



Revitalization of Sukawati Art Market as a Shopping Tourism Destination

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ABSTRACT

There are three popular art markets in Gianyar Regency, namely the Guwang Art Market, the Sukawati Art Market and the Ubud Art Market. These three markets have almost the same characteristics of a variety of goods, which sell handicrafts and arts. One of the markets, the Sukawati Art Market, is the work point for the revitalization project under the Ministry of PUPR. In this revitalization, it is certain that there have been a number of major changes in terms of design and layout as well as a number of other supporting facilities in the 3 building blocks located at the Sukawati Art Market. This is what underlies this research to see and observe the results and forms of revitalization that have occurred in relation to a shopping tourism destination. The concepts used are revitalization, art market, and shopping tourism. Data analysis using qualitative obtained from the results of interviews, field observations, and other supporting materials such as literacy.

With this revitalization, it is known that the reforms carried out both on physical and non-physical attributes will also produce a domino effect where there are also improvements and improvements in terms of quality, image and perceptions of traders and visiting tourists. The revitalization process at the Sukawati Art Market has gone through several stages ranging from physical intervention which includes the demolition process, relocation process, development process to the inauguration process which is closely related to the development of physical attributes.

Keywords: *Revitalization, Art Market, Shopping Tourism*

1. Introduction

Economic recovery in the tourism sector due to the Covid-19 pandemic has become one of the biggest agendas that must be carried out by the Indonesian government. The Minister of Tourism and Creative Economy for 2020, Wishnutama Kusubandip stated that in 2021 the government's big program is tourism development which is directed at encouraging economic recovery in general while still paying attention to various aspects of development in accordance with aspects of tourist destinations, namely 3A which consists of attractions, accessibility and amenities (kominfo.go.id). In addition, he also explained related to development activities carried out not only for infrastructure development or event activities, but also for improving the interpretation of a tourism destination.

The tourism development program should be in line with the elements forming the destination, namely (1) the characteristics and uniqueness of product development so as to provide attractiveness and differentiation from other destinations; (2) provision of clear information in destination promotion for marketing development; and (3) provision of infrastructure and development of human resources in environmental development. One of the development programs in the tourism sector is the revitalization of the Sukawati Art Market located in Gianyar Regency, Bali. This revitalization refers to Presidential Regulation Number 43 of 2019 concerning Development, Rehabilitation, or Renovation of People's Markets, Higher Education Infrastructure, Islamic Religious Colleges, and Elementary and Secondary Education Units (Pu.go.id, 2019).

For this revitalization, the government disbursed state budget funds of Rp. 89 billion with additional funds from the regional budget of Rp. 3.9 billion and declared as a multi-year project under the Ministry of PUPR (m.antaranews.com). The work on this project raises the concept of environmental harmony by maintaining elements of local Balinese wisdom that are adapted to their function as a tourist destination for tourists visiting Bali (kompas.com). This revitalization is intended as an effort by the government to improve people's welfare by repairing and managing business places to be better so as to increase the competitiveness of people's markets among the mushrooming modern markets.

Bali itself has become one of the focal points in working on this revitalization program, specifically in Gianyar Regency. Gianyar Regency has an area of 368 km² with seven sub-districts consisting of Sukawati District, Payangan District, Tegalalang District, Ubud District, Tampaksiring District, Gianyar District, and Blahbatuh District. This district is known as the center of the arts in Indonesia, many artists who come from this area, ranging from painters, dancers, sculptors, musicians and so on. In addition, you can easily find places for art craftsmen such as stone art centers and markets in Batubulan Village and Singapadu Village, gold and silver craftsmen in Celuk Village, painting in Batuan and Ubud Villages, woodcarving art centers in Mas Village and so on. With so many art craft centers, this district also has a number of markets designated as a forum for artists or art craftsmen to sell their work to tourists. There are three popular art markets in Gianyar Regency, namely the Guwang Art Market, Sukawati Art Market and Ubud Art Market. These three markets have almost the same characteristics of a variety of goods, which sell handicrafts and arts. One of the markets, namely the Sukawati Art Market, is the working point for the revitalization project which is under the Ministry of PUPR. Sukawati Art Market itself has been well-known among domestic and international tourists for a long time as a shopping destination with a wide variety of products on offer ranging from handicrafts, art items such as sculptures and paintings to textile products such as clothes and blankets. This market also seems to have its own magnet for tourists with an atmosphere and product prices that compete with other modern souvenir places. This revitalization will certainly have an impact on the Sukawati Art Market as a shopping tourism destination.

This revitalization project is considered the right step considering that the Sukawati Art Market has long experienced a number of problems that have not yet found a solution. Although it has been known for a long time as a shopping center for Balinese souvenirs and crafts where the economic activities of the local community depend heavily on it, the Sukawati Art Market also has a number of drawbacks that reduce comfort and safety as a shopping destination for tourists. As for some of these deficiencies, such as very minimal parking facilities which often cause traffic jams, the absence of a vocal point which is the signature attraction of this market and a new market revitalization carried out in 2019 after since 1983 standing. Of course, this revitalization is an important turning point in the history and development of the Sukawati Art Market as an object of attraction for domestic and international tourists as well as a symbol of a tourism and arts area in Gianyar Regency.

In this revitalization, it is certain that there have been a number of major renovations in terms of design and layout as well as a number of other supporting facilities in the 3 building blocks located at the Sukawati Art Market. This is what underlies this research to see and observe the results and forms of revitalization that have occurred in relation to it as a shopping tourism destination. As for the advantages of conducting this research, it is known that the efforts and stages in the framework of revitalization and the suitability of revitalization with aspects of shopping tourism planning. As for the losses that occur if this research is not carried out, there is no information regarding the results of this revitalization in relation to being a shopping tourism destination in Bali.

2. Methodology

Revitalization is defined as an effort to revitalize areas that have experienced degradation or decline by discovering or exploiting their potential (Danisworo, 2012). By Antariksa (2008) the approaches in this revitalization effort are described, namely 1) arrangement and utilization of land and buildings; 2) renovation of existing areas and buildings, so that their economic and social values can be improved and developed; 3) environmental quality rehabilitation; 4) increasing the intensity of land use and its buildings. Revitalization is one way that can be used as an effort to revive ancient areas, buildings, streets and environments by implementing new functions in their original architectural arrangements to increase economic, social, tourism and cultural activities (Dewantara, 2017). Therefore, it can be concluded that revitalization is an effort that involves the process of improving physical and non-physical attributes to restore the original function of an object or area.

The art market is defined as a supporting facility for tourist objects where the aim is to provide supporting attractions for tourists when visiting a tourist destination. The purpose of the art market is to provide a platform and opportunity for artists or craftsmen to be able to work and bring craftsmen closer to consumers. The existence of an art market is also able to encourage tourism activities in a destination. The classification of the art market in Indonesia is the National Art Market, Art and Culture Market, Typical Art Market, and 4) Contemporary Art Market.

Shopping tourism is a travel activity carried out by a person or group of people when traveling, not just for sightseeing but also to buy the necessities needed. Shopping tourism is referred to as tourism activities that utilize retail trade commercial areas as recreational places for visiting purposes and shopping activities for tourist needs. Shopping destination strategy is very influential on the decision to visit by influencing the feelings that arise until the emergence of reactions in the form of behavior visits to shopping tourism areas by tourists. According to Yan (2008: 9) explains that the shopping destination strategy influences the attitude of tourists to visit a shopping tourism object.

According to Bogan quoted by Sugiyono (2010) states that data analysis is a process of searching and systematically compiling data based on data that has been obtained from interviews, field observations, and other supporting materials such as literacy, so that it can be easily understood and useful as a source of information for other parties. According to Miles and Huberman cited by Sugiyono (2010) states that activities in qualitative data analysis are carried out interactively and continuously until complete. For this research itself will be used data analysis which consists of 3 stages, namely:

1. Data reduction

Reducing data means summarizing, choosing the main things, focusing on the things that are important, looking for themes and patterns, and removing unnecessary ones. Thus the data owned will have a clearer picture and make it easier when going to collect data.

2. Data Presentation

Presentation of this data can be done in a brief description, a chart of relationships between categories and the like. Presentation of this data will make it easier to understand the phenomena or problems that occur, plan solutions or suggestions based on the data that you already have.

3. Conclusion and Verification

The conclusions presented here are still temporary and may change if other evidence is found to support or strengthen the next data collection stage. However, if the conclusions put forward at the outset are supported by valid and consistent evidence based on data found in the field, then the conclusions put forward are credible and valid.

3. Results

Overview

Sukawati Art Market is located in Sukawati Village, Sukawati District, Gianyar Regency, Bali. Sukawati Village has been known for a long time as a village of painting artisans. The astronomical location of Sukawati village is 08°37'30"- 08°35'20"S and 115°16'20"-115°19'20"E (Digital Topographical Map of Indonesia 1: 25,000 Year 1971). Sukawati Village has a number of village boundaries including Batuan Village to the north, Guwang Village to the south, Singapadu Village to the west and Blahbatuh Village to the east. The total area of Sukawati Village reaches 735 Ha which is administratively divided into 13 (thirteen) Banjars, namely Gelumpang Banjar, Telabah Banjar, Dlodtangluk Banjar, Gelulung Banjar, Pekuwudan Banjar, Bedil Banjar, Tameng Banjar, Dlodpangkung Banjar, Kebalian Banjar, Babakan Banjar, and Mudita Banjar.

The Sukawati Art Market has been established since 1983 and is the first art market in the Province of Bali. The development of the Sukawati Art Market was initially initiated by the Gianyar Regency Government on land acquisition land by constructing a building which is now the location of Block B. Then it was continued in 1990 for the construction of Blocks A and Block C. Management of this market was regulated in PERDA concerning market management No. 9 of 1995 and held by the Government of Gianyar Regency. Since then, this market has been well-known among domestic and international tourists as a shopping center for Balinese souvenirs and handicrafts at affordable prices. The Sukawati Art Market also holds a number of enormous potentials, including being a center for selling handicrafts. With this, the surrounding community in the environment or area around the Sukawati Art Market choose a place for them to sell their handicrafts. The villages around this market have been known for a long time as producers of handicraft items such as masks, paintings, wooden souvenirs and textile products. Of course, with this, people's income can also be increased because more diverse buyers come.

In addition, this market also functions as a place for social activities where there will be social interaction and buying and selling interactions between sellers and traders. Visitors who come don't have to buy goods when they come to this market, they can do window shopping by just looking at the items displayed by the merchants or just enjoying the atmosphere at the Sukawati Art Market which has now been upgraded to be more comfortable. The Sukawati Art Market also has an important role as the identity of an area, in this case Gianyar Regency which is known as an "art" district because the majority of the livelihoods of the local community are as art workers or craftsmen and artists.

Condition of Sukawati Art Market Before Revitalization

Being popular as a shopping destination for domestic and foreign tourists does not make Sukawati Art Market escape polemics and problems that are often encountered in other public tourist destinations. There are a number of polemic points and problems that have not found a clear spot for years. Sukawati Art Market has been in a state of stagnation for years. Where this market since its establishment in 1983 has never been touched by the development of innovation both in terms of physical and non-physical attributes. In terms of physical attributes such as the condition of the building, it seems as if it has been allowed to age with each passing year and is exacerbated by the spatial arrangement and facilities of stalls and kiosks which seem to be left in a mess. This is of course very unfortunate because it reduces the comfort of visitors who come. On the Tripadvisor website, some information was obtained regarding the reviews of visitors who came to Sukawati Art Market in the range of visiting years below as of 2019 – below.

From this site it is known that there are 21 bad reviews and 20 very bad reviews for Sukawati Art Market. It can be summarized in a total of 41 reviews that visitors who come complain about a number of things such as the cramped condition of the market building and the cleanliness that is not maintained, the lack of a distinctive attraction as a shopping tour, and market traders who are unfriendly and tend to be pushy when selling their wares. Apart from that, this condition is exacerbated by the absence of parking pockets for visitors who come so that it often causes traffic congestion and congestion in front of the road from the Sukawati Art Market. Apart from the condition of the Sukawati Art Market, another polemic is the proliferation of modern souvenir shops offering much better conditions and quality than the Sukawati Art Market. Where this modern gift shop offers quality that is far above the Sukawati Art Market such as the condition of the building or buildings which are very well facilitated, starting from the presence of parking pockets, better air circulation with air conditioning, and standardization of prices with friendly and helpful employees.

Of course, this can then be used as a reference material for renewal and improvement innovations for the Sukawati Art Market, bearing in mind that it is not impossible that this condition will get worse if left unchecked and will result in image degradation and tourist perceptions of the Sukawati Art Market. For this reason, in 2019, in the tourism sector recovery program due to Covid-19, the Sukawati Art Market was revitalized for the first time.

Efforts and Process of Revitalizing the Sukawati Art Market

The revitalization process that has been carried out at the Sukawati Art Market will be described in accordance with the concept of revitalization based on several forms of effort, namely physical intervention, economic rehabilitation and social revitalization.

1. Physical Intervention

At this stage it begins with the process of demolishing the building in stages starting from block A and B which was carried out by the winning bidder, namely Ms. Pitria from Pekanbaru City, Riau with a value of Rp. 321 million more. The demolition process started from April 15 -May 24 2019. During the process of demolishing and constructing the Block A and B buildings, around 800 traders were relocated to Sutasoma Field, Batuan Village, Sukawati. This was followed by the building construction process which was marked by the laying of the first stone on 16 December 2019 by the Governor of Bali, I Wayan Koster, accompanied by the Deputy Governor of Bali, Tjok. Oka A.A Sukawati, the Regent of Gianyar, Made Mahayatra and the Head of the Bali Regional Settlement Infrastructure Center, I Nyoman Sutresna. The process of revitalizing blocks A and B itself has started since November 2019 and was 100% completed in December 2020.

For the construction of these two blocks, the implementing contractor came from PT Putra Jaya Andalan. The revitalization cost for these two blocks is Rp. 81.10 billion from APBN funds. After the work process was complete, it was followed by the handover process and inauguration of block A and block B on 10 February 2021 from the Head of the Bali Regional Settlement Infrastructure Center, I Nyoman Sutresna to the Regent of Gianyar, I Made Mahayastra witnessed by the Governor of Bali, I Wayan Koster. The Block A and Block B buildings have an area of 9,493 m² with a building design of 4 floors for block A and 3 floors for block B. These two blocks have a capacity of 24 kiosks, 779 dry booths and a number of other supporting facilities such as a basement parking area, management room, lactation room, waiting room, information room, health post, bank, KUD, LPD, PAUD, pump room, ground tank, MEP room, children's play area, disabled toilets, men's and women's toilets, lifts, stairs and emergency stairs.

For block C, which was previously the Sukawati Public Market, traders were demolished and relocated at the beginning of the week in October 2020. The 754 traders were temporarily moved to a shelter in Gelumpang Banjar. The process of relocating these traders uses a lottery system for 2 days on October 2 – October 3 2020. Construction work began on November 13 2020 and was completed on December 20 2021 at a cost of Rp. 87.3 billion. The contractor responsible for the construction of block C of the Sukawati Art Market is PT Adhi Persada Gedung with PT Bina Karya as construction management. The building area of block C is 10,206.95 m² with 1 basement and 4 floors above which consist of 529 dry booths and 64 kiosks. Block C building is also equipped with a number of supporting facilities such as lifts, toilets, nursing rooms, health rooms and children's playrooms. The next process that will be carried out is the handover process and the inauguration of block C on 11 February 2022 by the Indonesian Ministry of Public Works and Public Housing (PUPR) to the Regent of Gianyar, I Made Mahayastra.

2. Economic Rehabilitation

Examining the development revitalization that has been carried out in blocks A, B and C, there are a number of unique policies or programs that are encouraged to "maximize" economic activities that occur after the revitalization between traders/craftsmen and buyers. The first policy that has attracted considerable attention is the Governor of Bali, I Wayan Koster, who stated that he would abolish the tradition of bargaining in order to achieve a standardized price that would benefit traders. He hopes that the price of goods can be determined and given a price tag so that buying and selling transactions are more orderly and there is price certainty. Even so, art market traders did not pay too much heed to the policies or words of the Governor of Bali.

The traders stick with the tradition of bargaining that they used to do a long time ago, one representative of the traders even said that the concept of "price tag" actually has the potential to harm traders. Even so, the traders at the Sukawati Art Market have agreed not to charge too high a price so that the market price is maintained. The traders even hope that the promotion will be carried out again after the revitalization in order to bring visitors to the Sukawati Art Market so that economic activity can return to normal. On another occasion, Dekranasda Gianyar together with PT. GOTO Gojek Tokopedia and PT. Tokopedia is collaborating in the Dekranasda Hybrid Store program. This hybrid store program opened on January 22, 2022 with the aim of supporting the development of IKM and raising the class of fostered artisans as well as encouraging digital economic growth. With this program, 18 IKMs that have joined can serve consumers online.

3. Social Revitalization

Several conflicts occurred before and after the revitalization of the Sukawati Art Market was carried out. Some of them seem to be ongoing polemics that still require more attention and attention from the regional government or local customary villages to find a win-win solution for both parties, namely traders and managers. One of the ongoing conflicts is the polemic of the Sukawati Public Market traders who are currently still holding out at the relocation site and complaining about the very quiet condition of economic activity. The traders regretted the revitalization agreement made with the Gianyar Regency Government in which the function of the public market was changed to an arts market where they could no longer sell basic or daily necessities.

This seems to be a sign that there is misinformation or there is no agreement and management system that is integrated, sustainable and involves traders in the revitalization concept that is brought. Another polemic is socialization and promotion where there are still many stalls and kiosks that have not been filled by traders and visits from buyers or tourists who are still not optimal. A consistent promotion program is needed to increase the awareness of tourists and local people about the Sukawati Art Market after the revitalization.

4. Conclusion

From the data that has been obtained, the following conclusions can be drawn:

1. With this revitalization it is known that the renovations carried out both on physical and non-physical attributes will also produce a domino effect where there will also be improvements and improvements in terms of quality, image and perceptions from traders and visiting tourists. Where previously it was known that the Sukawati Art Market had experienced a stagnant condition for years without any innovation, causing a decrease in image and perception which is known from the results of tourist reviews via the Tripadvisor website.

2. The revitalization process at the Sukawati Art Market has gone through a number of stages starting from physical intervention which includes the demolition process, the relocation process, the development process to the inauguration process which is closely related to the development of physical attributes. The development process in the physical intervention stage is carried out in stages at 3-year intervals from 2019 to 2022.

Even though the revitalization process has gone through the appropriate stages and paid attention to the forming aspects of a shopping tourism destination, it does not mean that the hard work of stakeholders related to this revitalization project has been completed. As for some suggestions in this regard, is to investigate from the results of research observations that there is a conflict that the government must immediately resolve with the Sukawati Public Market traders who are currently waiting for a settlement solution and so that it does not feel that the revitalization project of the Sukawati Art Market only

benefits one side and the government also needs to make careful consideration in implementing a decision or policy after this revitalization. This can be achieved by conducting discussion forums with traders to reach the best agreement for both parties.

There are many indicators for forming a shopping tourism destination that must be considered again, such as the use of facilities or physical attributes that have been built optimally and responsibly, as well as controlling stalls and illegal parking so as not to disturb the mobility of road users. As regulators, the government and managers must strictly provide instructions and rules so that visitors are also aware of the existence of these facilities.

Doing periodic promotions is also the right step to take. This will refresh the public's memory of the existence of the Sukawati Art Market after the revitalization with so many changes or alterations in terms of its physical attributes. Working with micro influencers to carry out digital promotions will be very good for approaching, especially with millennials.

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