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CULTURE BASED TOURISM STUDY IN NEW NORMAL ERA IN BADUNG DISTRICT

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ABSTRACT

The tourism sector in Indonesia is rapidly declining due to the impact of the co-19 pandemic that occurred in various parts of the world, including in Indonesia. Entering a new era of normalcy, or a new normality of what is the condition of tourism in Indonesia, is it able to rise again and what is the strategy? Bali Province, can be said to be the epicenter of tourism in Indonesia. In this article discusses case studies in Badung Regency, related to culture-based tourism with qualitative research methods to analyze the data collected. The theory used is the theory of marketing communication, and also the theory of culture and local wisdom, for the results of the achievement are the level and interest of culture-based tourism in the new normal period, how health protocols are still applied to ensure the safety of visitors so they are not at risk of exposure to covid-19 but they can still communicate between one visitor with another visitor.

KEYWORDS: Tourism, New Normal, Badung Regency

INTRODUCTION

All regencies in Bali have the same opportunity to develop their tourism. One area that has the potential to develop tourist villages in Bali is Badung Regency. The Vision of the Culture and Tourism Office of Badung Regency in 2020 is, the realization of Badung Regency as a cultural tourism destination area by carrying out coaching and developing cultural tourism in a directed, planned and integrated manner. So the tourism village in Badung Regency tends to develop towards the development of culture-based tourism. In its current development, tourism in Badung Regency has contributed revenue to the regions sourced from hotel and restaurant taxes, tourism sector fees (destinations), and other sectors that support tourism. In terms of regional revenue acquisition, the tourism sector in Badung Regency is one of the leading and ranked second after mining non-metal minerals and rocks.

For this tourism study we can see this phenomenon, it is known that culture-based tourism in Badung Regency has a great opportunity to be developed. However, there are identified tourism problems faced by Badung Regency, some of which are people who do not understand the potential of villages that can be developed as cultural-based tourism products and tourism management systems that are not yet synergic between the relevant stakeholder elements. So it can be seen that culture-based tourism products that can be developed by villages, factors (internal and external) that affect the development of village tourism, and also urban areas are formulated with management strategies that need to be done.

In March 2020, Indonesia began experiencing a co-19 pandemic and as of June, there is no sign that this pandemic will end. However, the government has decided to be new to maintain the

survival of the community. The tourism sector is one of the business sectors that is strongly affected by the co-19 pandemic. Bali is one of the provinces whose regional income relies on the tourism sector. During the pandemic, hotel occupancy in Bali dropped dramatically to 80% -90%, and some even closed their hotel businesses because they were unable to cover operational costs.

Globally, the Covid-19 pandemic period is not yet known when it ends so that the world community is expected to be able to adapt to implementing a new lifestyle. Referring to the development of Global, the tourism business must also apply a new protocol pattern as part of an effort to escape, maintain the sustainability of the tourism sector. In this regard, it is necessary to make rules related to tourist travel protocols, especially in the Province of Bali during the new normal period. In general, this protocol prioritizes efforts to prevent the spread of covid-19 with the main activities: (Ministry of Tourism and Creative Economy, 2020).

- a. Wear a mask;
- b. Frequent hand washing / hand sanitizer;
- c. Keep your distance (physical distancing / social distancing).

The tourist travel protocol is composed of 2 (two) major parts, namely:

- a. Arrival flow, consisting of pre-departure, arrival and accommodation;
- b. The flow of return, consisting of when in hotels, airports and planes.

The protocol at this stage of the arrival flow is the protocol for tourists coming to tourist destinations. The arrival phase consists of:

- a. Pre-departure;
- b. Arrival; and
- c. Accommodation.

This makes the theme of this research more interesting with the discussion of culture-based local wisdom in the new normal era. How does a tourism place open a tourist attraction in accordance with the new normal protocol.

LITERATURE REVIEW

Theory of Marketing Communication

William J. Stanton stated that marketing is a whole system of business activities aimed at planning, pricing, promoting, and distributing goods and services that satisfy needs, both existing and potential buyers. So, we look at marketing as a system of interrelated activities aimed at planning, pricing, promoting and distributing goods and services to groups of buyers.

These activities operate in an environment that is limited by the sources of the company itself. In general, in marketing the company tries to generate profits from the sale of goods and services created to meet the needs of buyers. However, marketing is also carried out to develop, promote and distribute programs and services sponsored by non-profit organizations. Although the company has some of the same goals, but the strategy adopted can vary, but in principle, this strategy is pursued based on one goal. In marketing, the strategies adopted by financial institutions can consist of 3 stages, namely:

1. Choosing the intended customer;
2. Identify their desires;

3. Determine the marketing mix (Basuswastha and Irawan, 2008: 5)

Peter Drucker, a leading management theorist, points out the following: one can assume there will always be sales needs, but the purpose of marketing is not to expand sales everywhere. The purpose of marketing is to know and understand the customer in such a way that the product or service matches the customer and then sells.

The notion of marketing as put forward by world marketing expert Philip Kotler is "a social and managerial process whereby individuals and groups get what they need and want by creating and exchanging products and values with others." From this understanding it can be said that marketing is an attempt to fulfill the wants and needs of consumers through the creation of a product, both goods and services which are then purchased by those who have needs through an exchange (Kasmir, 2006). Communication is the most visible or audible marketing activity some people find disturbing but its value is limited, unless it is used optimally in conjunction with other marketing efforts.

The term Marketing Mix was first introduced in 1953 by Neil Borden when giving a speech at The American Marketing Association (AMA). In 1960, a prominent marketer, E Jerome McCarthy, proposed a classification of the Four P's which has been used extensively throughout the world. The Four P Elements in a Marketing Mix are:

1. Product (product), is goods or services produced by the manufacturing industry or service industry. Each product (goods / services) has a product life cycle. To maintain product competitiveness in the market, product differentiation is needed, so strategies for differentiating products must be carried out by marketing management;
2. Price (price), is the amount paid by consumers for a product (goods / services). A competitive pricing strategy must also be carried out by marketing management;
3. Promotion (promotion), represents all forms of communication used by marketers in communicating their products in the market. Promotion has four different elements, namely: advertising (advertising), public relations (public relations), personal selling (personal selling), and sales promotion (sales promotion).
4. Place (place), is a way to obtain products or how to access products by consumers (Gaspersz, 2012: 78)

According to Cortyard, the Marketing Mix is a unique combination of products / services, prices, promotions, and distribution strategies designed to reach certain target markets (Roger Gates & McDaniel, 2001). The marketing mix is one of the main concepts in modern marketing.

Theory of Tourism and Local Wisdom

Local wisdom is a set of knowledge and practices, both from previous generations as well as from experiences relating to the environment and other communities belonging to a community in a place that is used to resolve properly and correctly the various problems and or difficulties encountered. Local wisdom comes from the values of customs, religious values and local culture that are naturally formed in a group of people to adapt to the surrounding environment (Vitasurya, 2016). Local wisdom is a characteristic of each region that has the potential to support the development of an area. Cultural potential and local wisdom in the development of tourism become part of the product of human creativity that has economic value.

RESEARCH METHODOLOGY

Research methodology is a research plan and procedure which includes: from broad assumptions to detailed methods in data collection and analysis ". A good methodology includes determining research approaches and methods, selecting subjects, from which information or data will be obtained, techniques used to collect data, procedures taken for collection, and treatment carried out on the data collected such as analyzing and maintaining the validity of the data. The method used in this research is a case study. In the case study method, there are three types of studies, namely 1) intrinsic case study (Stake, 2009: 301) (intrinsic case study); 2) instrumental case study (instrumental case study); and 3) collective case studies. Instrumental case studies are used by researchers to examine a particular case in order to present a perspective on the issue or improvement of a theory.

Place and Time of Research

\ This research is located in Badung Regency, Bali Province. This research was conducted for two months from April to May 2020.

Data Collection Techniques

In collecting data related to the formulation of the problem at hand, researchers used five techniques namely observation, questionnaires, interviews, focus group discussions, and document studies.

Data Analysis Techniques

Data analysis techniques used in this study were qualitative descriptive analysis techniques (Sugiyono, 2003), and SWOT analysis (Strength, Weakness, Opportunity, and Threat). The SWOT technique is used to analyze and qualitatively classify internal and external factors that affect an organization's business, analyze the driving factors, map them, and define strategies based on these mappings, look at various possible policy alternatives, and determine the quadrant of processing results by calculating the number of each factor which has been multiplied by the level of urgency through a questionnaire (Rangkuti, 2017). As a concept in strategic management, this technique emphasizes the need for an assessment of the external and internal environment, as well as trends in future developments / changes before setting a strategy. This analysis is based on logic that can maximize strengths and opportunities, but simultaneously minimize weaknesses (Weaknesses) and threats (Threats). In this study, the SWOT technique is used to formulate tourism product management strategies in Badung Regency.

RESEARCH RESULT

Times are beginning to indicate that the future of tourism in Bali seems to be really changing. There is hardly a representative art stage in Bali outside the already rotten Art Center.

There is no theater that can be a channel of talent, quality art performances, or quality offerings for tourists. This is evident from the absence of quality and professional performing arts performed by arts groups such as in the Batubulan region, Gianyar Regency, Bali. However, this year, the development of tourism performance art has again found new trends, one of which is related to the new normal situation due to the co-19 pandemic.

Since the entry into force of new normal, this condition also has an impact on culture-based tourism itself. Although impacted, but the majority of tourist attractions began to reopen with the new normal state. This condition makes new trends and new cultures in the world of tourism in Indonesia, especially in Bali. Badung Regency is an area that is very identical with tourism in Bali.

According to Drs. Sudjatmono Adiksukarko (2006) cultural tourism is a tourism activity that aims to recognize the results of local culture such as traditional ceremonies, folk songs, traditional houses, traditional dances, and so on. Cultural tourism is the core and main strength of tourism in Bali, in addition to the natural beauty of the Island of the Gods. Bali is famous not only because of its natural beauty but also its culture. The uniqueness of Balinese culture is a strong attraction for tourists who really enjoy art in Bali. Cultural exploration in Bali feels obligatory for tourists with a variety of cultures that can be found in every corner of Bali where there are unique, beautiful to the extreme all interesting to know.

According to Smith & Kelly (2006) spiritual tourism is any type of activity and or treatment aimed at developing, caring for, and improving body, mind and spirit. Pechlaner (2010) in Conrady R., & Martin Buck (2011), provides an overview of the elements in making a spiritual journey. The elements of the spiritual journey are divided into 3 major elements namely attraction, place and motivation. The broad dimensions of spiritual tourism certainly illustrate that this type of tourism is inherent in a variety of tourism activities, but this type of tourism is focused on the human motive or purpose in conducting tourism activities, so that it can be classified into spiritual tourism. Spiritual tourism can be categorized as one type of quality tourism, because:

1. Respect for nature, minimal pollution, and minimal use of energy. This is because spiritual tourists are more inward than in world pleasures;
2. Respect for local culture (values, arts and culture), the fact that spiritual tourism will strengthen local culture because these types of tourists seek peace, peace and authenticity of local traditions;
3. High level of expenditure, tourists of this type generally come from educated people, as well as the upper middle class.

Spiritual tourism is based on two things as stated by Wilson and Harris, and Little and Schmidt (2006), including:

1. The "Self"

The 'self' factor which is usually used to find self-identity and self-recognition usually dominates this type of tourism. While Li et al (2006) suggest that this is obtained through improving education and learning about new things which are intended to empower themselves or individuals concerned.

2. The "Other"

The 'other' factor or that comes from outside oneself can be in the form of culture, environment and others. There will be no self without the other, by being aware of this it is motivated to be more open hearted and expand the mind to erode the tension that will dynamically

arise from both dimensions.

Cultural tourism attracts the attention of tourists with the uniqueness and art flowing in traditional Balinese culture, both those that are still thick with ancestral standards and slightly modified modern culture, as well as the results of acculturation art with other regional cultural arts all continue to amaze many tourists.

Tourism is a trip from one place to another, is temporary, carried out individually or in groups, as an effort to find a balance or harmony and happiness with the environment in the social, cultural, natural, and scientific dimensions (Spillane, 1987: 21). In the theory of multilinear evolutionism, the process of developing various cultures shows that there are several parallel processes of development. Alignment is mainly seen in the primary elements while the secondary cultural elements do not appear parallel development and only appear to be a typical development. The seemingly parallel developmental process of some primary cultural elements is due to certain environments forcing development into certain directions.

Preservation Efforts

According to Basuswastha (2008) the company has some of the same goals, but the strategy adopted can be different, but in principle this strategy is adopted based on one goal. In marketing, the strategies adopted by financial institutions can consist of 3 stages, namely: (1) Selecting the intended customers; (2) Identifying their desires; (3) Determine the marketing mix. Seeing from the intended consumers in the new normal era, strategies are needed in finding marketing methods to increase economic value in culture-based tourism. In addition to economic value, it also enhances the values of local wisdom in the tourism area. A concrete example can be seen, for example in Badung Regency, which is one of the tourist areas where most of the people are sculptors who, over time, the development of tourism in the area Affected the local culture of the community. The positive impact can stimulate the sculptor's creative motivation to work more innovatively and creatively in accordance with market needs and increased business competition, and to be able to know the culture of various other countries, especially through various orders for works of art outside of traditional sculpture works by sculptors such as making abstract art forms of sculptures made of padas and white stones. However, this development also has a negative impact on local culture, the Balinese people who used to live a simple life now have a consumptive lifestyle. Most Balinese applies a luxurious lifestyle and an instant lifestyle in the pursuit of prestige, and the reduced nature of togetherness due to the influence of western culture, especially the demands of modern craftsmanship that are more individual than in traditional craftsmanship which is more communal or in groups.

The same case also happened in terms of spiritual in Bali. Uncertainty of Balinese lives results in the erosion of their time to carry out their religious spiritual activities, creating the spiritual side of their religion to be simplified and to follow the stream of modernization, this is not entirely wrong, but in the future we cannot predict with increasingly busy Balinese people, whether they can still carry out activities spiritual as now. In fact, much has been lost in Bali's spiritual culture, especially in the city, especially togetherness has turned to individualists. In fact, besides cultural-based tourism, spiritual-based tourism in Bali is also quite attractive to foreign tourists. But in reality some Balinese do not even know their own spiritual activities. This is

unfortunate even though many of the tourists seek tranquility in spiritual cultivation in Bali, but the choice of spiritual tourism is still very limited and its development is not a priority. The improvement of a system that is mutually beneficial to spiritual activities with tourism in Bali must be provided with an organized system.

Positive Flow of Tourism

Bali tourism certainly gives a positive flow to the island of Bali and this positive flow must be utilized properly, especially the tourism support sector must get its positive aura for cultural development. This should be a priority for the synergy of the culture and tourism which have been running independently. This collaboration makes it possible to invite tourists to take part in culture while remaining restricted in their tour, so there is more value in the form of increased income for cultural development and motivation of cultural developers to continue to improve their art and culture because tourists are not only connoisseurs, but also can be a cultivator, developer and donor for the development of culture in Bali. With so many foreign tourists joining in cultural preservation, it is hoped that it will be a trigger for the younger generation to not be inferior to tourists so that the younger generation will be more creative in managing their culture. This can be done by researching and developing a system for tourists, which certainly benefits the cultural development side.

DISCUSSION

Tourism Trends Shift to Solo Traveling and Staycation (Virtual Traveling)

The effect of the current covid-19 pandemic has resulted in fundamental changes in the fabric of social life, including in Indonesia, one of which is tourism trends in remote areas of Indonesia. Tourism trends are shifting to solo traveling and staycation there will be a shift in tourism trends in the new normal period. Tourists will prefer tourism that does not involve many people. Therefore, tourism will lead to solo traveling and staycation. For reference entertainment will shift to alternative vacations that are not many people, such as solo travel tours, wellness tours, including virtual tourism and staycation. Virtual-based tours will be visited by tourists. Tourists will prioritize factors of cleanliness, health, safety and security when traveling. (<https://travel.kompas.com/read/2020/05/29/154500227/pourish-open-saat-new-normal-things-things-must-know?page=all> / Quoted on June 23, 2020). This concept makes a number of trends turning to virtual concepts, so that many virtual-based businesses will emerge. (<https://travel.kompas.com/read/2020/05/29/154500227/pourism-open-saat-new-normal-ini-things-things-that-should-be-known?page=all> / Quoted on date June 23, 2020).

Picture 1:
Solo Traveling Activities



Source: www.travel.kompas.com

Tourists will also pay more attention to tourism protocols, especially those related to health, safety, comfort, sustainable and responsible tourism, and authentic digital ecosystem. Things like this will be a platform going forward, how sustainable tourism is a consequence of the development of tourism. Managers are invited to take advantage of the closure momentum of the tourist area due to the co-19 pandemic to evaluate and rearrange tourist attractions, so as to present a safe and comfortable impression for tourists, including starting to implement sustainable tourism.

This tourism sector certainly also has new standards, new habits, and new cultures that must be developed so that new tourism products that are appropriate and satisfying can be created and offered to the new normal era tourists. Solo travel tours, wellness tours, virtual tours, and stay tours are tourism products that can be referred to as examples of vacation alternatives that are predicted to be sold in the new normal era. We believe that other more creative and solutive tourism products can be created by our tourism industry with their respective comparative and competitive advantages. As directed by President Joko Widodo, keywords from the new era of tourism products are very concerned about health, hygiene, safety and security issues. The principle of complying with health protocols must not be abandoned in packaging tourism services. The habit of keeping a distance, avoiding crowds, always wearing a mask, diligently washing hands must be able to be packaged as an inseparable part in one tourist product. We support the Ministry of Tourism's efforts to develop all the principles and protocols as new standards for the tourism industry. With this new standard, creative guidelines are expected to be born. Coupled with the unrelenting spirit we believe our tourism will survive and sustain in the new normal era. (https://mediaindonesia.com/editorials/detail_editorials/2022-produk-di-era-new-normal/ Quoted

from June 23, 2020).

Tourist Attractions in Badung

Badung is a regency in Bali. This regency has a million natural wonders and panoramas which are amazing and there are still many hidden ones, so that there are still many people who do not yet know the amazing natural beauty in Badung. Badung has many fascinating tourist spots, ranging from cultural sites, historic sites, spot photos of contemporary, to a waterfall that is very spoil the eyes and must be explored. If we have a vacation plan to Badung, don't worry about its beauty. This regency offers quite a lot of tour choices for us to visit. One of the attractions in the famous Badung is Kuta Beach, this beach is often visited by tourists. In the new normal era, it would certainly be a concern for all of us to apply health protocols to tourist objects that become tourist magnets enjoying the beauty of nature in Badung Regency.

Picture 2:
Pantai Kuta, Bali



Source : www.mantai.id

Kuta Beach has the attraction of the beauty of its beaches for tourists. Administratively, the Kuta District area is divided into 5 Kelurahan, namely Kedonganan Kelurahan, Tuban Kelurahan, Kuta Kelurahan, Legian Kelurahan, and Seminyak Kelurahan. An increase in tourist visits to Badung Regency, provides an opportunity for investors to invest capital by opening various types of businesses that support the tourism sector. Various types of businesses exist and develop aiming to meet the needs of tourists. The existence of various tourist facilities can be seen in the table below :

Table 1:
 Number of Tourist Accommodations in Badung Regency

Tahun	Hotel Berbintang	Hotel Melati	Pondok Wisata
2007	94	379	239
2008	96	472	325
2009	98	505	395
2010	98	541	475
2011	98	596	599

Source : Badung Tourism Office

Kuta Beach also opens new business opportunities for the community such as becoming a surfing tutor, opening a rental business and buying and selling surf boards, opening a surfing school business, and other businesses. This condition also if truly utilized by local communities can open new business opportunities in order to diversify the business opportunities that have developed at this time in Kuta Beach. The participation of local people in surfing activities has only been done by fishermen groups. The existence of fishermen groups still exists today because of the existence of surfing activities. The existence of fishing groups also contributed little to the development of surfing tourism in Kuta. The new normal concept which prioritizes the health protocol will create rules and also must be obeyed.

CONCLUSION

From the positive side of the development of tourism will certainly affect the continuity of life and culture of the Balinese people. Increasing the interest of tourists with Balinese culture and spiritual will certainly create their own motivation among young people to innovate and have a good effect on the development of the preservation of Balinese culture itself. Plus if a good management system has been created, the cultural sector will certainly greatly benefit the Balinese community, so that the younger generation will be able to focus on developing culture and tourism in terms of creating new cultural tourism objects and attracting more tourists. With good management and systems, it is hoped that there will be a certainty in the continuation of the life of the cultural cultivators so that they can make the development and preservation of their culture the main objects and reopen only a side job.

In addition to cultural preservation, a positive aura of tourism can certainly develop culture rapidly, there will be many modifications and creativity emerge but it still does not eliminate the initial element of the culture so as to increase the attractiveness of tourism, especially to foreign

tourists interested in the unique culture of Bali. This tourism can be used as a foundation for the development and preservation of Balinese culture and spiritual so that people do not mess around about matters, especially funding for the development of culture itself, so that both culture and spirituality with tourism will go hand in hand and lead to mutually beneficial relations between all parties. In the new normal times, there have been some shifts in tourism trends, including always using health protocols, tourists prefer virtual traveling or self-traveling. So of course there will be new binding rules.

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