



Selling Arak is a Business Opportunity in Sidemen Village



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Abstract

Arak Bali is a traditional Balinese alcoholic beverage that is still popular in this modern era. Balinese people are already very familiar with this type of alcoholic drink, especially those who are young or who have religious ceremonies. Arak Bali is widely produced in Sidemen village, Karangasem Regency. This study applies a descriptive qualitative research method. The data were collected through participating observation, interviews with the community in Sidemen village as well as a literature study of Arak Bali. The study found, so far Arak needs have been widespread, from the religious need to commodify into the needs of tourism, especially in bars and restaurants. The Arak cocktail has become a spirit in beverage blends, which can be found in the bars and restaurants in Bali. Therefore, this type of beverage is still an item that has high value in the economic sector as well as support for the life of farmers in Sidemen village. This condition makes farmers in the village of Sidemen to consistently produce wine and retain their legacy.

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1 Introduction

One of the alcoholic drinks that are still traditional making is Arak that Contains alcohol with a rate of 25% (Kendrick *et al.*, 2013). In the everyday life of Arak other than as alcoholic beverages are also used in Hindu religious ceremonies. According to Sri Arnawi (in Seputra, 2009) in Arak religious ceremonies utilized for the metaphor (worship), which is not only offered before the Almighty God but the main metaphor also as a compliment in the ceremony *Mecaru* (the Holy Sacrifice to *Bhuta Kala*). It is intended to realize harmony in the universe, namely between *Bhuana Alit* (The human body) with the *Bhuana Agung* (the universe). In fact, Arak itself is produced from *Tuak* that is used as a sugar-making material (Bali sugar). This palm juice wine is used as an ingredient raw liquor that is making through the refining of the *Tuak* resulting in Arak. A tradition of drinking liquor into a phenomenon in the middle of life Balinese people, such as the term *Mearakan* which refers to the activity of drinking wine in the corners or Stalls selling wine in the village (Ardyanti & Tobing, 2017; Kuri *et al.*, 2018).

In everyday life besides being used for religious ceremonies, sugar raw materials are later to become a source of income, *Tuak* usually also consumed as a drink. Habits drink-liquor is a common phenomenon in Indonesia. Many factors which cause people to drink liquor, so many problems arise from drink-liqueur especially in teenagers nowadays. In Indonesia, alcoholic drinks are not legalized based on regulations that regulate religious norms. These religious regulations are often also related to moral and traditional values. Therefore, alcoholic drinks are regarded as social problems similar to prostitution, gambling, and drugs (Crouch, 2009; Aghara *et al.*, 2018). From the negative impacts of the most common in adolescents in cities in Indonesia, it also impacts to the travelers. According to Giovanetti (2013), there are three case reports of methanol poisoning involving four travelers besides a large number of cases among the local population.

One of the cities in Bali that is famous for its producer of Arak and its capital is the city of Amlapura. The city located in the east of Bali Island also has the same problem that is the problem of *Miras* in Daily life. One of the cultural resources owned by the Balinese people is a typical Balinese drink that is often used as a means to the activities of religious ceremonies, namely Arak Bali. Arak or *Brem* Bali is one of the most popular drinks among Balinese people and is also often used in religious ceremonies as well as a celebration or party events (Ginaya *et al.*, 2019; Ginaya, 2018). Balinese people know the wine as a means of "*tetabuh*" that offerings to gods during religious rituals either held at home or in place of worship such as Temple.

The production of liquor in Indonesia is generally forbidden, but different from the Bali Arak is made one of the typical souvenirs of Bali for tourists who come to Bali (Ginaya *et al.*, 2019). Bali's Arak is phenomenal between being purified or forbidden because it can result in blindness, coma until death. But on one side of Arak Bali as a supporting community economy in the countryside. Because it includes the creativity of the creative culture industry based on local wisdom, district/city which is economical value. Methanol wine poisoning cases do occur frequently several times in Bali. One of the biggest cases occurred in 2009 when 18 people were after the *oplosan* or mixture wine or methanol wine in some areas in Bali. A study conducted by Putu Ayu Indrayathi, lecturer of Public Health Studies Program (IKM) Faculty of Medicine at Udayana University, said there are two causes of methanol wine poisoning. First because the Arak mixed (*oplos*) with material not worth consumption, for example, mosquito repellent or spirits. The goal is to get a sensation and fast drunk. The second cause because the drink is made in temperature is not high enough to be ethanol. While the manufacture of wine to ethanol requires high temperature up to 78 degrees Celsius. If it is made with a flame temperature below it will contain ethanol that is harmful to the body ("Balinese Wine", n.d., para 1).

Judging from its history, the existence of Balinese wine or *tuak* has become a culture of society both locally, national and world. So, Arak Bali cannot be trimmed or eliminated in the daily life of the community. This typical Balinese drink is not inferior to the outdoor beverage such as wine or wine. Proven traditional beverages that are produced by the home industry are widely liked by foreign tourists. Seeing the development of this Balinese people feel proud of the traditional Balinese drink remains a special attraction in the eyes of foreign tourists, besides famous for its tourism objects. Typical Balinese drinks can be a culinary tour of its own. Arak Bali is famous internationally because it feels different from the outside production wine, able to give a taste of its own that is liked by foreign countries.

In this regard, there is a discourse that is warmly discussed today that the Government of Bali through the governor of Bali I Wayan Koster affirms to legalize the creation and circulation of Arak Bali's work ("Gubernur Bali akan Legalkan Arak Bali", 2019, para 2). This is good news and becomes a strength and opportunity to be utilized by the farmers in order to increase the economy of the farmer Arak higher than before. One of the areas that became the

center of the manufacture of Arak Bali is the village of Sidemen, Karangasem Regency, Bali. This area is located in the East Bali area that can be reached from Denpasar approximately 1.5 hours to 2- hour drive. The village has a population of 2,192 in 2016 consisting of males of 1,082 people and women as many as 1,110 people, with a population density of 642 people/km². Most of the villagers of Sidemen are a farmer of Arak, so many people give the term to the village as a center for the manufacture of Bali Arak which is used for religious ceremonies and traditional medicine.

The production of Bali Arak in the village of Sidemen still traditionally uses conventional tools from hereditary since the first. The products of Arak Bali are classified into 2 (two) categories, namely: (1) Arak Bali with alcohol content 0% used for religious ceremonies and marketed in some markets in Bali, (2) Arak Bali with an alcohol content of 3% is used for the consumption of body heating and often also used for traditional medicine such as hot pain in infants or children, flu pain, headache, or other outside medicine. The demand for Balinese wine nowadays is quite a lot for consumption for the surrounding community and also the Balinese people in general. In addition, along with the development of tourism, there are also many requests from foreign tourists to consume Arak Bali as a traditional alcoholic beverage and typical of Bali, such as other alcoholic beverages in hotels Five star, such as Wine, Vodka, Beer, Cider, and rum, Brandy, Tequila, Whisky, Moonshine, and Alcopops (Suhartini *et al.*, 2016; Gepu *et al.*, 2018; Wisudawati & Maheswari, 2018).

Unlike other alcoholic beverages that already have international certificate and recognition, Bali's marketing is still very limited due to the constraints on government policies that have not legalized this drink as a fine drink, Besides, the beverage packaging is still very simple as well as alcohol content that needs to be adjusted to the alcoholic beverage standard for the hotel and restaurant. In fulfilling the market demand on the production of quality Bali Arak and meet the standard of alcohol drinks in hotels and restaurants, it is necessary to do commodification of the products Bali Arak both from alcohol content and also packaging bottles used. So it is deemed necessary to conduct further study of Arak Bali in order to be consumed or enjoyed by foreign tourists.

Looking at the above opportunities will certainly give a positive impact for the farmers in Sidemen Village, in terms of economic can increase the income of farmers, in terms of social and cultural that the village can become a center of the wine-making famous in Bali in supporting the development of tourism in quality tourism products in Bali.

2 Materials and Methods

This research was conducted by applying a descriptive qualitative method. The sources and types of data are including both primary and secondary data. The primary data was obtained directly in the field through participant observation of producing Arak Bali in the village of Sidemen, Karangasem Regency, Bali Province and interview techniques. Whereas, the secondary data was collected through literature review technique (Bungin, 2001). The village was selected based on the social services of the Tourism Department, Bali State Polytechnic conducted in the village. The additional information to complete the data which is considered still insufficient was done by using a snowball sampling technique as one of the non-probability sampling techniques in qualitative research by doing a tracer study. The tracer study was done for the purpose of looking for farmers who produce Arak Bali as key informants in field research that helps researchers find other key informants or open access to respondents to be studied. This sampling technique is applied for the purpose of examining those which are related to the production and marketing of Arak Bali.

The data, subsequently, were analyzed with qualitative descriptive methods based on an inductive methodological paradigm that departs from specific to general principles. Additionally, by applying descriptive analysis method, the data that has been collected in the form of production and marketing Arak Bali by describing information obtained from triangulation data collection provided by stakeholders, namely by comparing data obtained from interviews with the stakeholders, observations made by researchers and documents related to the problem. So that later the results obtained can be tested for validity and can be described or explained in the discussion. The results of the study are presented in formal and informal methods. According to Ginaya (2018), the method of informal presentation is to present the results of the analysis with a description or regular words, while the method of formal presentation is the formulation with signs and symbols. Hammond & Welington (2012), states that the symbols or signs are used to present or formulate the results of the analysis so that the meanings of rules and concepts, inter-rule and concept relations, and the rules and concepts of peculiarities can be identified and understood.

3 Results and Discussions

This study concerns with analyzing the qualitative data from the answer to the research question from the whole observation, in-depth interviews, and literature review of production and marketing Arak Bali. The research questions in this study were concerned about how Arak Bali is commodified from ritual used only into a beverage that is consumed by tourists in restaurants.

3.1 Arak Drink in social interaction in the village of Sidemen

According to [Abdullah \(2014\)](#), Social interactions are dynamic social relationships that concern the relationship between individual people, among human groups, as well as between individuals and human groups. While according to [Sudjarwo & Ayu \(2018\)](#), the social concept as an interaction between conflicting individuals or interactions between citizens to do a relationship. According to [Malik \(2018\)](#), social as an interaction between individuals who neighbors and the interaction between citizens and the values that the community used to perform its interaction relationship. From the above sense can be concluded that social is related interactions between neighboring individuals or interactions between citizens and the values that the community used to do a dynamic relationship. In daily life, Arak is utilized in the religious ceremonies of the Hindu Balinese. According to Sri Arnawi (in [Seputra, 2009](#)) in Arak religious ceremonies are used to metaphor (worship), which not only offered before the Almighty God but the main metaphor also as a compliment in the ceremony *Mecaru* (Holy Sacrifice to *Bhuta Kala*). It is intended to realize harmony in the universe that is between *Bhuana Alit* (human body) with the *Bhuana Agung* (universe).

Aside from being complementary religious ceremonies, Arak is also an alcoholic beverage that tends to be consumed during activities religious ceremonies, customs are even *Tuak* or palm juice wine as the material of making Arak made a thirst-busting drink. It happens because it is supported by a barren village condition.

Consuming Arak or *Mearakan* as well as *Tuak* or *Metuakan* is regarded as false one activity unite the citizens in their social lives. If viewed from the adverse effects of alcohol drinking on various organs in the body, ranging from the brain, mouth, gastrointestinal tract, to the colon. Moreover, the Republic of Indonesia number 8 year 1976 and the decision of the President of the Republic of Indonesia No. 3 Year 1997, 31 January 1997 concerning alcoholic beverage control states that alcoholic beverages can cause harm to human health and disturbance of public order and tranquility, so it is necessary to do supervision and control of production and sales. So if the fact is seen in the village Sidemen pursuant to the Law of the Republic of Indonesia number 8 the year 1976 and Presidential Decree No. 3 the year 1997 very contradictory seen from the supervision and control over the production, circulation, and Sales of the Arak. Violation of the presidential decree can be seen from still many sellers of Arak, indeed cannot be removed from the traditions or customs that exist in the district Karangasem especially in Sidemen village. Figure 2 is the process of making Arak using traditional utensils, such as drum and *santang* pot.



Figure 1. A traditional process of making arak

3.2 Arak and Tuak Beverage as an economical choice of palm trees in supporting the economy in the village of Sidemen

According to Loayza & Raddatz (2010), economics as every system of relations that determines the allocation of limited or rare resources. Whereas according to Skomorohov & Hein (2016), economic concept contains the understanding of the various business that is done by human efforts to meet the needs of his life. While Nizam *et al.* (2019), economics contains understanding various businesses are done by human beings in fulfilling their life needs. So from understanding the above can be concluded that the economy is every system of relationships that determines the allocation of limited or rare resources in a variety of businesses committed by humans to fulfill his life needs. Selling an Arak and *Tuak* drink in the village of Sidemen is the main job, it is because tapping the *Tuak* can be done every day where each palm tree is able to produce four up to 20 liters per day depending on the number of coconut trees and palm trees owned. Tap results the *Tuak* was sold in the village of Sidemen and there was even a direct buyer comes to the house of *Tuak* seller so that from the money selling the *Tuak* can be used to his family's needs. The public cannot make gardening work as the main livelihood is like in other areas because gardening can only be done in the rainy season, this is due to the condition of a barren village. But nevertheless from the gardening, it can also be quite helpful to be used as a self-consumption, because they only can plant yam, cassava, and occasionally plant vegetables like nuts.

Palm trees that grow in the *Tuak* sales garden also need time to harvest the fruit and leaves of the tree. When using the palm tree from the results of tapping the *Tuak* then the fruit is certainly greatly reduced or not even bear fruit. It is because it intercepted *Tuak* through the process of cutting coconut fruit or palm fruit that still the rubber that is in the form of *Tuak*. Besides the result of liquor (*Tuak*), its tree also can provide economic benefits to the owner of the Palm tree. Palm tree leaves are said can provide economic benefits as the result of palm tree leaves can be sold which to further be used as a means of religious ceremonies.



Figure 2. A farmer of Arak carried *beruk* container to get *Tuak* from the palm tree

The fruits and leaves of the palm trees also take time to harvest them, but tapping on the *Tuak* can be done every day so that it can directly be sold to consumers. So selling *Tuak* can be said as the main job option because of the proceeds selling the *Tuak* they can be directly used to meet the needs of family life. Easy process and rapidly the results gained by the community is the underlying selling *Tuak* be the main choice society for his life and difficult to switch to other jobs. The main problem in regional development is that it lies in the emphasis on development policies based on the specificity of the region concerned with using the potential of human resources, institutional and local physical resources of the region. Regional economic development is a process whereby local governments and their communities manage existing resources and establish a pattern of a partnership between the Government Areas with the private sector to create a new and stimulating employment development of economic activity (economic growth) in the region.

Departing from that, the region is given the freedom to dig and develop factors production of one of the natural resources in the region to enrich the society. One of the natural resources is the palm tree. Village of Sidemen, due to conditions the barren village leads to more suitable cropping work in the rainy season only. With the condition of the barren area so that the soil is more suitable planted coconut trees and palm trees. Palm trees can be more utilized as a source of income for people carrying better regional economic growth. It's certainly to be able to improve community revenues and regional economic growth required empowerment the community itself. In relation to regional economic development, the development approach used directed to the implementation of the People's Economic Empowerment program intended to be able to accommodate the aspirations and demands of the

community based on the desire to participate in development. In that framework, it needs to build a community climate that can cultivate initiatives and the sense of responsibility and willingness of the community to play more consciously and actively in answering the challenges of development, which must also be coupled with the creation of the spirit of togetherness among all practitioners of cross-sector government and non-governmental groups, and between communities.

This condition is very important developed in the village of Sidemen as a producer of palm trees. So far the community just worked themselves in order to fulfill the economy so that what is produced is not maximal, but the palm trees also have other potentials than the fruit can be used as drinks and ceremonial facilities. The maximum utilization of palm trees in the effort to improve the economy because one of them is the ability of people to cultivate results from palm trees limited. Making *Tuak* is very easy, natural and very conventional so that the community with limited skills tends to do that. But one of the other potentials of drinks *Tuak* is can be used as raw material for Arak making. As it is known that Bali is a famous world tourist destination so it is necessary to strive for synergy between government, private and community. Government and private can become a business partner in order to fulfill the community economy and increase regional economic development. The Government and private role can be realized by business capital assistance and processing training of palm trees in addition to *Tuak* and then it is processed further into Arak. Therefore, people can more creatively create products from natural resources that are owned as an effort to community economic fulfillment and regional economic increase.



Figure 3. Arak was ready and poured into plastic bottle 600 ml

3.3 Arak Bali can be branded like Sake or Soju

Bali has a wealth of not only cultures but also food and drinks, including alcoholic beverages (Ginaya *et al.*, 2019). In Japan, alcoholic beverages are very global sake. A similar condition also occurred in Korea known to have a traditional alcoholic drink named Soju. Bali actually also has a traditional alcoholic drink, Arak, but not well developed. Whereas if managed well, the potential of local Balinese wisdom can be a plus for Bali tourism. Founder and Initiator Balabec (Bali Local Alcoholic Beverage Control) Ketut Darmayasa with his friend Putu Eka Agusyasha, Nyoman Gede Suasta, Nyoman Gede Dewa Rucika wants to lift the potential of this Bali wine to the foreign scene. "We want this Balinese wine to be the seventh spirit. In today's world, there are 6 spirits, Whisky, vodka, rum, gin, brandy, and tequila. Why Bali, which is a world destination does not have a drink mascot?" he said. There are 6 million tourists who come to Bali annually. In addition, there are 24,000 tourists who come to Bali per day. If they bring a souvenir of one bottle to the country, the potential of Balinese wine can sell as much as 24,000 bottles. If the number of hotels in Bali has reached 130,000 rooms, using the wine as a basic ingredient for a cocktail, the demand for wine is increasing.

Not to mention the need for religious ceremonies and wine for the traditional banquet in Bali. Also for sale to retail stores or modern stores and conventional stores. If visitors are in Bali they need wine, therefore, the potential of Bali wine is very large to thrive. Seeing the market opportunity, it is believed that Bali's wine will be more successful in its own region. The Balinese wine can enter the hotel and restaurant in cooperation with hotel and restaurant association or PHRI. Hotels and restaurants in Bali to be obliged to use local alcoholic products that are the wine that has a good quality standard. In terms of taste, Balinese wine like Arak is not inferior to alcoholic beverages from abroad. Thus, this traditional wine farmer will prosper. Through the struggle of Bali Region Regulation No. 99, 2018, it is hoped that the wine became local wisdom. Going forward, it is seen the need for any institution or laboratory that tests the quality and feasibility of the Arak-produced farmers in Bali. If it meets quality, can be labeled and marketed to hotel and restaurant in Bali (Santika *et al.*, 2019).



Figure 4. Some products of alcoholic drinks

Meanwhile, the head of the Industrial and Trade office of Bali province I Putu Astawa said, the alcoholic beverages from Bali that already existed and entered the hotels are Hatten Wines and Brem. He expressed the governor of Bali will also develop alcoholic beverages to lift local products. However, the development was displaced by the Presidential decree No. 39 the year 2018 which mentions the alcoholic beverage industry in the category of DNI (negative investment list). "So it is regulated for new permits of producing alcohol-containing goods, such as wine, except those already exist, forward or have to relocate from other provinces to the province of Bali, can," he explained. The *Miras* development plan, he continued, is the effort of the governor to provide protection against traditional wine producers, such as in Sidemen, Karangasem. It is a source of income for the people there. Balinese people also need to be a means of religious rituals. In the future, Astawa encourages Arak to be legalized. He hoped that Bali is excluded by the presidential decree because this wine entered the cultural context.

4 Conclusion

If the fact is seen in the village of Sidemen pursuant to the Law of the Republic of Indonesia No. 8 of 1976 and Presidential Decree No. 3 of 1997 is very contradictory in the supervision and control of the production and sales of the Arak. Violation of the presidential decree can be seen from the many Arak sellers could not be released from the social life of society that is demonstrated by the traditions or customs that exist in Karangasem Regency, especially in the village of Sidemen. In addition, in everyday life Arak other than as alcoholic drink also used in religious ceremonies of Hindu. Seeing from so many of the benefits of Arak encourages the Community to remain involved in the profession in fulfilling economic needs despite somewhat contrary to the law. In addition to this, the profession sells Arak also because there is no other work in the village Sidemen, because the condition of the barren village causes the work is more suitable in the rainy season only, because of the barren village conditions. Consequently, the land is more suitable planted palm trees as a producer of *Tuak* and then processed further into Arak. See a lot of potentials that can be developed from the existence of palm trees in addition to the producer of liquor, therefore the need for synergetic between the government, private and community. The Government and private sector can become business partners in order to fulfill the Economic Community and increase the economic development of the area.

Conflict of interest statement and funding sources

The authors declared that they have no competing interests.

Statement of authorship

The authors have a responsibility for the conception and design of the study. The authors have approved the final article.

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