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# **Tourism Recovery Post Pandemi Covid-19 In Tenganan Pegringsingan Tourism Village, Karangasem, Bali**

*Fitria Azzahra<sup>a</sup>, I Nyoman Sukma Arida<sup>b</sup>*

<sup>a</sup>Faculty of Tourism, Udayana University, Bali

<sup>b</sup>Faculty of Tourism, Udayana University, Bali

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## **ABSTRACT**

*This study aims to investigate tourism recovery efforts after the COVID-19 pandemic in the Tenganan Pegringsingan Tourism Village, Bali. In the context of the pandemic, tourism trends have changed, with tourists preferring niche tourism to mass tourism. Tourism villages are an effective approach in developing special tourism. Tenganan Pegringsingan Tourism Village, as one of the tourist villages in Bali, is unique in maintaining the traditions and culture of Bali Aga as well as being a prominent cultural tourism destination. However, the COVID-19 pandemic has had a negative impact on tourist visits to the village. Therefore, this study uses qualitative data analysis methods to investigate tourism recovery efforts in Tenganan Pegringsingan Tourism Village after the COVID-19 pandemic.*

Keywords: *Sustainable Tourism, Development, Tourist Attraction.*

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## **1. Introduction**

The island of Bali, with its rich natural and cultural potential, is one of Indonesia's mainstay tourist destinations. Not only known in Indonesia, the beauty of Bali Island has also spread to all corners of the world. The rapid development of the tourism sector on the island of Bali is accompanied by the large economic benefits felt by most Balinese people. This makes the tourism sector a leading sector in Bali. Even though it has great benefits, the tourism sector is a sector that is very sensitive to various issues, such as political, social, security, and so on. Recently the tourism sector around the world has been affected by the COVID-19 Pandemic.

The World Health Organization (WHO) informs that Coronaviruses (Cov) can infect the human respiratory tract. The virus was given the scientific name COVID-19 because it was first detected in 2019. COVID-19 can have effects ranging from mild to serious flu equivalent to or even more severe than MERS-CoV and SARS-CoV (Kirigia and Muthuri, 2020). The Ministry of Health of the Republic of Indonesia provided information that a COVID-19 case was first detected in Wuhan, China on December 30<sup>th</sup>, 2019. In Indonesia itself, a COVID-19 case was first detected in early March 2020. Since then, people are encouraged to stay at home and are required to do a number of things such as wearing a mask and keeping a safe distance when leaving the house.

The COVID-19 pandemic has had an impact on various sectors, especially the tourism sector. This pandemic has caused people's behavior and habits to change, this has been accompanied by a shift in tourism trends. Being required to keep their distance makes people avoid mass tourism activities and prefer tourism activities without much contact with other people for their safety and comfort. The current tourism trend is the opposite of mass tourism, namely special interest tourism (niche tourism). According to Fandeli (2002) special interest tourism is a form of activity with individual tourists, groups or small groups who have the aim of learning and trying to gain experience about something in the area visited. This type of tourism activity is oriented towards natural and cultural tourism with the aim of increasing insight and adventure for tourists. One approach to developing special interest tourism is tourism villages. Deputy Chairperson of Commission X DPR RI, Agustina Wilujeng, while chairing a hearing with deputies from the Ministry of Tourism and Creative Economy and the Ministry of Communication and Information, argued that the tourism village model is an effective development agenda in improving people's welfare.

Bintarto (1983) defines a village as a geographical or regional embodiment caused by physiographical social, economic, political, and cultural elements in their relationship and mutual influence with other surrounding areas. Meanwhile, Kartohadikusumo (1953) defines the village as a legal entity where a community of people who have the power to exercise self-government live. Furthermore, according to Law Number 6 of 2014 concerning Villages, a village is a legal community unit that has territorial boundaries, which has the authority to regulate and manage government affairs, local community

interests based on community initiatives, origin rights, and or recognized traditional rights. and respected in the government system of the Unitary State of the Republic of Indonesia. Villages that have special characteristics so that they can become tourist destinations are referred to as tourist villages.

Nuryanti (in Yuliati and Suwandono, 2016) defines a tourist village as a form of a combination of attractions, accommodation, and supporting facilities that are packaged in a pattern of community life, which integrates with the prevailing procedures and traditions so as to make the village a tourist destination. A tourist village is a form of village that has special characteristics in it, both natural and cultural and has the opportunity to be used as a commodity for tourists (Subagyo, 1991). The village as an object is the destination of tourism activities, while the subject is the organizer of various tourism activities and the results will be enjoyed by the village community directly. Therefore, the active role of the community greatly determines the sustainability of this village activity.

One of the tourist villages on the island of Bali is the Tenganan Pegringsingan Tourism Village. This village, which is located in Karangasem Regency, is one of the Bali Aga villages that still maintains their traditional community life system which was handed down from generation to generation by their ancestors. This is reflected in Tenganan Village which still maintains the uniqueness of its customs to this day, both in terms of the way of life of its people, the pattern of government, the ins and outs of houses and other things. The values of life from their ancestors that are still maintained today also greatly affect them in terms of livelihood. Until now, the majority of the people of Tenganan Village still depend on farming for their livelihood. Apart from that, some have also received a touch from the government and made various kinds of regional handicrafts famous to foreign countries.

During the Soekarno government era in 1960, the Tenganan Pegringsingan Tourism Village was officially designated as a cultural tourism destination. Until before the COVID-19 Pandemic, Tenganan Pegringsingan Tourism Village was visited by many tourists, both domestic and foreign tourists. However, similar to destinations in other parts of the world, the Tenganan Pegringsingan Tourism Village has also been affected by the COVID-19 Pandemic. This caused a decline in the number of tourist visits, even to the point that the Tenganan Pegringsingan Tourism Village had to be closed during the Pandemic.

Currently, the number of COVID-19 cases in Indonesia is decreasing. The number of cases and deaths due to Corona Virus is also decreasing every day. This fact has made Indonesia prepared for the transition from a pandemic to an endemic one. This means that COVID-19 is still there but is no longer epidemic. Therefore, COVID-19 will be treated as a disease related to bacteria, viruses and fungi that are usually infected. Because of that, many people began to return to tourism activities. Even so, it does not necessarily mean that tourism conditions will return to what they were before the COVID-19 pandemic. It's the same with Tenganan Pegringsingan Tourism Village which is still trying to get back on its feet after being hit by the COVID-19 Pandemic in recent years. Based on this background, it is deemed necessary to carry out research, to obtain clear knowledge regarding efforts to restore tourism after the COVID-19 Pandemic in Tenganan Pegringsingan Tourism Village.

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## 2. Methodology

According to Patton in Moleong (2010), data analysis techniques are the process of categorizing data sequences, organizing them into a pattern, category and basic descriptive unit. Data analysis techniques aim to simplify data so that the data obtained is easier to understand and implement. Data analysis activities are carried out continuously until the data is saturated (Miles and Huberman, 2009:41). According to Miles and Huberman, technical data analysis is carried out through the following stages:

### 1. Data Reduction

Data reduction is the selection, simplification, and classification of rough data obtained in the field. Data reduction is carried out to select whether or not the data is relevant to the final destination, so that the data can produce information that facilitates drawing conclusions. Data reduction was carried out during the research, during field research until the report was compiled.

### 2. Data Display

After the data is reduced, the next step is presenting the data. Presentation of data is the stage of compiling a set of information, so that conclusions can be drawn. According to Miles and Huberman (2009), in this case, the form most often used to present data in qualitative research is with narrative text. Through presenting the data, it will make it easier to understand what happened and be able to plan further work based on what has been understood.

### 3. Conclusion Drawing/Verivication

Conclusion drawing and data verification are the final stages in the qualitative data analysis technique being carried out. The purpose of this stage is to find the meaning of the data collected by looking for relationships, similarities, or differences so that conclusions can be drawn as answers to existing problems.

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## 3. Results

### 3.1. Overview

Tenganan Village is located in Manggis District, Karangasem Regency, Bali Province. Tenganan Village is located at an altitude of 70 meters above sea level with an average temperature of 28-30 degrees Celsius and has a rainfall of 620 mm/year. Geographically, Tenganan Village is divided into two, namely Tenganan Pegringsingan and Tenganan Dauh Tukad. The people of Tenganan Village are part of the original Balinese krama, or also known as Bali Aga. This village is one of the three Bali Aga villages.

Bali Aga Village is a village environment in Bali which still maintains a traditional community life system passed down from generation to generation by its ancestors. This is reflected in Tenganan Village which still maintains the uniqueness of its customs to this day, both regarding the governance of the community, the pattern of government, the ins and outs of the house and other issues. The people of Tenganan still maintain the life values of their ancestors to this day. This greatly affected them in terms of livelihood. Until now, the majority of the people of Tenganan Village still depend on farming

for their livelihood. Apart from that, some have also received a touch from the government, making various kinds of regional handicrafts famous to foreign countries.

The word "tenganan" comes from the word "tengen" which means the right-hand man that is good and is a trusted person. Meanwhile, "pegringsingan" comes from the word "gringsing", which is a double tie woven fabric typical of Tenganan. Tenganan Pegringsingan Tourism Village is located in the east of Bali Island and is southeast of Bali's highest mountain, Mount Agung. Located 65 km from the city of Denpasar and 17 km from the city of Amlapura, this village is on the path of movement of tourist destinations, including Amed Beach, Tirta Gangga, Taman Ujung, Tulamben, Lempuyang Temple and Candi Dasa.

Tenganan Pegringsingan Tourism Village has a variety of topographical locations, starting from hills, slopes, flat land, to ravines, or rivers. The area of the Tenganan Pegringsingan Tourism Village's land area is 917.2 hectares, consisting of 255,840 hectares of rice fields, 78,325 hectares of settlements and public facilities, and 583,035 hectares of forests and fields. The settlement area owned by Tenganan Pegringsingan Tourism Village is only 8% of the total land area owned. The settlement of Tenganan Pegringsingan Village is divided into 3 customary banjars, namely the banjar kauh (West), the central banjar and the banjar kangin (East). Banjar Kangin is also known as Banjar Pande.

Tenganan Pegringsingan Tourism Village is known for its Gringsing Woven Cloth. Gringsing Woven Fabric is the only traditional Indonesian woven fabric that is made using the double tie technique and takes 2-5 years. In addition to the material being quite rare, the process of making this cloth is also fairly complicated. The process of making this cloth is entirely done by hand. The thread used for the manufacture of this cloth is the result of hand spun with a traditional spinning tool. The yarn is obtained from one-seeded cotton which is only found in Nusa Penida.

The Gringsing Cloth motif uses only three colors called tridatu. The color is obtained from the natural dyes used, namely 'baban' (tree petals) white kepundung mixed with noni root bark for a red color, old hazelnut fruit oil mixed with water from powdered wood for a yellow color, and Taum tree for black. When tourists buy the tour packages offered, tourists will specifically be explained about the meaning and philosophy contained in the various motifs and the process of making this unique cloth. If interested, tourists can buy the fabric they want.

The daily life of the people of Tenganan Pegringsingan Tourism Village is governed by customary law called awig-awig (Karidewi et al, 2012). This village has several unique traditions that have been passed down from generation to generation, one of which is the Pandan War. The Pandan War tradition in Tenganan Village is well-known to foreign countries (Putra & Nugroho, 2018). The Mekare-kare tradition, or commonly known as the Pandan War, is a unique tradition that is the main attraction for tourism in Tenganan Pegringsingan Tourism Village.

The Pandan War is the culmination of the Tenganan Pegringsingan village ceremonial procession which is called Usaba Sambah by the local community. The Usaba Sambah ceremony has a duration of 1 month and the pandan war is usually held 2 to 4 times. This tradition is carried out every year between June and July, so that many tourists will come, especially photographers, to watch and cover this event. During the Pandan War procession, a pair of village youths cut each other using thorns from pandan leaves on the stage. The incision will leave a wound on the village youth's back. After completion, the wound will be treated using antiseptic traditional medicine made from tubers. In a few days, the wound will dry up and heal.

The Pandan War ritual is not an attraction that will only end in losing or winning, but a ritual of worshipping the god Indra, the god of war honored with blood. Thus, the Pandan War attraction was carried out without a sense of revenge. According to local villagers, this pandan war tradition is carried out to train the residents of the Tenganan Traditional Village mentally and physically. The 'Bali Aga' community in Tenganan Village believes that the Pandan War ritual is a way to maintain balance. This ritual is based on the belief of the Tenganan people in the god Indra.

Tenganan Pegringsingan Tourism Village is a tourist destination that has characteristics as a cultural destination, especially related to the pre-Majapahit Balinese culture. Tenganan Pegringsingan Tourism Village has another uniqueness that distinguishes it from other villages, which is that it does not celebrate Nyepi, Galungan and Kuningan holidays. This is because its status as a Bali Aga village means that this village is not influenced by the Majapahit Kingdom.

The shape, size of the building and the yard, the location of the building, and the location of the temple in Tenganan Pegringsingan Tourism Village were made according to traditional rules passed down from generation to generation. In the village of Bali Aga, the architecture of the houses, meeting halls and temples that were built maintains the traditional rules that have been passed down from generation to generation. The characteristics of the houses of the Bali Aga villagers are made of a mixture of red stone, river stone, soil and are relatively the same size.

Another attraction of the Tenganan Pegringsingan Tourism Village is woven bamboo crafts, carvings and paintings. Crafts other than weaving made by the people of this village and tourists can try them, namely Ata woven and writing on Lontar. Tourists can also witness the process of making Tuak in this village. Tenganan Pegringsingan Tourism Village also has natural hills and rice fields that are still beautiful so that it has the potential to become a trekking route as an alternative tourism.

The access road to the Tenganan Pegringsingan Tourism Village is very good and easy to pass by motorized vehicles, both small and large, such as tourist buses. When traveling to Tenganan Pegringsingan Tourism Village, tourists are not charged a fixed fee, but in the form of donations, so that the amount is in accordance with the will of tourists. If tourists bring a motorized vehicle, a parking fee of IDR 2000/motorcycle and IDR 5000/car will be charged. However, if tourists buy tour packages offered on the [jadesta.kemenparekraf.go.id](http://jadesta.kemenparekraf.go.id) website, tourists will pay according to the price listed on the website, which is IDR 250,000. The facilities in this village include ample parking area, meeting hall, jungle tracking, bathrooms or public toilets, souvenir shops, culinary delights, and wifi areas. These facilities are also quite well maintained.

### **3. 2. The Impact of the COVID-19 Pandemic on the Tourism Sector in the Tenganan Pegringsingan Tourism Village**

COVID-19 was first detected at the end of December 2019 in Wuhan, China. In Indonesia alone, the first case of COVID-19 was detected in March 2020. This outbreak spread simultaneously over a large geographic area, so that on March 11<sup>th</sup>, 2020 the World Health Organization (WHO) declared COVID-19 a pandemic. COVID-19 is spreading very fast. As of May 25<sup>th</sup>, 2020, 188 countries have been recorded as having been infected (Subyandono, 2020).

The COVID-19 pandemic has had a significant impact on various sectors, including the tourism sector. To prevent transmission of COVID-19, many countries have issued policies to close their countries. This of course makes the number of foreign tourist visits to Indonesia decrease. Data from the Ministry of Tourism and Creative Economy shows that the number of foreign tourist visits to Indonesia through all entry points in August 2020 totaled

164,970 visits. The data shows a decrease in the number of foreign tourist visits by -89.22% compared to August 2019 which amounted to 1,530,268 foreign tourist visits.

COVID-19 was declared a national disaster on April 13<sup>th</sup>, 2020 through Presidential Decree of the Republic of Indonesia Number 12 of 2020 concerning Stipulation of Non-Natural Disasters against the Spread of Corona Virus Disease 2019 (COVID-19). Furthermore, the Government made various policies to suppress the spread of COVID-19 in Indonesia. This policy to limit people's movements has changed names and formats several times, namely PSBB, Transitional PSBB, Emergency PPKM, to four-level PPKM. The Large-Scale Social Restrictions Policy (PSBB) gave rise to government regulations that regulate strict, disciplined and effective physical distancing restrictions. PSBB includes closing schools and workplaces, restrictions on religious activities, restrictions on activities in public places, restrictions on modes of transportation, and so on. Meanwhile, at the time the Policy for Imposing Restrictions on Community Activities was issued, the Government had already allowed several places to open with various conditions and continued to implement strict health protocols. One of them is a shopping center that has been allowed to open but is only allowed to receive consumers with 25% capacity and only operates until 7 pm.

Tenganan Pegringsingan Tourism Village is one of the tourist destinations that closed its village to tourist visits, both domestic and foreign tourists during the PSBB and PPKM periods. Villagers who have souvenir shops in the Tenganan Pegringsingan Tourism Village area also temporarily closed their shops. Therefore there were no tourist visits to the Tenganan Pegringsingan Tourism Village during the PSBB and PPKM periods. Whereas in the period before the COVID-19 Pandemic, the number of tourist visits could reach an average of 100 people per day. This policy of closing the village was carried out to follow Government regulations which aim to reduce the spread of COVID-19.

Even though the tourism sector was affected, Keliang Desa Wisata Tenganan Pegringsingan stated that the villagers continued to carry out their daily activities. They carry out activities such as farming activities, religious ceremonies, humanitarian activities, and so on. As long as their village is closed for tourists, the community can still carry out religious ceremonies according to the time without any delays or cancellations. Of course, these activities are carried out while still implementing health protocols in accordance with recommendations from the Government.

### 3.3. Tourism Recovery Efforts After the COVID-19 Pandemic in the Tenganan Pegringsingan Tourism Village

Currently, the number of COVID-19 cases in Indonesia is decreasing. Even though it had risen again in February 2022, the increase in cases and death toll from the Corona Virus since then has been decreasing every day. This fact has prompted the Government to estimate that Indonesia is preparing for a transition from a pandemic to an endemic one. If it becomes endemic, this means that COVID-19 is still around but is no longer epidemic. The government has also started allowing face-to-face learning for schools and universities where previously classes were conducted online during the PSBB and PPKM periods.

At the same time, many tourist destinations have reopened. It's the same with the Tenganan Pegringsingan Tourism Village which has reopened its village for tourist visits starting this year. People who have souvenir shops in the Tenganan Pegringsingan Tourism Village area have also started to open their shops. Even so, of course the number of tourist visits does not necessarily return to what it was before the pandemic. Based on the results of interviews with the Manager of the Tenganan Pegringsingan Tourism Destination, it is known that currently the average number of tourist visits is still less than 10 people per day.

The Minister of Tourism and Creative Economy, Sandiaga Uno, said that there are three strategies to accelerate tourism recovery, namely innovation, adaptation and collaboration. The innovation aspect is by utilizing digital platforms in marketing creative products so that the services provided are maximized. Furthermore, the adaptation aspect is the implementation of a health protocol called CHSE, namely Cleanliness, Health, Safety, and Environmental Sustainability. Finally, the collaboration aspect is collaboration involving various stakeholders for recovery and revival in the tourism sector. This can foster enthusiasm and will have a positive impact on expanding networks and opening potential opportunities for collaboration.

So far, efforts to restore the tourism sector in Tenganan Pegringsingan Tourism Village are still following the direction from the Government, namely by implementing health and CHSE protocols which are now guidelines and standards in the tourism sector. There are criteria that must be met to obtain CHSE certification, these criteria are:

1. Availability of soap for washing hands and an adequate place for washing hands
2. Cleaning public spaces with disinfectants or other cleaning fluids that are safe for visitors
3. Free from disease-carrying animal vectors
4. Clean toilets are available
5. There are trash cans at several points in the lodging area that are clean and adequate.

During the Pandemic, the Government provided assistance to Tenganan Pegringsingan Tourism Village in the form of CHSE certification and CHSE training for tourism actors, such as traders, managers and other tourism actors. This was done as a form of adaptation to the COVID-19 Pandemic. Apart from that, it is also to provide understanding to the public and tourism actors of the importance of CHSE for a tourist destination during this Pandemic. With the implementation of CHSE can make tourists feel safe and comfortable when traveling.

For the collaboration aspect as an effort to restore the tourism sector, Tenganan Pegringsingan Tourism Village is working with the Central Government, Regional Governments, and the private sector. One form of this collaboration is by holding community services at the Tenganan Pegringsingan Tourism Village during the COVID-19 pandemic. This service is not only about the tourism sector but also the economy, health, education, and others. Agencies that carried out community service during the Pandemic period included:

1. Responsive Abipraya Chakra
2. Garuda Nusa Foundation
3. Vishnu Foundation
4. Kemenparekraf Differentiate Program
5. Indonesian Karacitra Foundation
6. PPLH Bali Waste Management

#### 7. Indonesian Art Institute Denpasar

Based on information from the Manager of the Tenganan Pegriingsingan Tourism Destination, the period of service activities carried out is between 5 days - 6 months. He also informed that the level of community involvement in these activities was high, the community welcomed these activities and participated enthusiastically.

The innovation aspect is carried out by utilizing digital platforms in marketing creative products so that the services provided are maximized. However, the use of digital platforms as promotional media for the Tenganan Pegriingsingan Tourism Village is still lacking. Promotion and dissemination of information regarding the reopening of the Tenganan Pegriingsingan Tourism Village is informed through the Tourism Office and notifications via social media. However, the social media platforms used are less active and there is still not much information being shared. It would be better if you could take advantage of social media platforms for promotions and share information actively and regularly. In addition, one of the impacts of the COVID-19 Pandemic is the shift in trend to niche tourism or special interest tourism, where this type of tourism focuses more on quality than quantity with tourists who value nature and culture more. The tourist village is certainly one of the most popular. Therefore, there is a need for more vigorous marketing. This is one of the tourism recovery strategies with the aim of attracting more tourists and reviving the tourism sector.

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#### 4. Conclusion

The COVID-19 pandemic was designated as a non-natural disaster through Presidential Decree of the Republic of Indonesia Number 12 of 2020 concerning Stipulation of Non-Natural Disasters for the Spread of Corona Virus Disease 2019 (COVID-19) on April 13 2020. This pandemic had a significant impact on various sectors, especially the tourism sector. Several countries have decided to close their countries to prevent and suppress the spread of COVID-19. In Indonesia itself, the government has made several policies to limit people's movements. This policy has changed its name and format several times, namely PSBB, Transitional PSBB, Emergency PPKM, to four-level PPKM. The Large-Scale Social Restrictions Policy (PSBB) includes closing schools and workplaces, limiting religious activities, limiting activities in public places, limiting modes of transportation, and so on. Meanwhile, at the time the Policy for Imposing Restrictions on Community Activities was issued, the Government had already allowed several places to open with various conditions and continued to implement strict health protocols. One of the tourist destinations that has closed its location to tourist visits because it follows Government regulations is the Tenganan Pegriingsingan Tourism Village. Tenganan Pegriingsingan Tourism Village, Manggis District, Karangasem Regency, Bali Province is one of the traditional villages that still adheres to the uniqueness of its ancestral traditions. This is the main attraction so that many tourists, both domestic and foreign tourists, travel to this village. However, during the Pandemic, the Tenganan Pegriingsingan Tourism Village closed its village to tourist visits. This was done in accordance with the Government's recommendations to reduce the spread of COVID-19 and avoid new clusters of spreading COVID-19. Until 2022, the Tenganan Pegriingsingan Tourism Village will only reopen its village for tourist visits. Even so, the number of tourist visits does not necessarily return to what it was before the pandemic. For this reason, there is a need for tourism recovery efforts after the COVID-19 Pandemic in the Tenganan Pegriingsingan Tourism Village. The Minister of Tourism and Creative Economy stated that there are three tourism recovery strategies, namely innovative, adaptation and collaboration. Based on the research that has been done, the Tenganan Pegriingsingan Tourism Village is doing quite well in terms of tourism recovery. It's just that it is still lacking in the aspect of innovation, namely utilizing digital media for marketing. At a time like today, where almost everyone is active on social media and tourism trends are shifting, this is a big enough opportunity to revive Tenganan Pegriingsingan Tourism Village.

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