



Management of Baga Utsaha Padruwen Traditional Village in the Sanur Tourist Destination Area, Denpasar City

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Abstract. The primary aim of this study is to optimize the presence of Desa Adat (traditional villages) in Bali by implementing Bali Regional Regulation Number 4 of 2019, which pertains to Desa Adat in Bali. The focus is on acknowledging and respecting their role and position, clarifying their status and legal standing, enhancing service quality for the krama (residents of the traditional village), bolstering socio-cultural resilience, and establishing a robust economic system. Desa Adat, which has evolved over time and holds the rights to tradition, heritage, and self-governance, bears significant responsibility in the welfare of its residents. Sustaining this requires effective management of both intangible and tangible assets (padruwen) based on expedient principles for the betterment of the krama of the Desa Adat. Comprising the Village Credit Institution (Lembaga Perkreditan Desa/LPD) and Baga Utsaha Padruwen Desa Adat (BUPDA), Desa Adat serves as the driving force of the local economy, facilitating production and distribution, acting as a logistical hub for various economic sectors, promoting entrepreneurship, generating employment, and providing income for both the residents and the village itself. BUPDA, as a business unit under the ownership of Desa Adat, engages in activities within the real sector economy, service sector, and/or public services. These operations are governed by customary law and modern governance practices to enhance the welfare and autonomy of the krama of the Desa Adat. The Sanur tourist area, a renowned destination for both local and international tourists, is a property managed by Desa Adat Sanur. Various businesses supporting tourism in this region are operated and overseen by BUPDA. Consequently, the research focuses on addressing two legal issues: 1) the regulation of Baga Utsaha Padruwen Desa Adat within the legal framework and 2) the management of Baga Utsaha Padruwen Desa Adat in the Sanur tourist area. Employing an empirical legal research approach with a sociological-juridical perspective, the study confirms that the legal foundation for regulating BUPDA stems from Bali Re-

gional Regulation Number 4 of 2019 concerning Desa Adat in Bali, further reinforced at the national level through the enactment of Law Number 15 of 2023 concerning the Province of Bali. Additionally, the establishment of BUPDA Sanur aligns with Bali Regional Regulation No.4 of 2022, covering guidelines, mechanisms, and the establishment of BUPDA. With the support of the Desa Adat residents, BUPDA operates seven distinct business units, primarily focusing on activities related to tourism.

Keywords: Traditional Village, BUPDA, Bali Regional Regulation Number 4 of 2019

1 INTRODUCTION

1.1 Background

The composition and organization of a legal community, or legal association, whose members are connected by ancestry and geography. A legal community, or territorial legal association, is defined by legal experts of the Dutch East Indies era as a permanent and orderly society whose members are confined to a specific area of residence, both in the material sense as a place of life and in the spiritual sense as a place of worship for ancestral spirits (Hilman Hdikusuma; 2003).

The existence of customary law communities in Bali Province has been known before they were established as legal subjects. They were known as "desa pakraman" under Bali Provincial Regulation No. 3 of 2001. This was later changed based on the enactment and implementation of Bali Provincial Regulation No. 4 of 2029 on Traditional Villages in Bali.

Traditional Villages in Bali are defined in Article 1 number 8 which states:

"The customary village is a community of customary law in Bali that has a territory, position, original arrangement, traditional rights, its own assets, traditions, social life rules passed down from generation to generation in the bond of a sacred place (kahyangan tiga or kahyangan desa), duties and authority as well as the right to regulate and manage their own households". (baca;Perda Bali Nomor 4 Tahun 2019)

The existence of customary villages in Bali is the place and development of Balinese culture based on the teachings of Hinduism. Therefore, customary villages have a very large responsibility to maintain, care for, and preserve the Tri Kahyangan or Desa Kahyangan as a place of worship. Then it is expected to be able to carry out the task of realizing the well-being of the customary village which includes; tranquility, prosperity, happiness, and peace both in the material and spiritual realms. On the other hand, customary villages contain the ideology and basic framework of customary government in Bali and the customary economic system in Bali which is also a basic strategy to strengthen the existence and role of customary villages.

Aiming to promote the initiative, movement, and participation of customary village communities in developing the potential and padruwen of customary villages for the common good, Article 3 paragraph (10) letter d of Bali Provincial Regulation Number 4 of 2019 addresses customary villages in Bali. Every customary village in Bali has

immaterial and material wealth known as Padruwen Desa Adat. The existence and position of customary villages are now stronger after the enactment of Law Number 15 of 2023 concerning Bali Province. The regulation of customary villages is as regulated in Article 6, which states, "In the Province of Bali there are customary villages and Subak which are regulated by Bali Provincial Regulation in accordance with the provisions of the legislation." The issuance of this law is a form of response to the legal needs of the Balinese community, in the midst of the global life struggle, there is a concern that the erosion of culture sourced from customs, traditions, arts and culture, and local wisdom which is the foundation for the development of tourism development in Bali. During this time, the existence of customary villages has been able to maintain and preserve customs, traditions, arts and culture, and local wisdom in a sustainable manner.

Furthermore, Traditional Villages, in maintaining their sustainability, have Traditional Village Utsaha, which consists of the Village Credit Institution (LPD) and the Traditional Village Utsaha Padruwen Baga. (BUPDA). Baga Utsaha Padruwen Traditional Village was established with the intention of improving Padruwen Traditional Village's management, advancing the traditional economy, and boosting Krama Traditional Village's welfare and independence. The Baga Utsaha Padruwen Traditional Village is a profit-driven enterprise. Business management is transparent, truthful, equitable, participatory, and long-lasting. The Baga Utsaha Padruwen Traditional Village serves as the center of the village's economy, a source of income for Krama and Traditional Villages, a distribution hub for Traditional Villages, a laboratory for traditional village yowana entrepreneurship, a producer of jobs in Traditional Villages, and a means of absorption (logistics) of Krama production in various economic sectors.

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Bali is one of the world's tourist destinations, which makes a very significant contribution to supporting Regional Original Income. One of the well-known tourist destinations is the Sanur Tourist Area in Denpasar City. The famous Sanur tourist area is its beautiful beaches and panorama. Therefore, the Denpasar City Government has designated it as an Area of Tourist Destination (DTW). The management has built and offered a variety of supporting facilities to enhance the safety and comfort of tourists visiting the area. in order to maintain a growth in visitor visitation following the enactment of Bali Provincial Regulation Number 4 of 2019 pertaining to Bali Traditional Villages. Bali Provincial Regulation Number 4 of 2022 concerning Guide-

lines, Mechanisms, and Establishment of Baga Utsaha Padwruwen Traditional Village was issued in response to this. Prajuru Sanur Traditional Village has improved management in improving the quality of tourists in the Sanur Tourism Destination Area. One of these efforts is to optimize the existence of the institution it created, namely BUPDA.

With regard to the creation of the Sanur Tourist Area which is well known to both domestic and foreign tourists, more modern management is needed while maintaining the existence of Traditional Villages which have their own characteristics. So researchers are very interested in adopting it as a research title, with the title "Management of Baga Utsaha Padwruwen Traditional Villages in Regional Empowerment of the Sanur Tourism Area in Denpasar City".

1.2 Problem statements

The problem formulation is as follows, taking into account the background explanation given above:

1. Based on traditional values from Bali, what is the essence of Baga Utsaha Padwruwen Traditional Village?
2. How is the Sanur Tourism Destination Area in Denpasar City's Baga Utsaha Padwruwen Traditional Village being managed?

2 Literature Review

According to the research title, the researcher employed a conceptual framework to help the implementation of this study by putting the management concept first. The process of integrating and managing work tasks to ensure their efficient and successful completion is commonly understood as management. Mriyana, Rita (2010). In addition, there are expert opinions. G.R. Terry stated that management is a typical process that consists of actions that are planned, organized, moved, and controlled in order to determine and accomplish predetermined targets using resources, including human resources (Suryosubroto B). According to James A.F. Toner, management is the process of organizing, guiding, and monitoring an organization's members' efforts through the use of other resources in order to accomplish established organizational goals. (Veithzal, Rivai ; 2010).

Then the concept of empowerment essentially means giving power because power is not just power, but authority so that the word power does not only mean capable but also has power. Another meaning is that empowerment aims to make society independent and empowered. Community empowerment is broadly defined as a process that develops humans through developing community capabilities, changing community actors, and organizing society. Meanwhile, the concept of a Tourist Destination Area is a geographical area located in one or more administrative regions in which there are tourist attractions, public facilities, tourism facilities, accessibility, and communities that are interrelated and complement the realization of tourism. There-

fore, the idea of empowerment basically involves bestowing authority, as power is more than just capability. In other words, power is more than just having power. Making society autonomous and powerful is another meaning of empowerment. A wide definition of community empowerment is the process of transforming community actors, building community capacities, and structuring society in order to better human beings. A tourist destination area, on the other hand, is defined as a geographical area within one or more administrative regions that has communities that support and enhance the realization of tourism, as well as public amenities, tourism facilities, accessibility, and tourist attractions.

3 METHODOLOGY

This research uses empirical research, which in collecting data uses data in the form of primary data, namely field data. And as secondary data, namely using library data. Even though empirical research methods are used, this does not mean that normative legal research methods are completely abandoned, because after all, legal research must also use a normative approach (normative legal research).

In legal research, there are several approaches, so as to obtain information from various aspects of the issue for which the answer is sought, namely in the form of management of the Baga Utsaha Padruwen Traditional Village (BUPDA) in relation to the development and empowerment of a Tourism Regional Area (DTW). The problem approach includes: Traditional Village Prajuru through BUPDA to optimize DTW governance which is a potential that needs to be developed, including the issuance of regulations to obtain legal certainty and legal protection in the form of Awig-Awig or Pararem. So the approach taken is in the form of; case approach, comparison, factual, conceptual, historical approach including the Legislation approach. Types of data in empirical legal research are; a) primary data, and b) secondary data.

4 RESULT AND DISCUSSION

4.1 Overview of the Sanur Tourist Area

Listening to the word "Sanur", based on historical knowledge or grammatical science, we have never revealed with certainty what the word "Sanur" means. Included in the existing inscription. However, it can be assumed that the word "Sanur" comes from the acronym "Saha Nuhur" which means asking to come to a place, which is thought to be the current Sanur Kaja Village. This has similarities to what is mentioned in the Ekalikita Book of Adta Sanur Village (1990) where a Bendesa or high-ranking official in this place previously requested the arrival of a Brahmin who had high chemical knowledge. Then he arrived and began looking for a place to reside. Eventually, he mentioned that there was a piece of land called "Sar Tinuwun Tejane Sekadi Janur" that was rather high and gave forth light that jutted up into the sky like a coconut leaf. Aside from this, Sanur was famous for a significant historical event—the Sri Komala

ship made landfall on Sanur Beach in 1906—long before it became a popular tourist destination. With a cunning ploy, the Dutch accused the residents of Sanur of robbing them of their contents. In fact, it was an excuse for the Dutch to attack Badung, so the "Badung Puputan War" raged.

In 1942 Japanese troops entered Bali and also landed on Sanur Beach, likewise NICA troops landed on Sanur Beach in 1945. This caused the lives of the people to be very depressed. After the independence era, a village government began under the leadership of a regional head called *Prebekel / Village Head* which consisted of 3 (three) Traditional Villages: First, the Sanur Traditional Village which consisted of Traditional Banjars: *Belong, Pekandelan, Batanpoh, Anggarkasih, Buruwan, Wirasana*, and parts of *Banjar Langon* (including *Br. Tangtu, Kesiman Petilan Village*). Second; *Intaran Traditional Village*, which consists of traditional villages: Part of the traditional villages of *Langon, Singgi, Panti, Taman, Sindu Kaja, Sindu Kelod, Batujimbar, Semawang, Belanjong, Medura, Danganpeken, Tewel, Abiantimbul, Penopengan, Pekandelan, Puseh Kangin, Puseh Kauh and Gulingan*. Third; The *Penyarangan Traditional Village* consists of the *Penyarangan Traditional Banjar*. Furthermore, it is in accordance with the rapid development of Sanur Village which is in line with Sanur Village as a tourism object known to both domestic and foreign tourists.

Observing the charm possessed by the Sanur Beach area, various accommodation facilities have been developed to support the development of tourism. This development takes the form of a coastal area that is highly suitable, supported by the beauty of the beach and its strategic position as a connecting area with other small islands. Therefore, in the development of the coastal area, there are both physical and social impacts, leading to a shift in professions. Physically, there is a change in function, especially in the arrangement oriented towards serving tourists. Various supporting businesses are rapidly emerging, including various types of accommodation, restaurants, bars, art shops that increasingly line the coast, along with street-side stalls and street vendors. Socially, especially the fishermen, no longer go to sea in their boats to catch fish for their livelihoods. Instead, they now function to meet the demands or orders of tourists, such as pulling parasailing, providing transportation for diving, and so on.

With such rapid development, which has an impact on increasing community welfare and also local revenue, the development of the Sanur Beach Area must pay attention to Denpasar Mayor Regulation Number 51 of 2022 concerning Guidelines for Management of Tourist Attractions in the Sanur Coastal Area.

4.2 Formation of Baga Utsaha Padruwen Traditional Villages (BUPDA) Based on Balinese Traditional Values

The Bali Provincial Government has established, published, and put into effect a number of policies as we enter the "New Era of Bali" in an attempt to maximize the potential that Traditional Villages possess. In essence, it has to do with Bali Province Regional Regulation Number 4 of 2019's rules regarding Bali's traditional villages. This has also been reinforced in its evolution by the promulgation and approval of

Law Number 15 of 2023 respecting the Province of Bali, which significantly fortifies the continuation of Traditional Villages in Bali. The existence of Traditional Villages in Bali so far has been able to strengthen, strengthen, preserve customs, arts and culture and traditions, as well as valuable local wisdom. In a Traditional Village, it is known that there are basic elements of a traditional village, namely; Parahyangan, Pawongan, and Pabelasan.

The provisions in Chapter IX Part One which regulate Padruwen and Traditional Village Utsaha, as in the provisions in Article 55 paragraph (3) state that, "Material Traditional Village Padruwen can be in the form, as stated in letter d, which reads "economic resources which are rights traditional Traditional Village", while the letter h, reads, "finance and sarwa mule ". Then, based on the provisions in Article 59 paragraph (1) and paragraph (2), which regulates that management is carried out based on the principle of benefit, and to improve the welfare of Traditional Village Krama. Likewise, based on the provisions of Article 60, it is stated that, "Traditional villages have enterprises consisting of; a) LPD, and b). BUPDA. LPD is a financial institution that is a part of a Traditional Village and has been known as the Village Credit Institution for a long time. BUPDA, which stands for Baga Utsaha Padruwen Traditional Village, is a business unit that operates within a traditional village. Its operations are focused on real economy, services, and/or public services. The exception to this is the financial sector, which is managed by governance and is structured according to customary law. modern to enhance Traditional Village Krama's independence and well-being.

The existence of the two aforementioned institutions is a component of the Balinese Traditional Economy, a subsystem of the national economy that is built on customs, culture, and traditional values of the Balinese people in order to promote Panca Yadnya in Traditional Villages and achieve collective prosperity (Panca Kreta is the fifth level of the people's collective welfare). These two institutions have been strengthened in accordance with regional regulations; specifically, Bali Provincial Regulation Number 4 of 2022 concerning Guidelines, Mechanisms, and Establishment of Baga Utsaha Padruwen traditional Village, and Bali Regional Regulation Number 3 of 2017 concerning Village Credit Institutions apply to LPDs.

4.3 Management of Baga Utsaha Padruwen Traditional Villages (BUPDA) in the Sanur Tourism Area

Baga Utsaha Padruwen Traditional Village (BUPDA) Sanur was established in 1998. Initially it was called a Village-Owned Enterprise or BUMDES. It was born or founded based on the results of the Sanur Traditional Village Prajuru Paruman which was outlined in the form of Paruman Minutes. In its journey after the enactment of Regional Regulation 4 of 2019 concerning Traditional Villages in Bali, BUMDES changed to BUPDA with the name "Galang Kangin" The Sanur Traditional Village was inaugurated on December 19 2019 with a Decree of the Sanur Traditional Village with Number; 04/Dps/IX/2020. In its development, it carries out management through developing various business fields, including:

1. Production sector, with trading business unit activities.

This business unit includes business; renting out property, stands and logistics distribution. This aims to regulate the activities of people who carry out trading businesses, whether selling in stalls or as hawkers. For this reason, BUPDA "Galang Kangin" Sanur Traditional Village is collaborating with the traders' cooperative, with the facilitation assistance of the Ministry of Cooperatives and MSMEs of the Republic of Indonesia. Through structuring activities, registering and establishing trade stalls using a zoning system. So that it shows aesthetics and order in carrying out business activities.

2. Services Sector, through the activities of the Tourism Services Business Unit.

This business unit consists of business sub-units, including:

- a. Crossing Operational Business Sub Unit;
- b. Parking Management Business Sub Unit;
- c. Freight Place Business Sub Unit;
- d. Public Toilet Services Business Sub Unit;
- e. Wantilan Rental Business Sub Unit; And
- f. Transport Business Sub Unit.

a) The Crossing Operational Business Sub Unit is divided into 2 business units, namely the Ticketing Tourism Business Unit and the Waiting Room, with a total of 31 employees. This business unit carries out crossing activities from Sanur Beach to Nusa Penida, Nusa Lembongan and Gili Trawangan (Lombok). With the development of this business, other operators emerged which were managed by groups and individuals, so that traffic caused social problems between visitors who had recreation on Sanur Beach and the Boat Operators. On February 1 2015, based on joint deliberations between the Sanur Kaja Traditional Village Perbekel, the Sanur Traditional Village Village, the Sanur Kaja Village BPD and the Sanur Kaja Village LPD decided to form the Sanur Beach Management Agency (BPPS) whose task was to inventory and regulate the activities of boat operators. So on January 1 2020 a Coastal Business Unit was formed in Segare under the Sanur Traditional Village BUPDA.

b) Parking Management Business Sub Unit, since 1998, with the opening of the Mataharirise Beach area for tourist visits, the Sanur Traditional Village through BUMDES Sanur has carried out conventional parking activities with tickets from the Sanur Traditional Village. In line with its developments in October 2018, BUMAS Sanur established a collaboration with Perumda. Bhakti Praja Swadarma Denpasar City through an MOU Agreement. Since BUMDES was changed to BUPDA, Sanur Traditional Village has innovated to create an integrated and digitally accountable parking system. So a collaboration with a third party was carried out which was decided in the Sanur Traditional Village Paruman.

c) Transportation Business Sub Unit

This business sub-unit also provides services as a form of social function of BUPDA Galang Kangin Sanur Traditional Village with its working area on the coast of Mataharise Beach which is utilized by the Sanur Traditional Village Krama and residents of Denpasar City and other districts as a transportation location.

d) Public Toilet Rental Sub Unit

As one of the managed DTW Alam, it is our obligation to provide comfort with adequate facilities. This includes preparing public toilets. To maintain cleanliness and comfort, the Sanur Traditional Village receives guidance from the Ministry of Tourism and Creative Economy regarding the Implementation of Standards from the International Toilet Organization.

e) Wantilan Rental Business Sub Unit

This sub-business is located on Matahari Terbit beach. For routine activities, this wantilan is usually used for Traditional Village meetings/paruman activities, besides that it is also rented to outside parties for Gatherings, Birthdays, Wedding Receptions and other activities at a rental price of IDR 300,000 (Three Hundred Thousand Rupiah) per month.

f) Online Transportation Business Sub Unit

This business unit is managed by BUPDA Sanur. Currently, the number of Online Transportation members is 60 people, who in fact are the local community (Krama) of the Sanur Traditional Village who collaborate with BUPDA. To get this online transportation service, customers must have the Grab Now application. The services obtained by BUPDA from this business are 2.5% per day.

With regard to the implementation of the programs and activities of BUPDA Galang Kangin Sanur through the division of business units from the time it was established until the end of 2022, according to the explanation of the Sanur Traditional Village Head, Ida Bagus Paramartha, he has achieved a turnover of Rp. 3,236,388,964, Meanwhile, within the framework of its management, it has employed 12 employees, consisting of 8 male employees and 4 female employees.

In line with the current development development of the Province of Bali, through the Vision, Sad Kerthi Loka Bali through the New Era Bali Planned Universal Development Pattern. In the Sanur coastal area, other strategic developments have been built by the government in the form of a ferry port which is a connecting development with Nusa Penida and Lemongan Islands which are part of the Klungkung Regency area. The establishment of this ferry port is increasingly being used by local people for daily mobility activities and spiritual journeys, as well as domestic and international tourists using the crossing facilities. In this situation, there has been an increase in several managed business units, including; parking management, public toilet rental, transportation service unit, rental service, and online transportation business unit.

In carrying out operations or business activities with all business units managed, based on the provisions of Bali Regional Regulation Number 4 of 2020, there is an obligation in its formation to include Pararem, so Pararem Number 1 of 2023 was created regarding Baga Utsaha Padruwen Traditional Village (BUPDA) Galang

Kangin Sanur. As a form of traditional village enterprise, BUPDA Galang Kangin Sanur Traditional Village was established for this purpose:

- a. Increasing sraddha bhakti Krama towards the greatness of Ida Sang Hyang Widhi Wasa;
- b. Creating a strong and independent traditional village economic system as part of efforts to strengthen the national economic system;
- c. Increasing the socio-cultural resilience of Traditional Village Krama in order to create Traditional Village Krama which is able to maintain social unity as part of national resilience;
- d. Realizing the implementation of Sad Kerthi's values;
- e. Encourage and advance customs, traditions, arts and culture as well as local wisdom of traditional village communities which are imbued with Hinduism;
- f. Empowering a traditional village government that is professional, efficient and effective, open and responsible;
- g. Optimizing the management of the potential of Traditional Villages so that it is useful and valuable for the sustainability of the economic life of Krama Desa Traditional;
- h. Increasing the income of Traditional Villages through creative businesses and productive business opportunities;
- i. Improving the welfare of Traditional Village Krama; And
- j. Creating job opportunities and business opportunities for Krama Desa Adat.

5 CLOSING

5.1 Conclusion

Based on the explanation above, the following conclusions can be drawn:

1. The nature of the formation of the Baga Utsaha Padruwen Traditional Village (BUPDA) is one of 2 institutional aspects, namely; LPD and BUPDA are organized based on customary law and managed with modern governance to improve the welfare and independence of Traditional Village Krama as regulated in Article 60 of Bali Regional Regulation Number 4 of 2019 concerning Traditional Villages in Bali. In fact, with the ratification and enactment of Law Number 15 of 2023 concerning the Province of Bali which shows that Traditional Villages are increasingly strengthening, strengthening and preserving customs, arts and culture and traditions, as well as valuable local wisdom. As a supporter of tourism development.
2. Management of Baga Utsaha Padruwen Traditional Village (BUPDA Galang Kangin Sanur Traditional Village) is carried out in the context of empowering the potential of the Sanur Beach Area which is a tourist destination area. Business unit fields include; 1). Production Sector, and 2) Services Sector. The production sector is engaged in trading business, while the services sector includes; a. Crossing Operational Business; b. Parking Management Business, c. Freight Place Business. d.

Public Toilet Service Business; e. Wantilan Rental Business; and f. Transport Business.

5.2 Suggestion

1. To local governments, both provinces and districts/cities throughout Bali, the formation of BUPDA which is organized based on customary law and is in the Traditional Village area, it is deemed necessary to carry out activities in business fields that have not been or are not organized by the BUM Desa that has been formed by the Village Service. So that unhealthy competition can be avoided, considering that from an institutional aspect it is in one area and also the majority of its members are also Traditional Village Krama.
2. To the Denpasar City Government, and the Management of BUPDA Galang Kangin Sanur. Considering the potential for the business units being developed to have good prospects, including parking management businesses, considering that parking management is the authority of the city government, good coordination and cooperation is needed. So that there are no violations of statutory provisions that have the potential to become legal problems or be considered illegal levies.

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