



Bali Aga Tourism Village Branding in Buleleng Regency Through the Existence of Local Products

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Abstract. This study aims to identify and describe local products in Bali Aga village which is a tourism village as the branding of the village. In this study, six Bali Aga villages in Buleleng Regency were directly observed to identify local products that became the village's branding as a tourism village. The six villages are Pedawa Village, Sidetapa Village, Tigawasa Village, Julah Village, Sembiran Village, and Sambirenteng Village. The six villages have local products in the form of handicrafts and culinary delights that have made this village known through the survival and existence of these products. The presence of these local products has an impact on the branding of the six villages, making it easier for tourism village managers to market their villages as tourist destinations in Bali, especially Buleleng Regency.

Keywords: Branding · Local · Product · Tourism · Village

1 Introduction

Bali Aga Village in Buleleng Regency is currently the focus of much attention, both from the government and academics. The designation of Bali Aga village as a tourist village because it is unique through a regent's decision, has an impact on the presence of both domestic and foreign tourists to these villages. An interesting thing to observe is the openness of the Bali Aga village community towards the presence of tourism, both tourists and the need to provide tourism products that function to support tourism development in these villages [1]. Along with the acceptance of tourism by the Bali Aga village community, various activities that support tourism activities are carried out including preparing human resources as direct tourism service actors, providing tourist facilities, and developing tourism products. Tourism products [2] is something that is prepared by tourism managers, including tourist villages in order to meet the needs and desires of tourists while carrying out tourism activities.

Bali Aga Village in Buleleng Regency has a uniqueness which is an opportunity for these villages to develop themselves as tourist villages. The unique culture, beautiful nature, and unique products owned by each Bali Aga village in Buleleng Regency provide opportunities for village communities to utilize and manage the potential of their villages to become tourist destinations. The uniqueness of tourism becomes something that must exist to be able to provide new experiences for tourists [3]. Likewise, the uniqueness of an area as explained [4] is also an important thing in tourism because it can fulfill the need for hedonic consumption. Understanding the importance of providing uniqueness in each village, academics and the government provide assistance in maintaining this, both through research programs and community service.

The uniqueness of each tourist village can also have an impact on building the image of a place. Especially for local products that are developed into tourism products, uniqueness and distinctiveness become inseparable units. In this case, the way of making the product, the selection of raw materials, the shape of the product, the rituals that are performed before production, and other matters related to the production process, are the uniqueness as well as the characteristics of the local community. In this study, there were six Bali Aga villages in Buleleng Regency whose local products were to be identified which were produced from generation to generation so that they became unique and distinctive to the village, as well as an opportunity to build an image for the village as a tourist destination. In line with the study [5] about batik culture in Tasikagala, a culture that has been passed down from generation to generation as a local ancestral cultural heritage, capable of being an attraction for tourists. This is also found in Bali Aga villages in Buleleng Regency, for example, the tradition of making bamboo baskets in Sidetapa Village is an attraction for tourists [6].

Understanding the importance of the advantages that each tourist village has this research conducted observations and interviews with six Bali Aga villages in Buleleng Regency which have their own uniqueness and uniqueness to their villages as well as their local products. Local products owned by the villages studied in this study have been recognized by the general public and have developed into tourism products. This is interesting to observe, considering that the products produced do not only have social, cultural, and environmental values but also have economic values. Seeing the market needs that have high demand, in this study, an examination was carried out on product sustainability which enabled the village to maintain the image of the village as a producer of products produced by previous generations.

2 Objective

The objective of this study is to observe and examine the potentials of tourism products in the six villages, in Bali Aga villages in Buleleng Regency, as the image of the villages.

3 Theoretical Review

Image is a very important thing for every manager of tourist attraction to pay attention to at this time, considering that high supply has an impact on the high bargaining power of tourists because it is presented by many choices. Destination image [7] provides an

overview of tourists' or potential tourists' knowledge of a tourist place to go to so that there is an expectation that arises in tourists when visiting that destination. Thus, the image of the destination [8] can be a determinant of the success of tourism development and destination marketing because it has an influence on the supply and demand sides. It is hoped that destination managers can build and maintain a positive image of their services and tourism products, including maintaining something unique and distinctive that they have.

4 Methods

This research was conducted to six Bali Aga villages in Buleleng Regency, namely (1) Pedawa Village, (2) Sidetape, (3) Tigawasa Village, (4) Julah Village, (5) Sembiran Village, and (6) Sambirenteng Village. The six villages have local products that have been produced for generations by the local community, thus creating the image of the village as a producer of this product. In this study, observations and interviews were carried out with the people who produce these products. In addition, this research also traced the results of previous studies related to products in the six villages. The findings were analyzed descriptively and qualitatively and presented narratively.

5 Discussion

Based on the results of observations in the field, namely in the six tourist villages which are Bali Aga villages, each village has a product that can become an image. Image [9] can affect consumer memory, which is able to form a certain image in the minds of tourists. Specifically, regarding villages in Buleleng Regency, [10] Image becomes very important as a differentiator of a destination from one another.

5.1 "Gula Aren" Pedawa Village

Pedawa Village has been known as a palm sugar producer for a long time and remains the village's superior product to this day. Pedawa Village [11] is dominated by palm trees which had the advantage of being a water storage plant before the 19th century. The nectar of the palm trees can be processed to become sugar. Although the number of palm sugar artisans has decreased along with the availability of various jobs, the production of nectar into sugar can still be found in the village. Pedawa village palm sugar [12] is very well known in Buleleng Regency and has become the identity of local wisdom in the village. The taste of palm sugar is delicious and very suitable for use as an ingredient to make various snacks so almost every traditional market or grocery store provides this sugar (Fig. 1).

The production of palm sugar in Pedawa Village has decreased due to the declining interest of the community in producing this sugar, which is due to the length of the production process which is still traditional. In one production it takes about six hours to produce palm sugar. This also has an impact on replacing sugar palm trees with more profitable clove and coffee trees.



Fig. 1. Palm Sugar Producers in Pedawa Village

“People replace old palm trees with clove or coffee trees which are considered to faster to give a profit. Apart from that, the activity of making palm sugar from the process of taking the nectar to turning it into printed sugar takes a long time and also has many restrictions that must be obeyed. There is a belief that when carrying nectar from the palm tree to the house, during the journey you should not return greetings or greet people, because it can result in the nectar of his palm tree becoming dry. The production process is traditional and takes a long time, making the younger generation in the village finally choose to migrate to get a job (Suriyastika, 20 years old)”

Production that is still traditional, on the one hand, is an obstacle in maintaining generations to continue to pursue work making palm sugar, but some local people are able to see it as something unique that should be maintained. Unique production activities [13] one of which is the interesting process of “Ngelebengang” to be documented in story photography. In its current development, many tourists come to Pedawa Village to document the activities of making palm sugar.

Understanding palm sugar as an icon of Pedawa Village, a local environmentalist community that calls itself the Kayoman Pedawa Group [12] carry out forest rehabilitation by planting hardwood trees including Jaka or Aren trees, as an effort to preserve these plants which are decreasing in number. Currently, product diversification of palm sugar in Pedawa Village has been carried out, including brown sugar, liquid brown sugar and candy. Apart from being sold to the general public, these products are also used as souvenirs for tourists visiting Pedawa Village.

5.2 “Bamboo Basket” Sidetapa Village

Most of the people in Sidetapa Village are bamboo craftsmen. Work as a bamboo craftsman is occupied by the local community for generations. Having a bamboo forest as a supply of product raw material, makes the community have a tradition to process bamboo into various household utensils such as baskets and steamers. As a producer of bamboo because it has a bamboo forest [14, 15], local people also use forest products to make various crafts, which is the most famous of the product is bamboo baskets of various sizes. Along with its development, the community in Sidetapa Village produces various



Fig. 2. Sidetapa Village Bamboo Basket Craftsmen

bamboo basket for hotel needs by doing the diversification, such as lamp holders made in the form of baskets (Fig. 2).

Sidetapa Village is known as a village that has the character of a hard society with a bad stigma in 1997 which was caused by the occurrence of regional political problems in Buleleng Regency. However, nowadays it has undergone many changes, in fact it is very friendly towards outsiders who enter the village including tourists, after it was designated as one of the tourist villages in the Bali Aga area. It can even become a tourist destination that provides accommodation facilities, especially for foreign tourists [1] in the form of homestays. Tourists who stay overnight are offered various tourist activities, including weaving bamboo with the local community, especially the women in the village.

Known as a producer of bamboo baskets, the handicraft products of the people in Sidetapa Village are accepted by markets both inside and outside Buleleng Regency. In fact, seeing the good developments in the bamboo basket craft business in Sidetapa Village which has not been supported by the micro business financial management, the community service team consists of academics [16] provide assistance on aspects of financial literacy. The mentoring program provided aims to make the business sustainable, supported by good and proper financial management. Moreover, the product diversification of bamboo baskets in the form of accessories for hotels has received a good response from the market, as evidenced by the receipt of orders from the hotel. By maintaining its local product as a producer of woven bamboo, in this case a basket specialist, Sidetapa Village remains a tourist destination, especially for those who want to learn about bamboo and processed bamboo products typical of the village.

5.3 “Sokasi” Tigawasa Village

In contrast to Sidetapa Village, the people of Tigawasa Village are known as producers of woven bamboo in the form of Sokasi. Sokasi [17] is a place like a Balinese covered basket made using reed bamboo, because for the people in Tigawasa Village each bamboo has a different main role in making woven. Sokasi [18] is made in a round or square shape, which outside Bali is often called *beseq*, which has the main function as a place to carry ceremonial materials or offerings for Hindus (Fig. 3).



Fig. 3. Sokasi Tigawasa Village



Fig. 4. Women make Sokasi

The activity of weaving bamboo becomes Sokasi occupied by the people in Tigawasa Village, especially women until now. Having unique production results provides an opportunity for the people in Tigawasa Village to maintain the tradition of Sokasi to earn income from the sale of its products. The women in the village are highly trained in making Sokasi, both from preparing the material, namely bamboo, weaving it to produce products that are in accordance with market needs (Fig. 4).

Having a steady job at home is an option for some women in the village. As was done by women in Tigawasa Village who also have permanent jobs as basket and steamer craftsmen. In its development, Sokasi products produced by the Tigawasa Village community are not only able to reach the local market, in this case [19] with various innovations carried out by the local community, woven bamboo products in the village have been able to be recognized at the international level. The perseverance of the people of Tigawasa Village in maintaining the tradition of weaving bamboo, this activity [20] enables them to form the identity of the village and its residents as bamboo craftsmen namely Sokasi.

5.4 “Woven Fabric” Julah Village

Julah Village [21] has been one of the nominees in the Indonesian Tourism Village Award event organized by the Ministry of Tourism and Creative Economy of the Republic of



Fig. 5. Women of Julah Village is Weaving

Indonesia. In addition [21] also provided information that Julah Village as one of the Bali Aga villages in Bali has won position number 11 as the best tourism village at the provincial level and third at the district level. Through developing itself as a tourism village [10], Julah Village is able to maintain its traditions. In this village there are community handicraft products that can still be found today, namely woven fabric, which is a tradition in the village (Fig. 5).

The woven fabric of Julah Village functions as a means of ritual, so that even though the number of weavers in the village is decreasing, the cloth is still being produced. “Julah Village’s woven fabric is intended for *yadnya* human ceremonies. Currently, besides receiving orders from outside, artisans also from the local community who wish to carry out religious ceremonies such as weddings (I Wayan Rona, 27 years)”. It was also explained by the local community that currently given the difficulty of raw materials for making woven fabrics, most consumers bring their materials to artisans to be made into woven fabrics. Has its own characteristics [22], the woven fabric of Julah Village, although it is rare, is still sought after, both for fulfilling ritual needs as well as for fashion, in which the woven cloth produced by the local community is dominated by white color.

In its development, weaving activity in Julah Village have not only to make a product to meet fashion needs, but also a tourism product or attraction. Arya et al. [23] in his writings about the culture of Julah Village, he explained that woven crafts are a tourist attraction, especially for foreign tourists, in which they are given the opportunity to see and be involved in the process of making these woven fabrics. Having its own uniqueness both from the manufacturing process which is carried out from spinning cotton as well as the motif, the woven fabric of Julah Village is still able to become the identity of this tourist village.

5.5 “Cagcag Textile” Sembiran Village

Sembiran Village is also known for its traditional woven fabrics. Sembiran’s typical woven fabric [24] has a unique and relatively rare motif as seen from the arrangement of the coloring patterns of the cloth. It was also explained that the woven fabric of Sembiran Village has the same function as that of Julah Village, namely as traditional clothing for weddings, as well as clothing that must be worn by girls [24, 25] on Galungan and Kuningan holidays when they go to Bale Agung Temple. For wedding ceremonies, [25] explained that the woven fabric of Sembiran Village was only used by couples where the two brides, namely the man and the woman, both came from Sembiran Village (Fig. 6).



Fig. 6. Raw Materials and Craftswomen Make a Woven Fabric

The woven fabric of Sembiran Village is known not only locally but also abroad. A study of Sembiran Village woven fabrics was specifically carried out [25], who explained that “Sembiran cloth” is quite well known by cloth collectors in European countries, the United States and Australia. The uniqueness of the Sembiran Village woven fabric motif has made this cloth able to become the identity of the village, until now when it has become a tourist village. In terms of coloring [24, 25] explained that the woven fabric of Sembiran Village was dominated by blue.

Known as a producer of traditional cloth with distinctive coloring motifs, Sembiran Village is still producing this cloth. In order to preserve and market the Sembiran woven fabric, the Tejakula sub-district head provided a special room for artisans in all villages in the sub-district, which was given the name Gerbang Pura (Gerakan Build the People’s Business Potential).

5.6 Ingka and Palm Sugar in Sambirenteng Village

Sambirenteng village is known as a producer Ingka and palm sugar. Ingka [26] is a handicraft that uses sticks from coconut leaves as the raw material. In the current context, the sticks is used by the people of Sambirenteng Village as a raw material for making it called lontar. Lontar [27] is a species of the *Palmae* family which can be found in Indonesian territory, including at Sembiran Village, Buleleng Regency, Bali Province. Lontar can be used to make various traditional tools, as was done by the people of Sambirenteng Village to make a traditional place for eat (Fig. 7).

Ingka in its development it is not only consumed by domestic market to fulfill their domestic needs, but also used as traditional hotel equipment to give the local or traditional



Fig. 7. *Ingka*. Source: [28]



Fig. 8. Palm Sugar Production in Sambirenteng Village

touch for their services. *Ingka* able to give a traditional impression on lodging, both hotels and villas. By improving the quality of production, *Ingka* able to be use as a place to put something by the tourism facilities, such as villa, hotel, restaurant or spa. In addition, product diversification is also carried out, in line with market demand for sticks weave. Palm trees planted by the local community are also used as printed sugar. In this case, the nectar produced by palm trees is traditionally processed into printed brown sugar, as can be seen in Fig. 8.

The activity of making palm sugar has been occupied by the community for a long time as a tradition in processing agricultural products. Production results are generally sold to collectors, but can also be sold directly to consumers. As one of the superior products in Tejakula District, palm sugar from Sambirenteng Village is also sold at the Products Display House, namely Gerbang Pura. On another occasion, seeing the potential for unique palm sugar processing, Camplung Beach Villa made a documentary video about “Traditional Farm of Palm Sugar Sambirenteng” which was uploaded on the YouTube channel. <https://www.youtube.com/watch?v=Dnx2LzD6ayM>. Even though the village is still at the stub level in the tourism village category in accordance with the provisions of the Ministry of Tourism and Creative Economy, Sambirenteng Village tries to maintain its superior product which can become its identity in showing its image.

6 Conclusion

Buleleng Regency, which is currently developing seventy-five villages as tourist villages, is implementing various strategies to be able to create a unique and sustainable tourist village. Buleleng Regency, which has a unique topography because historically there were two ancient volcanoes, namely the Beratan Volcano and Pulaki Volcano, not only have an impact on precensing beautiful views along the coastline from east to west, but also the growth of trees that can be processed to meet human needs. Buleleng Regency is a unique region, besides having the beauty of natural variants, there are also various cultures that can be developed as a tourist attraction. In Buleleng Regency there are also old villages called Bali Aga, which in its current development have been designated as tourist villages. The multitude of villages have developed themselves as tourist villages, so these villages are required to be able to have a different, unique identity, and be able to become an image for visiting tourists. Based on observations of the six villages, the identity of each tourist village visited was found. Pedawa Village with its local product in the form of palm sugar can be developed into cultural tourism. Sidetapa Village is

currently able to develop an educational tour package by inviting visiting tourists to learn to weave baskets, as well as Tigawasa Village with a different product, namely Sokasi. Julah Village, which is known for its traditional old houses, also has a superior tourism product, namely weaving with plain motifs. Whereas in Sembiran Village, until now it has been able to maintain its identity as “Sembiran Weaving” which is dominated by the color blue, which makes this product attractive to behold and even bought by tourists. Then, Sambirenteng Village, which has lontar trees, has been able to maintain its tradition of making ingka and palm sugar, which is also interesting for tourists to learn to weave and process the nectar from palm trees into sugar.

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