
Social Ancient Rarity Improvement as Rustic the Travel Industry, Contextual Analysis: The Village of Siangan, Gianyar District – Indonesia

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ABSTRACT

Purpose: Traditional Siangan Traditional Village can be found 31 kilometers northeast of Denpasar City. As a spiritual tourism village, this village has cultural potential that can be developed. Seven ancient sites, natural beauty, local art, and cultural traditions can all be used as tourist attractions in Siangan Traditional Village. The indigenous village krama community has not fully appreciated the potential of existing cultural heritage to be used as a starting point for spiritual tourism. To support the tourism growth of Siangan Village, community empowerment is needed to inventory heritage in the form of cultural artifacts and their use as tourist attractions. Yayasan Sentir Bali as a partner in the Community Partnership Program (PKM) is expected to be able to face the following problems: (1) the inventory of all cultural heritage in Siangan Traditional Village, (2) the historical background of cultural heritage in Siangan Village, and (3) the unused cultural heritage as a spiritual tourism base.

Design/methodology/approach: By conducting an inventory of cultural heritage in Siangan Traditional Village and managing cultural heritage as a tourist attraction, this PKM is a form of community empowerment in the use of cultural heritage. Structuring as a foundation for spiritual tourism. Archaeological documentation techniques and public archaeology approaches are used in the implementation of cultural heritage management models.

Findings: Partners together with communities will recognize the importance of cultural heritage as the foundation of spiritual tourism, which has implications for goodness-being a community, as a result of this strategy.

Paper type: Research paper

Keyword: *Development Plan, Cultural Artifacts, Village Tourism.*

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I. INTRODUCTION

Artifacts are a form of physical culture in the form of the results of activities, deeds, and also the work of all humans in society in the form of objects or things that can be touched, seen, and also documented. It is the most concrete among the three forms of culture. In the reality of social life, one form of culture cannot be separated from another form of culture (Wisnumurti et al., 2019). For example: the form of ideal culture governs and also gives direction to human actions (activities) and also works (artifacts). A cultural artifact is any physical evidence of a culture or the people who constitute or are part of it and the particular form and function of objects within that culture (Bhuana et al., 2022; Lukáč et al., 2021).

Siangan Traditional Village is one of the villages in Gianyar District, Gianyar Regency which is classified as a traditional village. Orbitally, Siangan Traditional Village is located 27.7 KM northeast of Denpasar City. Siangan Village has rich and diverse cultural heritage potential, and is supported by the atmosphere of the natural environment, watershed with beautiful waterfalls. Therefore, since 2019 Siangan Traditional Village has been designated by the Regent as one of 19 Tourism Village villages in Gianyar Regency. In order to realize Siangan as a Tourism Village, Siangan Traditional Village seeks to explore the existing potential to be developed as a

spiritual tourism village. Some of the efforts that have been made by the community with the government include the development of village infrastructure to support tourism, making a village master plan blue print and building road access to the waterfall in Siangan Traditional Village.

Field observations show that, Siangan Village has the potential for unique and interesting tangible and intangible cultural heritage. In Siangan Village, there is potential for cultural heritage in the form of ancient temples that show ancient heritage patterns such as Kahyangan Tiga Temple (Puseh Temple, Village Temple and Dalem Siangan Temple), Segara Temple, Ganter Temple, Agung Temple and Merajan Agung Puri Siangan. The intangible cultural heritage in Siangan Traditional Village is in the form of sacred art Sanghyang Dedari Dance at Gunung Sari Temple, various karawitan arts, and various religious rites and unique traditional ceremonies. However, the archaeological value and uniqueness of the existing cultural heritage have not been utilized as a spiritual tourism attraction of Siangan Traditional Village (Cerdeiras et al., 2018; Sroczyńska, 2019).

II. METHODS

Data collection of potential and problems was carried out by field surveys and interviews with partner groups. The data obtained during field surveys and interviews with the Sentir Bali Foundation will be sorted and selected according to needs. After data analysis is carried out, it is continued by making a design scheme in the form of a structuring design scheme related to the realm of architecture, as well as management and marketing solutions related to the realm of cultural economy. After the structuring and management design scheme, the results will be conveyed to partners in FGD activities. After the FGD gets the results selected together, it is necessary to hold a socialization related to the Development Plan of Cultural Artifacts as Village Tourism in Siangan Village, Gianyar District, Gianyar Regency.

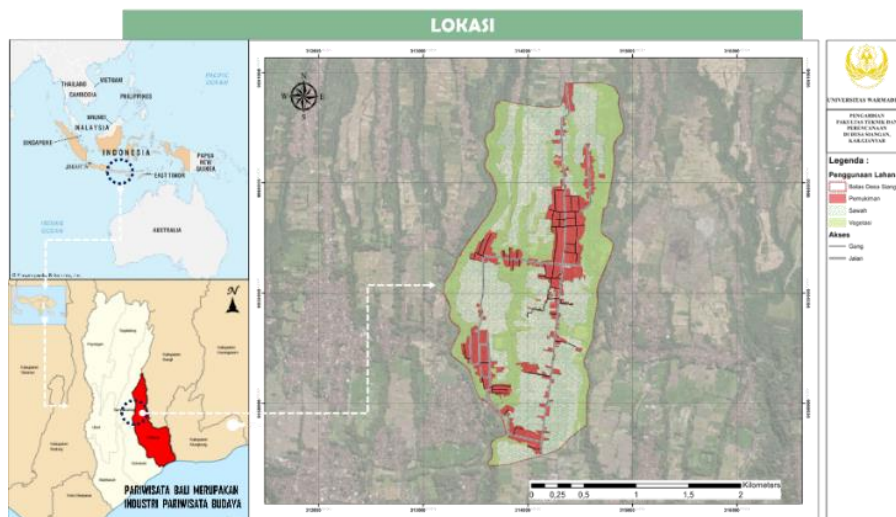


Figure 1 Research Location

A. Data Collection

1. Cultural Heritage Potential

Existingly, the Siangan Village Area in Siangan Village has potential cultural heritage in the form of ancient temples that show ancient heritage patterns such as Kahyangan Tiga Temple (Puseh Temple, Village Temple and Dalem Siangan Temple), Segara Temple, Ganter Temple, Agung Temple and Merajan Agung Puri Siangan. The hue of the area provides an overview and mapping of the Mertasari coastal area that can be developed. Community Empowerment PKM Activities In the Preparation of Cultural Artifacts Development Plan as Village Tourism in Siangan Village, Gianyar District, Gianyar Regency resulted in the output of this activity in the form of design, which will be built physically by partners and can be directly enjoyed by partners and the community.



Figure 2 Cultural Heritage Map

Data collection of potential and problems was carried out by field surveys and interviews with partner groups. All important matters related to primary data will be recorded and recorded. Not to forget it is also documented as a data collection process. Here are each of the PKM locations and their activity plans.

After the structuring and management design scheme, the results will be conveyed to partners in FGD activities. Exposure from potential data and problems to the results of alternative designs is explained in this activity. Of course, partners will be invited to discuss so that criticism and input from partners will also be accommodated in this activity. The results of the FGD will be reevaluated and revised if needed (Matlovičová & Husárová, 2017; Sobaih & Naguib, 2022).

After the FGD gets the results that are selected together, it is necessary to hold a socialization related to Community Empowerment in the Preparation of a Plan for the Development of Cultural Artifacts as Village Tourism in Siangan Village, Gianyar District, Gianyar Regency. This activity becomes a wider and more direct liaison with the community, especially those engaged in tourism.

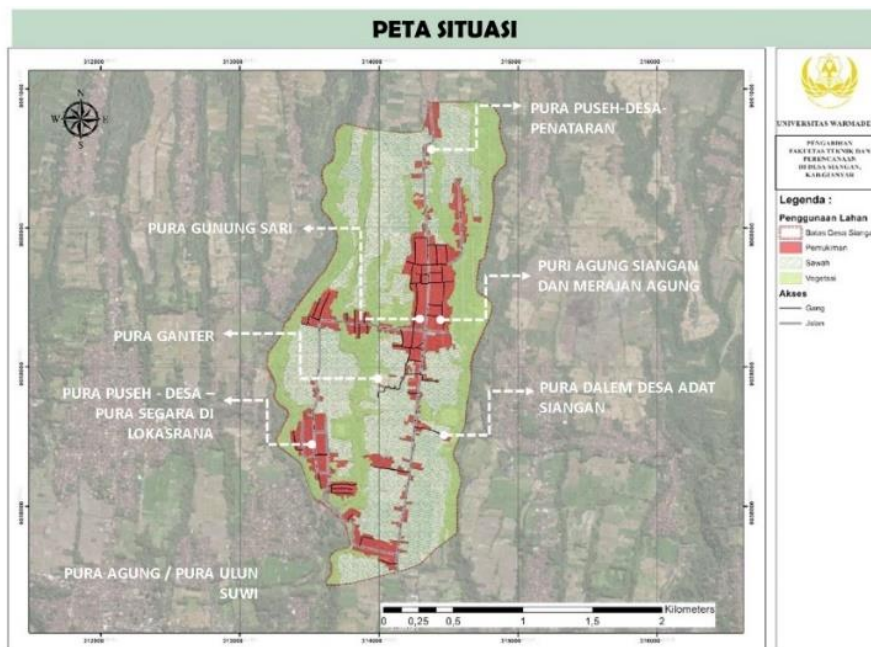


Figure 3 Cultural Heritage Location

III. RESULTS AND DISCUSSION

A. Economic and Social Impact

Economic impact, The biggest motivation to develop tourism is the existence of economic benefits. The economic impact focuses on profits through tourist destinations. Some of the benefits obtained by the development and development of tourism areas are: state foreign exchange revenues, increasing public income, increasing government tax revenues, creating job opportunities, improving economic structure as well as encouraging and diversifying entrepreneurial activities and stimulating the region's economy ' (Lukáč et al., 2021; Ratna Sari & Putri Sri, 2017).

Community Empowerment in the Preparation of Cultural Artifacts Development Plan as Village Tourism in Siangan Village, Gianyar District, Gianyar Regency and surrounding areas will have a positive impact on increasing PAD for Siangan Village. The importance of professional and commercial management of this tourist area by related parties is supported by infrastructure development, the availability of complete infrastructure facilities and the ability of quality management human resources, so that gradually it can attract more tourists to visit. With the determination of entrance tickets to tourist areas for tourists, of course, this can make maximum income for the region.

Social impact, due to community empowerment in the preparation of plans for the development of cultural artifacts as village tourism in Siangan Village, Gianyar District, Gianyar Regency and surrounding areas, there are 2 (two) aspects that are seen as impacts, namely social interaction and social change. Furthermore, respondents who are the objects / targets of the study consist of various parties, namely: 1). Community leaders; 2). Society, divided into: a). Local people who live and strive in tourist areas, b). Local people who live but do not try in tourist areas, c). Local communities and businesses in tourist areas; 3). Tourist area manager; 4). Tourists, divided into: a). Local within the province of Bali and b). Local from outside Bali province.

Socio-cultural impacts that occur from aspects of social interaction of the community in the study area as a result of the development of the tourist area of Siangan Village and its surroundings, such as interactions in religious activities, economic activities, health service activities, entertainment activities, sports activities, business cooperation, trade promotion interactions, silaturahmi, information sharing, and interaction in photo activities. Thus, the development of the tourist area of Siangan Village and its surroundings has a positive impact on the community in terms of community social interaction.



Figure 4 FGD with the Community

The existence of the tourist area of Siangan Village and its surroundings can have a socio-cultural impact on the community, especially on aspects of positive social change, such as the atmosphere of the tourist area is increasingly crowded, the construction of new facilities, the improvement of tourist areas, job vacancies, community economic activity increases, community income increases, there is a change in language use, changes in the way of communication and cultural exchanges.

B. Partner Contribution to Implementation

The partner's contribution to the implementation of PKM activities starts from granting permission to use the Siangan Village area as a PKM location with the signing of a Statement Letter by the partner, which in this case is the Sentir Bali Foundation as the chairman of the Siangan Village area manager. The next contribution is in the framework of collecting potential data and problems carried out with field surveys and interviews to partner groups. The partners are very helpful in collecting data through observations in the Siangan Village Area which

is carried out with a direct measurement process to the Siangan Village Area. This observation and documentation was carried out by observing and taking pictures of the Siangan Village Area with the results in the form of photos to strengthen previous quantitative data.

Other contributions are also in collecting data with qualitative methods such as interviews with selected informants, namely from the management, community stall owners, beach area visitors, and community leaders who have valid information / in accordance with reality in the field and to complete quantitative data. The next contribution is in obtaining data in the form of literature on the elements of regional planning, Siangan Village, and conservation approaches, so that in the end it can be used to answer the formulation of the problem. At this stage, the management informs the structuring activities that have been carried out in the Siangan Village area.

The next planned contribution is the FGD activity to discuss the structuring design scheme in the form of presentations to partners. In this FGD activity, potential data and problems will be presented until the results of alternative designs are explained in this activity. Of course, partners will be invited to discuss so that criticism and input from partners will also be accommodated in this activity. The results of the FGD will be reevaluated and revised if necessary. FGD can be done more than 1 time until you get an optimal result result. In this activity also needs to be documented as a process.

After the FGD obtained the results that were selected together, the next contribution was in socialization activities related to the design / idea of development in the form of Community Empowerment in the Preparation of Development Plans for Cultural Artifacts as Village Tourism in Siangan Village, Gianyar District, Gianyar Regency. This activity becomes a wider and more direct liaison with the community, especially those engaged in tourism. After the socialization of the Application of Planning Ideas, it was continued with the submission of the results of community service, namely the concept of Community Empowerment in the Preparation of Cultural Artifacts Development Plan as Village Tourism in Siangan Village, Gianyar District, Gianyar Regency, to the Bali Sentir Foundation as the manager of Siangan Village Tourism.



Figure 5 FGD with village officials

C. Strategic steps of Planning Approach

The next plan of PKM activities for the Development of Cultural Artifacts as Village Tourism in Siangan Village is as follows:

This plan in the field of implementation will be adjusted to the needs of the Sentir Bali Foundation as a Service Partner, because this activity exists because of the needs and requests of partners. The planning approach used in analyzing this activity is as follows: Pendekatan Perencanaan Dari Bawah dan Dari Atas (Top Down And Bottom Up Planning).

It is an approach in spatial planning with a new paradigm that is integrative and accommodating according to authority on a local scale and on a regional scale in the Siangan Village Area.

a. **Holistic Intersectoral Approach (Comprehensive)**

It is an approach in spatial planning carried out through the use of analysis and diagnosis stages in each related sectoral plan, coordination, synchronization and integration of development plans between sectors. With that, Community Empowerment in the Preparation of Cultural Artifact Development Plans as Village Tourism in Siangan Village, Gianyar District, Gianyar Regency which is compiled is an integrated planning with other spatial planning and with regional development planning covering various sectors of activity.

b. **Sustainability Development Approach**

Is a planning approach based on sustainable development by taking into account aspects of environmental sustainability for long-term interests.

c. Community Approach

It is a spatial planning approach based on efforts to invite local communities to be involved in every implementation of development activities so that there is a balance in development.

d. Supply-Demand Approach

The spatial planning approach based on supply-demand market law due to the concept of Community Empowerment in the Preparation of Cultural Artifacts Development Plan as Village Tourism in Siangan Village, Gianyar District, Gianyar Regency must always be adjusted to the needs, interests and demands of the community who will later enjoy the results of the development of the Siangan Village Area.

IV. CONCLUSION

Based on the implementation and results of activities at the location, the conclusions of community service activities Community Empowerment in the Preparation of Cultural Artifacts Development Plan as Village Tourism in Siangan Village, Gianyar District, Gianyar Regency this year are: The concept of arranging accessibility and parking, The concept of arranging public open spaces, open fields and parks, and Community Empowerment in the Preparation of Cultural Artifact Development Plans as Village Tourism in Siangan Village, Gianyar District, Gianyar Regency.

Based on the implementation and results of activities at the location, suggestions for community service activities Community Empowerment in the Preparation of Cultural Artifacts Development Plan as Village Tourism in Siangan Village, Gianyar District, Gianyar Regency are:

- a. The implementation of community service through socialization and social action is expected to continue and Warmedewa University as a leading educational institution in Bali must remain a pioneer in community service.
- b. For the community, in particular, the community of visitors to tourist areas in Bali, to always participate in protecting the environment by maintaining existing tourist attraction facilities.
- c. It is necessary to increase cooperation between the government and the community in environmental conservation management.

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