global community related to natural resources, cultural resources, human resources, economy, law and society. security. The beginning of the 21st century can be said to be a momentum for the revitalization of local wisdom as a counter to globalism which tends to increasingly suppress, urge and marginalize local rights and the existence of local wisdom.<sup>13</sup>

Bali's local economic potential still puts forward the concept of local

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<sup>13</sup> I Wayan Geria, 2007, Konsep Dan Strategi Revitalisasi Kearifan Lokal Dalam Penataan Lingkungan Hidup Daerah Bali, dalam A.A.Raka Dalem (Ed), *Kearifan Lokal Dalam Pengelolaan Lingkungan Hidup*, Universitas Udayana, Denpasar, hal. 53

wisdom so that this is the main attraction for the world of tourism, but the marketing model of local economic products is still not able to provide modern marketing concepts so that it is far behind with modern marketing concepts. This is an important point for policy makers to revitalize local economic product models. The specifics of the regional government legal regime explain that the efficiency and effectiveness of regional government administration needs to be improved by paying more attention to aspects of the relationship between the central government and regions and between regions, regional potential and diversity, as well as opportunities and challenges of global competition in the unity of the state administration system.<sup>14</sup> The protection of local economic products is not only realized in the form of policy regulations, but also the implementation of these policies including efforts to protect intellectual property rights against local economic potential owned by the regions. As has been done by the Province of Bali which has recorded several local economic potentials of the Buleleng area such as Bikul Mango, Black Grape, Amplem Sari Mango, Bestale Durian, Uki Raja Durian and Umpeng Wangi Fruit as geographical indication products of Buleleng Regency which have been registered as typical plant varieties of Buleleng.

Therefore, there are several strategies that can be prepared by the Bali Regional Government to protect

and empower local economic potential in Bali, namely:

1. Cultivating typical plant varieties in Bali so that they are easy to plant and fast to harvest so that they become one of the products that are maintained in quantity and quality. This can facilitate sales and have competitiveness in national and international market shares;
2. Community participation, especially the Balinese indigenous people by always loving local products for daily activities including religious activities and other socio-cultural activities, including empowering hotels to use local economic products as raw materials;
3. Effective marketing but able to reach all levels of marketing both local, national and international. In addition, creativity and innovation in packaging each of these local economic products, so that they are attractive and have a high selling value;
4. Building the concept of cultural tourism that exploits local economic products so that they are known as regional superiors;
5. Protecting the local economic products by registering the local economic products as Intellectual Property Rights.

These strategies can be used as a concept to maintain the stability of local economic potential products while still being able to compete in this very

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<sup>14</sup> P.M.Rondonuwu, 2019, *Hukum Pemerintahan Daerah & Investasi*, Cetakan ke-1, PT RajaGrafindo Persada, Depok, hal. 22-23

modern industrial technological civilization.

### III. CLOSING

#### 3.1. Conclusion

From the discussion above, it can be concluded that, each local government policy setting adheres to the philosophy of local wisdom to maintain the quality of culture for local economic potential. the industrial world, both oil and gas and non-oil and gas industries, such as the local economic potential of Bali which is a non-oil and gas local economic potential. Local economic development strategies must always be based on efforts to harmonize traditional values with modernization values so that they are able to protect and empower the local economy which is the potential of the region.

#### 3.2. Suggestion

Local governments must be able to create synergy in empowering community participation by implementing regional innovations so that the love of local communities with local economic products that are owned in tandem with the potential of the local economy has competitiveness and marketability both regionally, nationally and internationally.

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