

# “Sunflower Garden” Eco-Tourism Area Development Strategy in Batannyuh Belayu Village, Marga District, Tabanan Regency

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## ABSTRACT

Tourism today has become a necessity for all levels of society. Therefore, tourism management must be carried out seriously by involving related parties. The Central Government also has exceptional attention to Bali as an area with enormous tourism potential and much foreign exchange. The central government and local governments issued several policies to support tourism development in Bali and make Bali an international tourism area. The Bali Provincial Government, through the direction of policies and programs implemented, is the Vision of “*Nangun Sat Kerthi Loka Bali*.” Which contains meaning of maintaining the holiness and conformity of Bali’s nature and the contents to embody prosperous and happy life of Balinese attitude, from time to time towards the life of Balinese manners. One of the villages in Tabanan Regency, Batannyuh Belayu Village, has an innovative breakthrough, namely the “Sunflower Garden” Ecotourism Area with the main focus on sunflower gardens and equipped with several Balinese ornaments. This time, the formulation of the research problem is how is the Strategy for developing the “Sunflower Garden” ecotourism area in Batannyuh Belayu village, Marga District, Tabanan Regency. The method used in this research is qualitative method through literature study by adding the results of interviews. Moreover, this research brief concludes that the Sunflower garden ecotourism area is still promoting the cultivation of ecotourism areas according to the community itself also the absence of cooperation with various parties to advance the area, suggestions from researchers so that in the future this ecotourism area will be intensified in terms of promotion. so that this eco-tourism area continues to attract tourists.

**Keywords:** *Ecotourism, Sunflower Garden, Tourism.*

## 1. INTRODUCTION

Nowadays, tourism has become a necessity for all levels of society. Therefore, the management of tourism must be carried out seriously by involving related parties. In recent years, Ecotourism has proliferated. So those promotions are carried out on a large scale to gain profits and opportunities in the ecotourism market by Realizing the massive potential of the tourism sector for the economy of a country, especially Indonesia, which has extraordinary natural and cultural potential. The Central Government also has exceptional attention to Bali as an area that has enormous tourism potential. The Central Government and Regional Governments issued several policies to support tourism development in Bali and make Bali a tourism area on an international scale.

The tourism sector is the sector that has an essential role in supporting the economic development. The tourism sector is in direct contact with the peripheral community. With tourism, it will have positive implications in increasing income and welfare for the surrounding community. In addition, the tourism sector also contributes significantly to the country's foreign exchange. This can be seen from the number of foreign tourists to Bali from 2015 to 2019; namely, in 2015, the number of foreign tourists to Bali was 4,001,835 people. In 2016 there were 4,927,937 people, the number of foreign tourists to Bali, in 2017, number of foreign tourists. 5,697,739 people to Bali, 6,070,473 people in 2018, number of foreign tourists to Bali, and in 2019, number of foreign tourists to Bali was 6,275,210 people (<https://bali.bps.go.id/>, accessed 13 November 2020).

The data above shows that every year the number of tourists visiting Bali has increased so that it directly adds a significant contribution to the country's foreign exchange.

The above proves that travel development has led to the development of a Tourist Destination Area (DTW). The tour that is carried out is inseparable from the movement of tourists. In line with the population dynamics, the movement of tourism development penetrates various fields of terminology. The potential development of the tourism sector is often associated with its role as one of the strengths of the source of contribution to regional income, especially with the existence of regional autonomy at this time, where the existence of regional autonomy makes each region compete to explore its potential and develop potentials that are expected to provide added value for regional revenues or usually the tourism sector is more developed to increase its contribution to Regional Original Income (PAD). Regional Original Revenue (PAD) is a significant source of revenue for routine and development financing in an autonomous region. Tourism destinations in Indonesia is mostly located in some islands, one of which is in Bali island.

Bali offers many tourism destinations, such as marine tourism, traditional and cultural tourism, nature reserve tourism, and agricultural tourism. Agricultural tourism which currently become the focus of Bali Provincial Government is *subak*. It can be seen from the issuance of Bali Provincial Regulation Number 9 in 2012 with regard to Subak. The Central Statistics Agency in Bali recorded 77,986 *subak*, spread over eight regencies and one city (<https://bali.bps.go.id/>, accessed 13 November 2020).

Ecotourism refers to the tourism activity which concerns on preserving tourism resources (Giri and Adikampana, 2018). The development of *subak* as Ecotourism can create the welfare and economy of the community. It can also function to build the awareness of environment and culture in the local communities and tourists. According to the Bali Provincial Regulation Number 9 in 2012, *subak* is as traditional organization in water use and or plant management at the farming level in Balinese indigenous peoples that is socio-agrarian, religious, and economical, which historically continues to grow and develop.

Bali Provincial Government, through the direction of policies and programs implemented, is the Vision of *Nangun Sat Kerthi Loka Bali*, contains meaning of maintaining the holiness and harmony of Bali's nature and contents to create prosperous and happy life of Balinese attitude, time to time towards the life of Balinese manners. Tabanan is located about 35 km west of Denpasar City. In addition, Tabanan is one of the areas that received the idea for some of its villages to be used as Tourism Villages, where Tabanan itself gets a share of dozens of villages that must be developed into Tourism Villages. One of them is Batannyuh Belayu Village, Marga District. Batannyuh Belayu Village has various

potentials that can be developed into an ecotourism area. To better understand these progressive efforts, an ecotourism program was launched in Batannyuh Village, an innovative breakthrough, namely "Sunflower Garden," which is a beautiful sunflower and Celosia flower plantation by utilizing rice fields that have been transformed into beautiful flower gardens. In the Ecotourism area, Sunflower Garden is also equipped with selfie spots, with several architectures such as a miniature Eiffel tower and some traditional Balinese ornaments. In the management of this ecotourism area, problems were found related to the lack of awareness of the peripheral community in terms of promotion for Sunflower Garden ecotourism area.

## 2. METHOD

The method used is qualitative research method emphasizing literature study through adding interview data. Main types of the references used in the study of literature are journals and scientific articles. The data obtained from the literature and the results of these interviews will be used to analyze and explain the problems in a discussion. The number of informants interviewed amounted to 7 people, namely from the Tabanan Regency Tourism Office, Batannyuh Belayu Village Perbekel, Batannyuh Belayu Village Customs Village Head, Sunflower Garden Ecotourism Manager, and the Batannyuh Belayu Village community.

## 3. RESULT AND DISCUSSION

The state-of-the-art research is taken from several examples of previous research as a guide or example for current research. Examples are taken in the form of journals about the Strategy of developing ecotourism areas. This is based on problems that occur because there is no maximum support from the government in providing supporting facilities and the low quality of human resources related to knowledge about cultural packaging techniques into creative products; besides that, the problem in tourism management in ecotourism areas is the absence of creative SMEs, which can package the existing tourism potential as well as market and promote tourism using information technology while maintaining the sustainability of natural resources (Ecotourism). Based on this analysis, the researchers used several theoretical reviews from related research, namely:

### a. Strategy

In the book Strategic-Knowledge Management quoted by Kusumadmo (2013), the word strategy etymologically comes from the Greek word Strategos which is formed from the word stratos or soldiers, and the word ego or leader. In Oxford Learner's Pocket Dictionaries (2010), Strategy (noun): scheme of action designed to reach overall aims. According to the book Big Indonesian Language Dictionary (KBBI) in 2007, Strategies: (1) the knowledge and art of utilizing all the resources of nations to carry out specific policies in war

and peace; (2) the knowledge and art of leading armies to pass the enemy in war, to obtain favorable conditions; (3) careful planning of activities to achieve specific goals; (4) a good place based on war tactics.

Jauch and Glueck (2000) state that strategy as a cohesive, comprehensive, and integrated plan that match the company's advantages with the environmental challenges and designed to assure that the company's main goals can be reached through the proper implementation. According to Hamel and Prahalad quoted by Rangkuti (2002), "strategy means a tool to achieve company goals regarding long-term goals, follow-up programs, also the resource allocation priorities."

Strategy is the fundamental design of present and planned goals, source mobilization, interactions with markets, competitors, and other environmental factors. According to Marrus (2002:31), strategy is as a process of establishing the plan of top leaders that focuses on the organization's long-term goals, accompanied by the preparation of method or effort on how to reach these goals. Quinn (1999:10) defines strategy as the form or plan that integrates the main goals, policies, and series of actions within organization into unified whole. According to Umar (2011: 31), strategy refers to an incremental action (constantly increasing) and continuous and carried out based on what customers expect in the future.

Thus, it can be concluded that strategy is the way to reach the goals that have been planned by explaining what must be achieved, where to focus, and how which sources and activities will be allocated to each product market in meeting environmental opportunities and challenges and to achieve competitive advantage.

#### b. Development Strategy

According to Iskandar Wiryokusumo, development is an educational effort, both formal and non-formal, that is carried out, planned, directed, regularly, and responsibly to identify, grow, guide, and evolve personality basis that is balanced, intact, and harmony, knowledge, and skills by his talents, desires, and skills, as the provision for further on his initiative to add, improve, and develop himself, as well as his environment towards the accomplishment of optimal human dignity, quality and ability, and independent personality. Strategy development refers to comprehensive effort, which needs support from the top management designed to improve the effectiveness and health of the organization through the use of some intervention techniques by applying knowledge derived from behavioral sciences. Strategy development is also as process that intensify organizational effectiveness by integrating individual desires for the growth and development of organizational goals. Strategy formulation is essential after knowing the threats facing the company, the opportunities or opportunities it has, and the strengths and weaknesses that exist in the company. Strategy formulation includes determining the company's mission, achieving the

objectives, developing strategies, and also establishing policy guidelines.

#### c. Ecotourism Concept

Area is based on a functional grouping of certain activities, like industrial areas, trade areas, and recreation areas. Ecotourism refers to the tourism concept that reflects environmental perception and follows the guidelines between balance and environmental sustainability (Ihsan et al., 2015). It is an alternative concept of tourism that prioritizes natural, community, and social values that allow for positive relationship between the actors (Lappo et al., 2010). It is a tourism activity directed to integrate economic development while generating funding for efforts to conserve natural resources as an attraction (Nadiasa et al., 2010). Ecotourism is a journey of a person or group to nature-based places and aims to conserve the environment and provide a livelihood for the surrounding community (Hayat, 2018).

The impact of Ecotourism can impact the environment, social economy, and impact on the economy. According to Ayuningtyas and Dharmawan (2011), Ecotourism has both positive and negative impacts on the environment, social, economic, and economic impacts, namely:

##### a. Positive Impact of Ecotourism

The positive impact that occurs is the addition of income obtained from work in the ecotourism sector. Another positive impact is that residents are aware of protecting the surrounding environment by throwing garbage in its place, not doodling on trees, and not cutting down trees carelessly. Locals are more open to tourists or outsiders

##### b. Negative Impact of Ecotourism

The existence of Ecotourism causes conflicts due to the non-participation of the population in cooperation activities. Another negative impact is on the status of the settlement. There is noise due to tourists coming. Increased waste due to food and beverage waste brought by tourists. The level of communication between residents and their families, neighbors, and village officials has decreased relatively in intensity due to the busyness of each resident.

According to The International Ecotourism Society (2015), ecotourism is responsible for travel to natural areas that conserve the environment, support the prosperity of local communities, involves interpretation and environmental education. The concept of ecotourism tries to merge three essential components, namely nature conservation, empowering local communities, and intensifying environmental consciousness. The principles of ecotourism include: minimizing physical, social, behavioral, psychological impacts, building environmental consciousness, culture and respect. Provide positive experience for the visitors and hosts. Give direct financial benefits for the environmental

conservation and generate financial benefits for local communities and private industry. Give memorable interpretive experiences for the visitors to intensify sensitivity to the political, environmental, and social climate of tourist destinations, build, operate facilities or infrastructure by minimizing environmental impacts, and recognize indigenous communities' rights and spiritual beliefs and empower them.

According to Gumelar S. Sastrayudha (2010), in the process of developing and fostering integrative ecotourism, the implementation indicators used include:

a. Environmental approach.

The definition and principles of Ecotourism have direct implications for tourists and travel service providers. Tourists are required to have environmental awareness and high socio-cultural sensitivity. However, they must be able to do so in tourism activities through the empathetic characteristics of tourists, being encouraged to spend extra for nature conservation. An in-depth analysis of the parties interested in environmental conservation and conservation needs to be carried out to identify those interested and take advantage of the environment as part of their lives.

b. Participation and empowerment approach.

The approach to participation and empowerment of local communities in the development of ecotourism must result a model of community participation. The participation of the local community is involved in the preparation of planning from the beginning, where the community can express ideas that can provide the feel of participatory planning and encourage them to evolve pure ideas without control from interested parties. Some elements that can increase ideas are economic, conservation, social, political, environmental regulation, empowerment and reclamation of damaged environment, empowerment of local arts and culture, and many more.

c. Infrastructure approach.

Provision of basic infrastructure is important activity to strengthen the ecotourism development. Roads, bridges, clean water, telecommunications networks, electricity, and environmental control and maintenance systems, are physical elements built by avoiding environmental destruction or eliminating the realm of beauty in the ecotourism locations. High technology must avoid environmental damage and damage to the landscape that is inverse to the configuration of the natural surroundings.

d. Ecotourism area zoning approach.

The placement of facilities are divided into three zones: the core zone, buffer zone, service zone, and also development zone.

### **3.1 Sunflower Garden Ecotourism Area Concept**

Belayu Village, Marga District, Tabanan Regency, has inaugurated an Ecotourism Area called Sunflower

Garden in December 2018. The Sunflower Garden Ecotourism Area is the flagship destination of Belayu Village. Sunflower Garden presents the charm of a beautiful view with an expansive flower garden plus a unique selfie spot, making this place one of the must-visit places. This place is very suitable as the leading destination for sightseeing on the weekends. Sunflowers garden at Marga Tabanan has only been open since the beginning of January 2019.

Hence, it is still relatively new, so not many people know about the existence of this tourist attraction. However, those who use social media such as Instagram and Facebook can find information more quickly and easily. This place is specially designed for those who like to take selfies, because indeed several rides for selfie photo spots are provided here with a background of beautiful flower gardens, especially sunflower gardens which can rarely find, unlike the gemitir flower garden (marigold), which has long been popular and exists in several places in Bali.

The sunflower garden or garden at the Sunflowers garden in Marga Tabanan provides an alternative to a unique vacation destination. The sunflower garden looks beautiful, especially when the flowers bloom yellow amid green nature, making the scenery excellent. Not only sunflowers but there are also marigold flowers (gemitir) that are beautifully arranged and shaped. Besides that, several spots and platforms are provided for those who like selfie photos; what is found here will present a new pleasant natural atmosphere, which must be enjoyed and can make happiness. Fresh mind again. This sunflower garden in Tabanan Marga is relatively easy to reach; according to the marker on google maps above, the distance from Denpasar city is about 24 km, while from Tabanan city it is about 32 km. The Sunflowers garden attraction is in the same direction and adjacent to several other attractions, such as the Taman Ayun attraction, only a 15-minute drive or about 6 km. From the monkey forest, Alas Kedaton is 5 km away. Besides being easily accessible, its existence can complete the list of the latest tourist attractions in Bali.

Visitors from Sunflowers garden are still dominated by residents, especially young people, flowers that are synonymous with the beauty of a woman, will blend harmoniously with your young women, including lovers, can capture the memories of their trip to this place, Moreover, being one of the new tourist destinations in Bali, will provide valuable memories for you, especially when you can be here when the flowers begin to bloom, will display a romantic and dramatic natural feel. This or sunflower garden, known as the Sunflowers garden, utilizes rice fields that have begun to become unproductive by skilled hands, creating a potential new natural beauty, and is now a recreational or tourist destination. In this place, there are not only selfie spots or flower gardens, among the flower gardens, there are several gazebos that can be used as a place to rest while enjoying the beauty of the garden, the breeze touching the body feels so fresh, the natural atmosphere here is

peaceful and calm in its beauty, so it is also ideal as a place to relax, with family.

To find out and get to know more about the existence of these sunflowers, please note, these flowers also do not live long because there are times when the flowers are old and no longer blooming; however, in this garden, the planting of flowers with certain ages has been arranged, so that visitors who come here can find flowers in bloom. The contours of the soil here are flat, but when the paddy fields are wet, when it rains, the soil will be a little sticky on the footwear, so use appropriate footwear. The Sunflowers garden at Marga Tabanan, as a new tourist spot, continues to receive arrangements from the manager so that it will continue to be better, including perhaps other more complete facilities and rides in the future.

Currently, this place is also equipped with food and drink stalls, many places to relax, and a playground for children. However, at this time, the vehicle parking for cars is still on the side of the road. Currently, Sunflowers garden can be used as a new tourist destination in Tabanan Bali. Visits will be more crowded on weekends or holidays. The price of admission is Rp. 10,000 per adult and Rp. 5,000 per child. However, it is essential to note that this Sunflower garden does not always present sunflower plants because, at certain times, the sunflowers die, so visitors cannot find sunflowers at all, and visitors can see other planets flowers that are also growing. Well, in this area. Instead, visitors can enjoy the beauty of Celosia flowers suitable in the lowlands and imported from Gunung Kidul, and the flowers are colored yellow, blue, green, and red.

### **3.2 Batannyuh Belayu Village Overview**

Batannyuh Village is a village located in Marga District, Tabanan Regency, Bali Province. Based on its geographical condition, Batannyuh Village has an area of approximately 200 hectares/m<sup>2</sup>. Of the area, most of which are rice fields and residential areas. The village, located offline more than 7 km from Tabanan City, is the center of the timber industry, and 75% of the population is involved in this field. The population of Batannyuh Village is predominantly Hindu, with a population of 2,593 people. In Batannyuh Village, many of the residents have residences with traditional Balinese designs, especially many use carvings, primarily because most of the residents work as carvers.

### **3.3 Approach to the Environment**

The people of Batannyuh Belayu Village have implemented a picket system in this ecotourism area. This is done in order to increase awareness of the environment addressed to the community. This picket system is carried out in rotation every day by residents.

### **3.4 Participation Approach in Community Empowerment**

A participatory approach has been taken by the village government of Batannyuh, Belayu, towards

community participation in the management and development of the "Sunflower Garden" ecotourism area. The following approaches are taken, including: (1) Public Education on Ecotourism Areas, (2) Development of Ecotourism Areas, (3) Management of Ecotourism Areas. This has been done to attract the people's interest of Batannyuh Belayu Village towards Ecotourism Areas and the critical role of ecotourism areas at this time.

### **3.5 Sunflower Garden Ecotourism Area Development Strategy**

The development strategy that can be carried out is the Ecotourism-based Creative House Concept. This concept offers education to the public in terms of knowledge, interest, and concern for the natural environment. The Creative House concept is implemented with a scheduled system by the village government towards the surrounding community. The development strategy with this concept will maximize the management of this ecotourism area.

## **4. CONCLUSION**

Ecotourism area is tourism by utilizing the surrounding nature to introduce the natural potential in the local village. This is intended to develop the natural potential of the village, and the community is sensitive to the potential of their respective regions. Therefore, a development strategy was implemented to become the principle of ongoing ecotourism development, one of which is the "Sunflower Garden" ecotourism area in Batannyuh Belayu Village. This ecotourism area raises the attraction of sunflowers as a focus to attract tourists. Meanwhile, the land used is community rice fields which have been transformed into flower gardens. This is done to support the village economy, which is in a slump due to the COVID-19 pandemic.

It is hoped that this development will also occur throughout the island of Bali in order to develop the potential of each village. In order for the continuity of the relationship between humans and the natural environment. The government is expected to support the community in developing Ecotourism in terms of policies, material assistance, and others and assist the private sector in conducting promotions related to ecotourism areas to create good stakeholders between the government, the private sector, and the community.

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