



The Potential of Desa Pakraman Jasri as Rural Tourism in the Alternative Tourism Development at Karangasem Regency



I Made Suniastha Amerta ^a
I Gede Sudiarta ^b

Article history:

Received: 9 September 2016
Revised: 25 November 2026
Approved: 2 November 2016
Published: 20 November 2016

Keywords:

Rural Tourism;
Desa Pakraman;
Tourism Development;

Abstract

Desa Pakraman Jasri was established by the government of Karangasem regency as tourist village that had a complex potential as nature and culture tourism destination, therefore, in accordance with the concept of 4H and 4A on tourism developing. The way of life of society who still looked after the custom and tradition their ancestors were a major modal development it, and the beautiful views towards Jasri beach. The tourist who visited and stayed in the village will feel the atmosphere of rural life with a variety of society activities that are still traditional. However, the fact, the alternative tourism that was developed in Desa Pakraman Jasri did not develop based on society's expectation and local government. In term of this, it needed to be studied, found and resolved the problems with the best possibility. The study result was to show that the alternative tourism development in Desa Pakraman Jasri was not through a deep and comprehensive assessment; therefore, there was a gap between society expectations and the happening reality.

2455-8028 ©Copyright 2016. The Author. Published by IJCU Publishing.
This is an open-access article under the CC-BY-SA license
(<https://creativecommons.org/licenses/by/4.0/>)
All rights reserved.

Author correspondence:

I Made Suniastha Amerta,
Faculty of Economics, Management Studies Program,
Warmadewa University, Denpasar, Bali - Indonesia.
Ph. (0361) 223858, Email address: jrokadek@yahoo.co.id

1. Introduction

Bali is the best destination for tourist due to it has the potential tourist attraction that is very diverse, among a good panorama, various customs, cultures diverse, cultural and hospitality their society that is inspired by Hinduism. It briefly said that the cultural tourism is developed in Bali based on Hinduism that makes it unique and has a characteristic that very famous in the world. The cultural tourism development seems in accordance with the recent trend global tourism, as stated by Ardika (2007: 78-79). Unlike a government commitment to developing cultural tourism, Bali Provincial Regulation, No. 16, 2009 about Bali Provincial Spatial, 2009 - 2029

^a Faculty of Economics, Management Studies Program, Warmadewa University, Tanjung Bungkak, Denpasar, Bali - Indonesia (80235).

^b Faculty of Husbandry, Warmadewa University, Tanjung Bungkak, Denpasar, Bali - Indonesia (80235) igedesudiarta@gmail.com

was published by Bali Provincial Government, there was sixteen tourism area whereas three were located in the district of Karangasem, namely Candidasa Tourism Region, Tulamben Tourism Region and Ujung Tourism Region. Following up on this term, the Decree was published by Karangasem regent No. 658, 2014 which set the rural tourism development as an alternative place for tourist. The alternative tourism is commonly defined as a tourism shapes in enjoying the various experiences that consistent towards the natural value, social, and society that enables a local people and tourists enjoying the positive and reasonable interaction (William and Valene, 1992: 3).

The alternative tourism development in rural tourism, it substantially based on the society empowering and sustainable development, therefore, society participation to manage their rural tourism will be very important. The concept that become a critical success factors tourism development based on indigenous peoples in accordance with the concept of rural tourism is their element "4H" includes: (1) *habitat*: the native inhabitants, (2) *history*: there is a history of the village development itself, (3) *handicraft*: it has a hand-crafted products that can be traded as a souvenirs, and (4) *heritage*: it has a legacy in the inheritance value, customs, and cultural thing (Smith in Muller and Petterson, 2006: 200).

Another factor supporting a success in the rural tourism development is the natural resources (NR) optimization, human resources (HR), and cultural resources (CR) which can be explored into the four concepts of "A" expressed by Cooper et al. (1995: 81). Its components are: (1) *attraction*: having an appeal, (2) *access*: can be easily reached, (3) *amenities*: the availability of supporting tourism facilities, and (4) *ancillary service*: there is a tourism organization that institutionalized. Therefore, Bali generally and Karangasem regency particularly has a big task in retaining the tourism concept is being developed, whereas, the power of art and culture and customs as well as spiritual activity inherent in Balinese life, became the main capital in maintaining the tourism sustainability in Bali province. The expectation is the whole potential can be continuously maintained continuity for supporting the tourism sustainability in Bali and in accordance with Balinese society well-being can keep increasing.

The status of Desa Pakraman Jasri has been established as a rural tourism by Karangasem government, it has a complex potential as a tourism destination of nature and culture. The nice view and a natural beauty, customs value, art, and culture are still preserved, unlike *perang api* tradition (*ter-teran*) / (firing each other), traditional dances include *rejang dewa*, *legong*, *cakepung*, and any series traditional dances, as well as, the art of pottery, the weapon traditional of *keris* by the local blacksmith provided the best value to create a rural tourism. The societies still adhere their tradition and their unique culture. The way of social life which is the main capital to developing a rural tourism, other the natural view a stretch of paddy fields and plantations, as well as, the beautiful scenery on the coast Jasri beach. Tourist attractions that are offered such as trekking, cycling, cooking class, SPA, yoga, pottery making, making *banten* (ceremony tools for offerings), Balinese dance learning, and other activities in direct contact with the daily life of the local community. The tourist who stays in this village will feel the rural life atmosphere with a variety of social activities that are still traditional.

Jasri rural tourism development in the two years period, since 2011 has been able to achieve a national achievement in 2013, is implicated in the onset of huge public expectation towards the rural tourism development. The society is confident that the alternative tourism development can provide a maximum benefit, economically, socially, and culturally that lead to the rural welfare improvement. However, the observations results indicate the fact is inversely proportional to the social expectations. They do not feel the improvement of the benefits of alternative tourism development in their village. In term of this, the three questions are raised. First, what is the establishment of this rural tourism has been through academic study? Second, what is the village has alternatives tourism potential that is liable to be offered/sold to tourists? Third, what is the role of tourism stakeholders in this village has been able to respond the challenges and distortions that are faced by Jasri rural tourism? Therefore, the research is needed to examine the alternative tourism development in Desa Pakraman Jasri, critically, emancipatory, and participative to get a wide exploration towards it.

2. Research Methods

In order to understand the alternative tourism development in Jasri village, it is assumed there are various factors that influence it. Therefore, the cultural studies approach that is interdisciplinarily considered relevant to be used in this article. Qualitative method is applied in the present study to obtain in-depth data, i.e. the data that consist of meaning, which is an actual data, the data that has been defined and is a value on appears data (Sugiyono, 2008: 222). Strauss and Cobin (1990: 13), stated that qualitative methods can be used to discover and understand what is hidden behind the phenomena or symptoms. Moreover, the qualitative research methods are

chosen in order to get as many data representing socio-cultural phenomenon studied by paraphrase and not to use numbers unlike in quantitative research perspective. This term refers to Endraswara (2006: 85) opinion stated that the cultural studies are likely to use a qualitative perspective to unravel the humanities phenomenon with their complexity.

The data that is used i.e. a primary data sourced in Bendesa Desa Pakraman Jasri, Lurah Subagan, Disbudpar and Bappeda staff in Karangasem, Kelian Banjar, tourism stakeholder, as well as, societies leaders who known well a true condition of Jasri rural tourism. The secondary data is obtained from indirect sources or has been collected and published by the agency or another institute unlike Disbudpar and Bappeda Karangasem Regency, the office of Bendesa Pakraman Jasri, the village leader, and other relevant institutions. The data in the form of records, reports, monographs, maps, and pictures that can be processed and analyzed for the aims of this study.

All the data that is obtained by observation method, in-depth interview and literature review were analyzed by qualitative descriptive analysis method to draw up narratively, illustrated in tables, graphs, and pictures.

3. Results and Analysis

Jasri rural tourism construction fully involves Pakraman Jasri society. Desa Pakraman Jasri development success as a rural tourism, it is due to the local government's role through PNPM tourism programs by Karangasem Regency. The various achievements have been achieved by Jasri rural tourism. The best achievement is national competition level in 2013. Regarding the competition, it is able to demonstrate the best performance to be number one in a national champion. It is to make the Jasri rural tourism as the host for Rural Tourism Award and the Creative Economy national level in 2014. At the time, the Minister of Tourism and Creative Economy, Mary Elka Pangestu also attended to the village. The glorious achievements tourism is quite phenomenal however not necessarily have an impact on the welfare of the societies being.

The result of an observation, interviews, and a literature review are analyzed in more depth towards elements on developing an alternative tourism in Desa Pakraman Jasri, unlike 4H and 4A. The fact, Jasri rural tourism was only able to develop two types of alternative tourism, namely (1) *cultural tourism* that local culture utilizes as a tourist attraction, and (2) *agritourism* that use a part or all agricultural activities are done by the societies. Meanwhile, according to Mieczkowski (1995: 459), the types of alternative tourism can be divided into five, namely (1) *cultural tourism*, the alternative tourism development based on culture (local society); (2) *educational tourism*, it is reserved for those who visit while adheres a certain education and training; (3) *scientific tourism* (tourism science/science); (4) *adventure tourism*; and (5) *agritourism*. The two types of alternative tourism that develop in Desa Pakraman Jasri is not reaching all society components, therefore, it is not able to uplift the whole social welfare.

It can be occurred due to an academic study less that is comprehensive in establishing Jasri village as a rural tourism for alternative tourism development by the parties, especially policymakers. As an observation result and in-depth interviews that have been done can be seen that Jasri village development become rural tourism due to society understanding that their welfare can reach up very well. As seen in the villages that have developed to be rural tourism. Moreover, Jasri village is chosen become a winner in national champion got many visits regarding the *comparative study* of the Department of Culture and Tourism is currently planning the rural tourism establishment for their region. This information is stated by I Made Nana Winantara, S.Pd. (59 years old), The Head of Jasri Rural Tourism Manager in an interview excerpt follows.

"...Setelah dinobatkan sebagai juara satu tingkat nasional tahun 2013 oleh pemerintah pusat melalui Kementerian Pariwisata dan Ekonomi Kreatif saat itu, nama Desa Wisata Jasri kian berkibar dan mulai dikenal luas secara nasional. Dampaknya, desa kami sering mendapat kunjungan, baik oleh masyarakat yang ingin berlibur dan menikmati keunikan pariwisata di desa kami, ataupun dari unsur pejabat desa dan pemerintahan kabupaten yang melakukan kunjungan comparative study di desa wisata ini"

"... After being crowned as number one for national champion's level in 2013 by the central government through the Ministry of Tourism and Creative Economy at the time, the name of Jasri Rural Tourism increasingly flustered and began widely known nationally. It is an impact to our village often get a visit, either by the society who want to relax and enjoy the tourism uniqueness in our village or by village officials and regency administrations conducting that conducts a comparative study in this rural tourism"

The visiting development to Jasri village, it is positively responded by prominent society who become a stakeholder in the tourism field. The local tourism stakeholder role coming from Desa Pakraman Jasri associated with the idea that is proposed for tourism development is conveyed by Ni Nengah Puji Astuti (58 years old), a principal tourism / local entrepreneurs who manage the accommodation (*homestay*) in Jasri rural tourism. Her idea was suggested to the author in interview time that was conducted on January 29, 2016, at the inn (*homestay*) "Ibu Cantik" located in Desa Pakraman Jasri.

"...yang saya ketahui, ide awal pembangunan pariwisata di desa kami, disampaikan oleh beberapa tokoh masyarakat asal Desa Jasri yang telah lebih dulu memiliki pengalaman dan wawasan pada bidang kepariwisataan. Tokoh masyarakat tersebut, yaitu Pak Plondit (pengelola travel), Nengah Tamu (pensiunan Dinas Pertanian), Pak Sulabda (akademisi), dan Wayan Parsa (pemilik penginapan). Mereka menyampaikan ide tersebut kepada pengurus Desa Pakraman Jasri. Oleh pengurus, kemudian ide tersebut disosialisasikan kepada warga desa pakraman melalui berbagai rapat desa."

"... I know, the beginning idea for tourism developing in our village, is suggested by the prominent society of Jasri village who had already had an experience and insight in the tourism field. The society leaders, Mr. Plondit (travel managers), Nengah Tamu (retired of Agriculture Department), Mr. Sulabda (academics), and Wayan Parsa (inn owner). Their idea is suggested to the Desa Pakraman Jasri board section. The board then was disseminated the idea to societies through various meetings of Desa Pakraman."

Their motivation of local tourism stakeholder has been able to cultivate the spirit and society confidence to create and become Desa Pakraman Jasri as one new tourist destinations in Karangasem regency. This is verified by I Made Nana Winantara, S.Pd. (59 years old), The Chairman of Jasri Rural Tourism manager in interviewing on January 24, 2016.

"...pada awalnya masyarakat Desa Pakraman Jasri bersikap apatis terhadap perencanaan pembangunan pariwisata di desa kami. Namun, setelah beberapa kali mendapatkan informasi dan motivasi yang diberikan oleh tokoh pengusaha (investor) lokal, secara perlahan, pemahaman dan keyakinan masyarakat terhadap pembangunan pariwisata di Desa Pakraman Jasri mulai meningkat."

"... In the beginning, Desa Pakraman Jasri societies are apathy towards tourism development planning in our village. However, after some time getting an information and motivation who given by local entrepreneurs prominent (investors), slowly, understanding and society confidence for developing a tourism in Desa Pakraman Jasri begins to rise."

However, the society's desire would not be easy to be realized, due to merely by desire and observation shortly, is not follow up comprehensively assessment. The quotation below is stated by Desa Pakraman Jasri society leader.

"...Penetapan Desa Pakraman Jasri sebagai desa wisata bersamaan dengan sembilan belas desa wisata lainnya di Kabupaten Karangasem, memang tanpa melalui adanya kajian yang mendalam khususnya kajian secara akademis mengenai kelayakan Desa Pakraman Jasri sebagai desa wisata karena ide awal menjadikan Desa Pakraman Jasri sebagai desa wisata diusulkan oleh masyarakat setempat. Secara teknis masyarakat Desa Pakraman Jasri sudah siap mengembangkan pariwisata di desanya."

"... Desa Pakraman Jasri is established as rural tourism along with nineteen villages others in Karangasem, indeed without any in-depth study, especially the academically studies regarding the feasibility of Desa Pakraman Jasri as rural tourism since the beginning idea proposed by the local societies. Technically, Desa Pakraman Jasri societies are ready to develop a tourism in their village..."

Made Sosiawan opinion (53 years old), the Secretary of Culture and Karangasem Tourism above, it shows that the beginning idea of tourism developing in Desa Pakraman Jasri emerge from the societies itself, then proposed to the Government of Karangasem regency. On the proposal, the Government of Karangasem did not conduct an in-depth study on resources range and tourism potential as the necessary requirements before it holds a rural tourism, however, it was quickly responded by setting it as a rural tourism along with 19 other villages on the decree number 658/HK/2014. This is done, to view Karangasem is developing a potentially wide range area for increasing a social welfare and PAD (local budget income) Karangasem, replacing 'C' potential excavation (sand and stone), which has occurred a lot of pros and cons among the societies. This is corroborated by the statement, that is conveyed by I Nengah Danu (50 years old) who is to be a Head of Karangasem sub-district in interviewing, conducted in his office.

"...pemerintah daerah Kabupaten Karangasem sekarang ini sedang menggalakkan pengembangan sektor pariwisata, yang nantinya diharapkan dapat menggantikan sektor galian "C" yang kini masih merupakan sektor andalan sebagai penyumbang PAD terbesar di Kabupaten Karangasem. Oleh karena itu, dalam pengembangan pariwisata di Desa Jasri, pemerintah selalu mendorong masyarakat untuk terus menggali berbagai potensi yang dimiliki desa tersebut yang dapat dijadikan sebagai daya tarik wisata baru".

"... The regional government of Karangasem regency is currently promoting the tourism sector development, which is expected to replace the quarrying sector "C", which is still the mainstay sector as the largest revenue contributor in Karangasem regency. Therefore, the tourism development in Jasri village, the government always encourages society to continue exploring the potential village whose can be used as a new tourist attraction ".

In accordance with Smith opinion who stated that, the success of creating and tourism developing based on indigenous tourism according to the rural tourism development concept in the region. It should have four potential tourism that is well known as "4H" elements (Smith in Muller and Petterson, 2006: 200) and Cooper et al. (1995: 81) stated that a tourism destination should have four components, known as "4A". "4H" and "4A" Elements emphasizes the basic components that must be studied before a tourism destination is introduced to general society. Each factor itself are very important and interrelated to others.

The political decision that is taken by Karangasem government to establish Desa Pakraman Jasri as a rural tourism without doing in-depth studies is a hegemonic action. An act that the hegemony concept is widely used by sociology to explain an effort phenomenon to power preserving by the authorities.

Hegemony is the dominance a social class to another class through its success embed life views, social relations, and the humanities relationship to be accepted as something that is considered a right or naturally by people who actually subordinated (Piliang, 2004: 17). According to Gramsci, hegemony defines a situation, i.e. is a "historical bloc" the ruling class factions uses social authority and leadership on subordinate classes through a coercion combination and more importantly, conscious consent. Other words, hegemony can be seen as strategies that are used to perpetuate worldviews and social group's power (even arranged by class, gender, or nationality) that has a power (Barker, 2005: 513).

Karangasem regency government actions were approved just proposed Desa Pakraman Jasri establishment as a rural tourism. It is to show a hegemony practice. The domination that is conducted by Karangasem Government towards Desa Pakraman Jasri is done without the violence threat, so that the ideas that dictated by the government as the dominant group to the society as a group that is dominated acceptable, as a reasonable (common sense). The result is Desa Pakraman Jasri society in hypnotized by a great hope and confidence that tourism would really thrive in their village. The society believes that the tourism development in their village will certainly give positive implications for society. Thus, the welfare they have been covered will be soon become a reality, regarding alternative tourism existence in their village.

4. Conclusion

The potential exploiting of Desa Pakraman Jasri for developing an alternative tourism is an integration of "4H" potential and "4A" component to support the alternative tourism development includes: (1) a cultural tourism that utilizes local society culture as a tourist attraction, and (2) agriculture tourism / agro-tourism, using

part or all agricultural activities are done by the societies. Those forms have not been able to reach the entire society is able to participate and enjoy the alternative tourism development in their village.

There is a strong supporter of any various parties in the alternative tourism development in Desa Pakraman Jasri, namely the desire of the society who have experience in the tourism field (local investors and investors in tourism), and the government role that is interested in its efforts to improve the welfare and PAD increasing.

Desa Pekaraman Jasri development becomes a rural tourism for developing an alternative tourism, not able to improve the rural societies welfare yet, due to it is not done based on scientific and comprehensive studies towards the potential and alternative tourism models development that is suitable.

It is needed a comprehensive effort to promote Desa Pekaraman Jasri as a rural tourism, unlike an alternative tourism, followed by many promotional activities and events that the tourist arrivals could be increased.



Acknowledgments

The author would like to thank and high appreciation to the Rector of Warmadewa University. In addition, thanks are also referred to the Dean of Faculty of Letters and Faculty of Agriculture, Warmadewa University for any facility that has been given. Last but not least, thanks as well as extended to the informant and the informant, especially in Desa Pakraman Jasri.

References

- Amerta, I. M. S. (2017). The Role of Tourism Stakeholders at Jasri Tourism Village Development, Karangasem Regency. *International Journal of Social Sciences and Humanities (IJSSH)*, 1(2), 20-28.
- Ardika, I. W. (2003). Pariwisata Budaya Berkelanjutan, Refleksi dan Harapan di Tengah Perkembangan Global. *Bali: Program Studi Magister (S2), Kajian Pariwisata Program Pascasarjana Universitas Udayana*.
- Barker, C. (2005). Cultural Studies Teori dan Praktik (terjemahan: Tim Kunci Cultural Studies Centre). *Yogyakarta: Bentang (PT. Bentang Pustaka)*.
- Cooper, C. (2005). *Tourism Principles and Practice*. England: Pearson Education Limited.
- Endraswara, S. (2006). *Metode, Teori, Teknik Penelitian Kebudayaan*. Pustaka Widyatama.
- Ghosh, C. (2017). A Study on-Evaluating Marketing Strategies Adopted by Home Appliance for Economic Development in India. *International Journal of Social Sciences and Humanities (IJSSH)*, 1(1), 9-15.
- Müller, D. K., & Pettersson, R. (2005). What and Where is the Indigenous at an Indigenous Festival?—Observations from the Winter Festival in Jokkmokk, Sweden. In *Indigenous Tourism*(pp. 201-216).
- Piliang, Y. A. (2004). *Posrealitas: Realitas kebudayaan dalam era posmetafisika*. Jelasutra.
- Strauss, A., & Corbin, J. (2003). *Dasar-dasar penelitian kualitatif*. Yogyakarta: Pustaka Pelajar.
- Sugiono, A. (2009). *Manajemen Keuangan untuk Praktisi Keuangan*. Jakarta (ID): Grasindo.
- Sugiono, D. (2000). *Metode Penelitian*. Bandung: Alfabeta.
- Sugiono. (1991). Perda Provinsi Bali No. 3, tentang Pariwisata Budaya.
- Sugiono. (2001). Peraturan Daerah Provinsi Bali Nomor 3, Tahun 2001 tentang Desa Pakraman.
- Sugiono. (2009). UU RI No. 10, Tahun 2009 tentang Kepariwisata.
- Sugiono. (2011). Perda Kabupaten Karangasem Nomor 9, Tahun 2011 tentang Rencana Pembangunan Jangka Menengah Daerah Kabupaten Karangasem Tahun 2010--2015.
- Sugiono. (2012). Perda Provinsi Bali Nomor 2, Tahun 2012 tentang Kepariwisata Budaya Bali.
- Sugiono. www.google.com. Pariwisata Alternatif. Diunduh 15 Agustus 2015.
- Sugiyono, M. P. K. (2008). *kualitatif dan R&D*. Bandung: Alfabeta, 124.
- Wisudawati, N. N. S., & Maheswari, A. I. A. (2018). Potential of Silver Craft Product through to Community-Based for Tourism Sustainability in Celuk Village. *International Research Journal of Management, IT and Social Sciences (IRJMIS)*, 5(1), 9-15.

Biography of Authors

	<p>I Made Suniastha Amerta, is a senior lecturer at studies program in English Department, Faculty of Letters, Warmadewa University, Denpasar. E-mail: jrokadek@yahoo.co.id and phone number 081805533605; 082145990998. The last education is the Master of Tourism in Tourism Studies Program, Udayana University in 2005. He has completed his bachelor academic at English Department Study Program, Faculty of Letters Warmadewa University in 1998. The research that is interested in the culture and tourism field.</p>
	<p>I Gede Sudiarta, is a senior lecturer in the Water Resource Management Studies Program, Faculty of Agriculture, Warmadewa University, Denpasar. Email Address: igedesudiarta@gmail.com and phone number 081246045548; 085101748754. The last education is the Master of Science in Environmental Science Program, Postgraduate at Udayana University in 2006, Bachelor degree was in Management Studies Program of Aquatic Resources at the Department of Fisheries and Marine Science, Faculty of Agriculture, Warmadewa University, Denpasar, in 1993. The research that is interested in Fishing and Marine, Environment, The fisheries and marine management.</p>