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## Penglipuran Bali Tourism Village (The Third Cleanest Village in the World)

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### ABSTRACT

Bali is one of the provinces in Indonesia that is already widely known by local and international people because of its extraordinary natural beauty. Bali has its charm that makes tourists never get bored to come back to Bali. Natural preservation, friendly Balinese people, and also the culture that is still maintained now are the main attractions for tourists who come to Bali. The beauty of Bali tourism has also received many national and international awards, making Bali tourism continue to be maintained by the Balinese people themselves. A proud achievement for Indonesia has been achieved by one of the tourist attractions in Bali, namely Penglipuran Bali Tourism Village. This village received the cleanest village award in the world. Penglipuran village is one of the tours in Bali which is very popular with foreign tourists and also local tourists who are traveling in Bali. Penglipuran Bali Tourism Village has a calm and cool atmosphere because Penglipuran village is the third cleanest village in the world, after Mawlynnong village in India and Giethoorn in the Netherlands.

The research method used is descriptive qualitative where we look for the charms and advantages of the Penglipuran Bali Tourism Village through articles, news, and journals that have been reviewed and searched for the truth and then reassembled in the topic that we will write about.

Penglipuran Bali Tourism Village is one of the tours in Bali which is very liked by foreign tourists and also local tourists who are traveling in Bali. This village is famous as one of the tourist attractions in Bali because the community still preserves traditional Balinese culture in their daily life. The cool air in the Penglipuran Bali Tourism Village due to the lack of air pollution and also maintaining and upholding the existing ancestral customs have made the people in the Penglipuran Bali Tourism Village succeeded in building tourism that benefits the entire community without losing their culture and traditions.

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### INTRODUCTION

In line with the government's objectives in carrying out tourism development to increase economic growth, people's welfare, conserving nature, the environment, and resources, and advancing culture, therefore the government focuses on local communities as the subject of tourism development, the government hopes that the community as one of the stakeholders has important position and role in supporting the success of tourism development. Therefore, within the framework of planning to implement tourism development activities, and to support the success of tourism development, every development effort or program currently being implemented takes into account the position, potential, and role of the

community as the subject or actor of development. In this regard, the community empowerment program through tourism is an important step that needs to be carried out in a directed and sustainable manner to prepare the community to have more capacity and independence and to play an active role in supporting the success of tourism development at the local, regional and national levels.

One model of tourism development that collaborates with community empowerment functions as actors in the development of tourist villages. “Desa wisata adalah suatu bentuk integrasi antara atraksi, akomodasi dan fasilitas pendukung yang disajikan dalam suatu struktur kehidupan masyarakat yang menyatu dengan tata cara dan tradisi yang berlaku” (Nuryanti, W.1993).The development of tourist villages encourages various efforts to preserve and empower the unique potential in the form of local culture and local wisdom values that exist in communities that tend to experience the threat of extinction due to the very intense flow of globalization that has entered rural areas. The development of tourist villages is progressing so rapidly and is spreading in almost all provinces in Indonesia.

The concept of developing a tourist village is to make the village a tourist destination. By combining natural and cultural tourist attractions, and public tourism facilities, as well as adequate accessibility, with the procedures and traditions of village community life. The main principle in tourism villages is village development, which focuses on empowering the community to be able to build their village independently. The development of tourist villages is the government's mission to improve the welfare of the community, through the development of productive businesses in the tourism sector, following local potential and resources.

The government can provide assistance, training, infrastructure provision, financial access facilities, promotion, and partnership development. For example, the assistance provided could include the preparation of (1) governance; development of tourism businesses, homestays, tour packages, crafts, restaurants, and others, then (2) access to financing; KUR, revolving fund, and (3) marketing; website creation, events, and exhibitions, as well as cooperation with travel agents and the media.

The development of tourist villages is expected to provide (1) economic benefits, such as income and employment, (2) social benefits such as improving community skills, (3) environmental benefits such as improving infrastructure, and other benefits for the community, (4) increasing the number of tourist visits. foreign tourists, domestic tourist travel, increased foreign exchange earnings from the tourism sector, and an increase in the Indonesian tourism competitiveness index in the global realm.

## **METHOD**

To support this research, we as researchers use 2 methods, namely the first using a qualitative descriptive research method that is focused on the problem of current tourism conditions, we as researchers try to describe the state and development of tourism that is being faced. The second method, the next research method is literature study. A literature study is an activity related to data collection methods, reading and taking notes, and managing research materials. For data collection, researchers searched through the internet or other journals that the researchers had reviewed and then reassembled them in their own words. Researchers are looking for data on tourism developments that currently involve the community to innovate and introduce the culture and advantages of their respective regions which will eventually become a tourist villages.

## RESULTS AND DISCUSSION

One of the regencies in Bali that develops and utilizes the natural and cultural tourism potential of the community that is owned as a tourist object and attraction is Bangli Regency through the Penglipuran Tourism Village. Penglipuran Tourism Village has various tourism potentials that are used as an attraction for tourists to visit. This Penglipuran tourist village has an attraction in the form of village spatial patterns, traditional architecture of residents' houses, bamboo forests, local customs, and also the traditional cuisine of this village. The people in this village also have an awareness that is based on maintaining the culture of their ancestors, so this village is very clean because this village provides a trash can every 30 meters so there is no longer any reason to litter. Penglipuran village is also one of the traditional villages or old villages in Bali. According to a local legend that has been heard or written about on the internet, this village has existed since 700 years ago during the time of the Bangli Kingdom. In addition, according to legend, this village is a gift from the King of Bangli to the people who fought against the Kingdom of Gianyar. Penglipuran village itself still maintains local wisdom that is in harmony with community life and environmental sustainability. Penglipuran village applies two traditional laws in society, namely "awig-awig" and "drestha".

### Village Layout Pattern

Penglipuran Bali Tourism Village is a traditional village that still maintains and carries out the ancestral values of its ancestors. Therefore, that is one of the reasons the Penglipuran Tourism Village is one of the tourist destinations that must be visited by tourists who come to Bali because this village has a spatial layout based on traditions that have been passed down from generation to generation. "The division of land use (spatial planning), Penglipuran Traditional Village adheres to the Tri Angga concept which in Bhuana Agung is often referred to as Tri Loka or called Tri Mandala" (Dwijendra; 2008). "Tri Mandala" is a spatial concept that is divided into three zones of designation. The term comes from two words, namely "Tri" which means three, and "Mandala" which means space. The main values of the middle and lowly who use the analogy of the human body are called "Tri Angga". "Tri Angga or Tri Loka is a concept of balance, the concept of cosmological balance which was coined by Master Kuturan" (Arrafiani; 2012). "Tri Angga" is the head, body, and feet which are the basis for the division of the throne/zone from the most sacred where not just anyone can enter this area to the area that other people can pass through.

#### 1. "Utama Mandala"

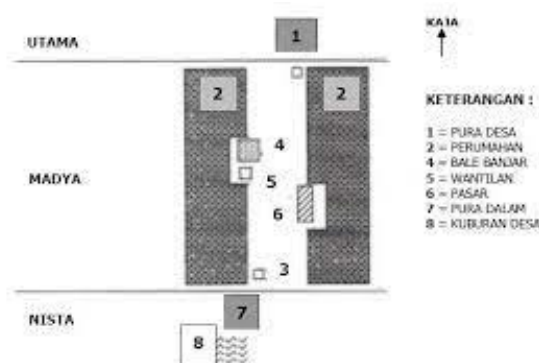
The northern part of the village is the most sacred in the form of sanggah. This zone is a very religious place because in this place there are many historic temples that are places of worship for all Penglipuran villagers. Therefore this zone has the highest value.

#### 2. "Madya Mandala"

The middle part is a residential zone for residents and also a zone for residents to carry out daily activities. Therefore this zone has a value in the middle.

#### 3. "Nista Mandala"

The southern part of the back (teben) of the yard. Is the zone with the lowest value compared to other zones. Therefore, in this zone, there is a burial complex.



Picture 1 " Pola Ruang Desa Wisata Penglipuran"

### Penglipuran Bali Tourist Village Traditional House

Every tourist who comes to Penglipuran Bali Village must be curious about the traditional houses in this village. When tourists come, of course, they are allowed to enter every citizen's house which also offers a variety of products made by them. Therefore, in addition to selling their products at home, the residents of this village also maintain the traditional culture of their ancestors, so the building of every citizen's house in this village is still very traditional. Each resident's house in this village has several parts that have their respective functions. The following are the parts of the Penglipuran Balinese Traditional House and their functions, namely: 1) Merajan or commonly called sanggah which is a family prayer place 2) Bale Sakenem, which is an open pavilion and has halls that have various functions ranging from being a place of worship, mepayas (wedding ceremonies), death ceremonies, mepandes (cutting teeth), and places to do daily activities such as making crafts. 3) Paon or what people generally say is that the kitchen is a place to cook and prepare food as well as a room to eat together when there are certain events. 4) Bale Dangin or what the villagers call "Loji" is the residence of the head of the family for those who have married. (Loji), 5) Angkul-angkul is a gate or entrance to the traditional house of Penglipuran.



Picture 2 Rumah Adat Desa Wisata Penglipuran

### Bamboo Forest

Around this Penglipuran tourist village area, there is a very wide bamboo forest. It is estimated that the area of this bamboo forest is about 40 hectares or you can say 40 percent of the area of this Penglipuran tourist village is a bamboo forest which until now continues to be maintained and cared for as a form of preserving the heritage of the ancestors as well as a real form of maintaining a balance between humans and nature. This bamboo forest is one of the tourist attractions because it is still well maintained and also cools the air in this village. In addition, this bamboo forest has another function, namely as a water catchment area. Therefore, the community believes that this bamboo forest is a protected forest for Penglipuran village.



Picture3 <https://dynamic-media-cdn.tripadvisor.com/media/photo-o/0b/c6/bc/14/panglipuran-bamboo-forest.jpg?w=1200&h=1200&s=1> Bamboo Forest -

### Culinary Tourism Village Penglipuran Bali "Loloh Cemcem and Tipat Cantok"

In addition to the natural beauty and culture in this village, it turns out that this village also has culinary delights that are very appetizing and become an attraction for tourists who come. "Loloh cemcem and Tipat Cantok" is a typical Balinese cuisine available in this village. "Loloh Cemcem" is a special drink made from cemcem leaves or cloning leaves which are made traditionally and without preservatives or artificial sweeteners. This drink is efficacious for digestion. "Tipat Cantok" is a typical Balinese ketupat served with boiled vegetables and doused with peanut sauce.



Picture5 <https://asset.kompas.com/crops/jLDMuZh3eWboY5lv9phZ-HrIdIM=/0x0:470x313/780x390/data/photo/2021/08/11/61139816bce20.jpg> - Loloh Cemcem



Picture4 <https://www.hargatiket.net/wp-content/uploads/2019/12/wisata-kuliner.jpg> - Tipat Cantok

### Penglipuran Village Festival

Not only natural beauty, environmental cleanliness, and also culinary attractions in this village, it turns out that there are entertainment events that tourists can see directly. a festival held at the end of the year with a series of activities, such as a parade of traditional Balinese clothes, Barong, Ngelawang, Cultural Arts Parade, and various other competitions. This is what makes Penglipuran Tourism Village a tourist place that many people want to visit. Because when this festival takes place the number of tourists who come will be very crowded.





Picture 6 Penglipuran Village Festival

## CONCLUSION

The conclusion that researchers can convey in this paper is that the development of tourism by involving the community and seeing the potential that exists in an area in Indonesia is very profitable. Where many things can be used as tourist attractions so that Indonesian tourism is more advanced. One example that the researcher discussed is the Penglipuran Bali Tourism Village which is one of the tourist villages that are very well maintained, well-maintained and has very strong potential. By maintaining and preserving the ancestral culture and local culture, Penglipuran tourism village can attract tourists to come and experience the authenticity of the local culture for themselves. The charm of nature and the people who are aware of the cleanliness of their village make this Penglipuran Bali tourist village able to become the third cleanest village in the world. Therefore, the development of Indonesian tourism is not only the task of the government, but the community from now on must have the awareness to maintain and preserve the environment, and culture, and also have the creativity to attract local and international tourists to introduce Indonesian tourism and Indonesian culture more broadly. Public awareness is also expected to create another tourist village that can follow in the footsteps of or even better than the tourist village of Penglipuran Bali. With good and correct tourism development, the benefits of tourism can be felt not only by the country, the community can also feel the benefits of tourism development in the form of tourist villages.

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