



Generation Based Visitor Typology Dramaturgy Theory Approach on Hidden Gems Shady Pig and Cloak and Dagger at Canggu Tourism Destination

Jenoveva Meilynda Hangin Sangalang^a, Saptono Nugroho^b, I Made Sukana^c

^aFaculty of Tourism, Udayana University, Bali

^bFaculty of Tourism, Udayana University, Bali

^cFaculty of Tourism, Udayana University, Bali

ABSTRACT

"Hidden Gem" is the newest designation of tourism, which means a hidden place that not many people know and cannot be seen directly, one of which is the Hidden Gem bar Shady Pig and Cloak and Dagger. This study analyzes visitor's activities and visitor typologies based on generations starting from generations x, y, and z. This study also uses a dramaturgi theory approach which reveals the front stage and back stage of visitors and using the typology of visitors who come to the hidden gem bar Shady Pig and Cloak and Dagger as an approach. The method used in this research is a qualitative method using case study data analysis techniques. The data sources of this research consist of primary and secondary data collection techniques using interviews, observation, surveys, and documentation. The results of this study indicate that the visitor's activities at the Hidden Gem bar Shady Pig and Cloak and Dagger have similarities but what distinguishes them is the typology of visitors who come to the hidden gem with different backgrounds of needs and also the actions displayed in public. This Hidden Gem is something new for tourism and has the potential for other hidden gems to develop because some visitors like things that are curious and unique.

Keywords: Hidden Gem, Shady Pig, Cloak N Dagger, Activity, Typology of Visitors, Theory of Dramaturgy

1. Introduction

In an increasingly rapid world development, world boundaries are getting thinner and competition is increasing in human life, this is directly proportional to the increasing needs and lifestyles. In order to meet these needs and lifestyles, humans have to work harder than previous generations. A work situation with high competition certainly creates a domino effect that is so real that it leads to an increase in the level of stress and burnout for each person. In overcoming this problem, tourism is here to slightly relieve the boredom and stress experienced. Tourism is a temporary journey undertaken by a person or group that aims to get enjoyment and the desire to know something or a pleasant experience from a tour. Suwanto (2004: 3) defines the term tourism, which is a change in a person's temporary residence outside his place of residence for a reason and not to carry out activities that generate wages. So many tourist attractions that have developed and expanded throughout the region. One of the tourism that is well known throughout the world is Bali Tourism. Many visitors come to enjoy the beauty of Bali Tourism, this can be seen from the increasing number of tourists coming to Bali. From the data obtained at bali.bps.go.id it was noted that

foreign tourists (mancaegara) in July 2022 increased 35.72 percent from 181,625 in August and in July 246,504 tourist visits. Judging from the data, many tourists are willing to pay for travel in order to satisfy their own desires and spend their spare time releasing fatigue from daily work.

In the world, there are many places that have the potential to carry out tourism activities such as nature tourism, historical tourism, and so on. Each place offers a combination of selling points for each tourism. Some places that have been popular as tourist destinations in the world include: Paris with its Eiffel Tower, Hawaii with its tropical beaches, Japan with its urban planning and culture, Greece with its architecture, Bali with its tradition and hospitality. Bali has many famous places starting from its nature, culture, as well as the nightlife or nightlife in various places. Nightlife is a place that is liked and liked by tourists where tourists can enjoy the attractions of Bali at night, for example, such as discotheques (clubs), bars and karaoke. Night tours themselves can be found in various tourist areas in Bali, such as Ubud, Canggu, Legian, Seminyak, or in other areas. In Canggu itself, there is currently a rapid development going on for bars and nightlife spots with each special concept being offered. Besides Canggu, which is currently trending, is Uluwatu,

slightly different from Canggu, Uluwatu offers views from the highlands and a quieter atmosphere than Canggu. At this time, the Canggu and Uluwatu areas are on the rise, which means that these areas are visited by many tourists, both local and foreign. Even though Bali tourism is currently in a period of rapid development, this situation is inversely proportional to the conditions when the Covid-19 pandemic hit, some places were paralyzed and several tourism destinations had to cut prices in order to keep getting customers in these difficult times, lucky now after the Covid-19 pandemic was over, the situation has improved a lot. Before Canggu and Uluwatu were in the spotlight and popular tourist destinations, in Bali, Kuta and Legian were targets for tourists to come for tours, but currently Canggu and Uluwatu are places that are visited by many tourists. Uluwatu is famous for its attractiveness so that tourists can enjoy the sunset accompanied by beautiful views of the blue sea and beaches, while Canggu is famous for its aesthetic buildings and night life such as cafes, bars, discotheques (clubs), and karaoke. Each tourist has their own preferences which they choose to carry out tourism activities, this is due to the diverse backgrounds of tourists such as work, daily life, and childhood experiences. These things cause tourism business actors to create varied tourist attractions in order to meet the various needs of tourist preferences. Apart from being caused by the background of each tourist, the development of the times and globalization have contributed to the role in increasing the variety of tourism. In practice, there are several special interest tours in it to avoid mass tourism and as an alternative to tourism.

Special interest tourism itself is a tourism activity based on special interests for individuals and groups (Special Interest Tourism). This special interest tour aims to fulfill certain tourist satisfaction with tourism activities in Bali that have never been visited by tourists. One of the reasons for the specialization of the tourism market is the interest of tourists in terms of the number or area of interest (Pitana, 2009:76). In the development of this era, there are many tourist attractions that are increasingly in these places and made unique and interesting, even the names are made trendy, for example, unique and interesting special interest attractions, namely, hidden gems.

One example of a hidden gem case is in a journal entitled Analysis of Audience Reception of the Hidden Gem Phenomenon of Beach Tourism in Paranggupito, Wonogiri, which was written by Denisa Shafadila. This case discusses several beaches in Paranggupito that are still not widely known by the public because they have hidden locations or what are now known as hidden gems (Shafadila Denisa, 2022). The second case is from a journal entitled Development of Cultural Tourism Potential in Cimanggis Sukabumi Village. Where Cimanggis Village is called a hidden gem because it has great potential but is not yet known by others and has not been developed properly (Ghaissani Nyndza Zhabrina, et al., 2022).

A hidden gem tourist attraction is a hidden tourist spot where this attraction is not directly visible to visitors and this hidden gem can be said to be difficult to find because visitors must have a great effort to reach this tourist attraction, for example, like the hidden gem of Bias Tugel beach which is located in Karangasem, tourists cannot come to see the beach directly like at Melasti beach, but this beach requires energy where tourists have to pass through several narrow streets and pass many stairs and cliffs to reach this beach. There are several hidden gems such as beaches, cliffs, clubs and bars. One of the hidden gems that is becoming a trend is Shady Pig and Cloak and Dagger Bali.

Shady Pig and Cloak and Dagger are hidden bars and very unique where this place has a speakeasy concept that looks like an ordinary place, but when we ask the employees there to go to the bar, the employees there will give directions to go there. However, not just anyone can enter these places. Visitors must find a password to be able to enter the bar. This is the uniqueness of this hidden gem, only people who really want to enter can enter by making efforts to find the password so they can enter.

In the hidden gem Shady Pig and Cloak and Dagger, there are several activities that visitors can do, from drinking, chatting with friends, watching the bartender making drinks, reading books, dancing, listening to music or DJs, and listening to stories of murders. the famous. With so many visitor activities that can be carried out by visitors in the hidden gem Shady Pig and Cloak and Dagger will also support the length of time visiting the hidden gem.

There are many hidden gem visitors who have different backgrounds, ranging from age, occupation, status, even nationality. From there, the researcher divides the visitor typology based on Generations X, Y, and Z. From these generations, there will be different thoughts, assessments, and views on hidden gems. The approach in this generation is to use Dramaturgical Theory regarding what front stage is shown to people and the back stage of the original side of the visitor. For example, Marco is a student who is active in an organization where he always thinks here and there that people think that Marco is the same person, but behind that Marco is a person who likes to drink or often go to the world of the night because he wants to unwind and rest his mind from his responsibilities.

This research was conducted to find out about hidden gems in Bali in the Canggu tourism area, which are known to have many attractions so that there are several hidden gems that have their own charm with their uniqueness and also the typology of visitors whose approach uses Dramaturgy theory. Therefore, this study discusses the activities carried out by hidden gem visitors at Shady Pig and Cloak and Dagger, then discusses the typology of visitors using a dramaturgy approach at the hidden gem Shady Pig and Cloak and Dagger..

2. Methodology

According to Creswell, a case study is an analysis consisting of a "detailed description" of the case and its setting. If a case displays a chronology of an event, then analyzing it requires multiple sources of data for evidence at each phase in the evolution of the case. Even more so when analyzing information to determine how the event occurred according to its setting. Meanwhile, according to Stake, there are four forms of data analysis and their interpretation in case study research, namely:

1. Collection of Categories

The researcher looks for a collection of data examples and hopes to find meaning that is relevant to the issues that will arise

2. Live Interpretation

The case study researcher looks at an example and draws meaning from it without looking for more examples. It is a process of pulling data apart and putting it back together to make it more meaningful.

3. Forming Patterns

Researchers form patterns and look for equivalence between two or more categories. This equivalence can be implemented through a 2x2 table showing the relationship between the two categories.

4. Generalization

Researchers develop naturalistic generalizations through data analysis, these generalizations are taken from people who can learn from a case where the case itself or apply it to a population of cases.

3. Results

Overview

Shady Pig, a hidden bar that has been around since 2019. which is managed by the same management as Shady Fox. Shady pig itself is located on the 2nd floor of one of the buildings in Taman Tamora shops, selling drinks in the form of cocktails, mocktails, and the like. In its operation, Shady Pig is supported by 15 employees who are divided into several teams, namely 5 people as beverage makers or Bartender, 2 people acting as waitresses and serving delivery orders, 5 people acting as security or security, 1 person in the admin team, 1 person acting as hostess, and led by 1 supervisor. Starting with the increasing interest of visitors towards speakeasy bars, Shady Pig tried to present a different model, namely by taking the theme and concept of "Peaky Blinders" with a dense 1927 Birmingham nuance with a mafia atmosphere and knick-knacks that support this theme which, if taken from the story Peaky Blinders In 1927 whiskey was banned at that time so a hidden gem was formed in the form of a bar. Then the strong reason for opening this hidden gem was due to the COVID-19 pandemic, which finally decided to open this bar so that people could still enjoy alcohol without being caught by the government.

Until now, Shady Pig has become one of the favorite choices if visitors are going to visit places such as speakeasy bars in Badung and its surroundings. No one knows this place because there is no sign for Shady Pig, just an ordinary black building with a nameless symbol.

Shady Pig contains the concept of Peaky Blinders where the decorations and paint are generally all black, then the bartenders apply Peaky Blinders clothing. There are photos of Peaky Blinders and Peaky Blinders props. Shady Pig also has several rules, namely:

1. Come quietly, leave quietly, we don't want to draw attention to our base
2. Do not stand or hang out in front of the entrance
3. Don't talk about politics, religion, or plans for the next heist
4. Remain polite, fighting is not tolerated
5. No alcohol limit if you can hold it, drunks will be sent home
6. If your drink isn't strong enough, ask for double the strength, or stop asking for weak drinks and order whiskey
7. There is no debt term, so don't ask. No money no drinks
8. Limit your rags to single ones, leave other people's alone
9. If the headquarters is full, it means it is full. Don't try to lobby
10. "The customer is always right" Does not apply here. The bartender is always right and his words are the rules of this headquarters.
11. For those who make the rules, there are no rules

Shady Pig itself has a distinctive feature, that is, visitors who want to enter must have a password. Entering this place or access can be obtained by finding out the password via Instagram, either through Shady Pig's personal DM (Direct Messages) or via Instagram stories to enter the area, the password will be different every day. So not just anyone can enter the place, to get it you have to go through Instagram or Whatsapp.

Cloak and Dagger is located on the 2nd floor of the Mad Ronin restaurant whose address is Jalan Pantai Batubolong, has been established since 2021, puts forward a new and unique concept, namely murder and psychopathic stories which are raised through decorations and stories wrapped into the menu as well as greetings from staff towards visitor. Has a team of 3 people consisting of 2 bartenders who change shifts and 1 waitress who is in charge of taking care of bookings and handling guests. Apart from the unique concept, the drinks served are also processed in a home made manner by the Cloak n Dagger production house.

Hidden gem Bar Cloak n Dagger has a special or unique concept where Cloak n Dagger is inspired by murders that have occurred in the world. Cloak n Dagger also has its own rules which consist of four rules, namely:

1. This bar with a speakeasy concept only serves those who have made an appointment and don't use a password
2. Not allowed to talk loudly, visitors must respect each other.
3. Has free peanuts where visitors can throw the peanut shells under the floor. Do not steal or take the decorations that are there
4. May not act on behalf of the boss to get discounts or free drinks.

This Cloak n Dagger also has a characteristic, namely where later one of the Cloak and Dagger staff will tell the story of the murder. Diners can choose the drink menu based on the theme of the murder. Then the Cloak n Dagger concept contains stories of murder starting from the entrance which is decorated like a prison photo, and the toilet which is full of hanging photos of the perpetrators of the murder which also has a red light in the toilet.

Visitor Typology

This research will discuss the typology of visitors using a dramaturgical approach, where this typology is divided into generations, namely Generations X, Y, and Z. In these generations, each has different feelings and views on the hidden gems of Shady Pig and Cloak n Dagger. . With various types of visitors coming to Shady Pig and Cloak n Dagger, of course, each visitor comes from a different background with various stories, needs, wants and other preferences. It also affects the foreground and background of a person. Like the theory of dramaturgy put forward by Erving Goffman, the world can be said to be a stage, where individuals differ in character when they are on the front stage and back stage, as well as what the writer encounters when

conducting interviews and observations in both places. the. From there, the writer created the Dramaturgical Profiling Matrix Hidden Gem Shady Pig and Cloak and Dagger.

The author has interviewed several respondents from various generations including Generations X, Y, and Z. From the results of these interviews, there are several differences in both style and appearance shown between generations, so that they can be categorized in the table below.

Table 1. Typological Dramaturgical Profiling of Shady Pig Visitors

No	Dramaturgical Aspect	Generation X	Generation Y	Generation Z
1	Show	Charismatic	Calm	Exciting
2	Impression	Classy	Relax	Relax
3	Front Stage	Playing Gadgets, while showing a high class person	Sit quietly enjoy the atmosphere	Have fun chatting with friends
4	Back Stage	Owner Bisnis	Businessman	Content Creator
5	Setting	Gadget	Gadget	Gadget
6	Appearance	Fancy / Showoff	Casual Neat	Daily Clothes
7	Style	Individual	Calm	Absorbed

Source: Researcher, 2023

For Generation X respondents on Shady Pig, the author interviewed Jerry, an entrepreneur who has been in the business world since he was young. He has loved the nightlife since his business has increased and his busy life has increased, so at least to get away from the everyday world, he chooses to relax and enjoy loud songs while drinking alcohol while sitting in front of the bar or looking at his gadgets every now and then. When he goes to bars, he will wear clothes that look luxurious, such as a long-sleeved shirt rolled up to the elbows and jeans, boots and a silver necklace which gives off a charismatic appearance. Jerry himself is a hardworking person or what is usually called a workaholic, which means someone who is very attached to their work and cannot stop working even though they feel tired because for them work is an addiction (Masytah, 2017). Jerry said that he spent his youth working and building a business which is now running well, so he always put aside having fun, health and family.

He also admitted that in the past he was an influential person so that many people admired him and respected him because he was a firm and disciplined person. But when you get older you realize that thoughts that are too idealistic are also not good for life. The reason he came to the hidden gem Shady Pig was that for Jerry it was a cool place and really helped to unwind without anything bothering him.

He found out about this place when he passed Jalan Raya Semat, Canggu and saw people queuing so he was curious about what was behind the black door. He went to the place and asked the security guard who was guarding how to enter and the security told him. He also felt the difference between the old and modern bars where today's bars are unique.

From Generation X, we can see that this hidden gem is a new thing for those from Generation X and is something unique because the difference between then and now is very far.

As a respondent from Generation Y in Shady Pig, the author interviewed Aditya, a well-known coffee shop entrepreneur in Denpasar. Aditya is not the type who makes visiting bars or nightlife in general his lifestyle and necessity, in other words, Aditya is someone who visits bars like Shady Pig only occasionally or once in a while. He is a simple and relaxed person who doesn't like anything excessive and prioritizes his own comfort, such as the way he dresses when he goes to the bar, namely wearing a t-shirt, long jeans, then wearing sneakers or also known as neat casual, which means casual clothes. shows more comfort and personal expression where this clothing is synonymous with jeans, t-shirts, sneakers or sandals (Annita, 2021). When he comes there he is someone who enjoys the atmosphere while chatting with friends and occasionally checking his gadgets. He is also not the type of person who comes to the bar or nightlife alone.

Shady Pig himself is his favorite place because he doesn't like anything excessive and for him the people who drink there are like elegant and mature people. Shady Pig also cannot accommodate many people, and that is a plus point or you could say an advantage for him because he doesn't like crowds. If it's crowded, he will feel dizzy and confused about what to do because for him, when there are lots of people, he will only be busy looking at the crowds and become uncomfortable. enjoy the atmosphere. As a businessman, it is undeniable that Aditya also feels tired from his busy daily life, so he considers it not a taboo to occasionally visit a hidden gem like Shady Pig because according to him this can be included as his personal experience, that is why when he is there he is not the type of active visitor. like someone who comes to the bar to have fun with alcohol, his demeanor is more relaxed and calm, enjoying the atmosphere around him while talking.

Aditya found out about this hidden gem Shady Pig through social media, namely Instagram. Then curiosity arises because for him this hidden gem is interesting starting from the concept and how to enter which makes his curiosity high and wants to try it and for him the hidden gem Shady Pig is worth visiting because the concept is unique and new, the place is comfortable and clean, then the alcohol drinks delicious, has an elegant vibe, meaning the vibe is the atmosphere.

For Shady Pig generation Z visitors, the author interviewed Ade where Ade is a content creator and bartender at a bar in Canggu. Content creator itself is a job to create content in the form of writing, images, video, sound, or a combination of all of them created for digital media such as Instagram or Facebook and other social media platforms (Daniel, et al. 2018). As is known, Generation Z grew up with smart devices like this and this generation's habit of spending more time in front of gadget screens is the same as Ade whose job is to spend time in front of the screen to fulfill his obligations as a content creator for a company, which in the end made Ade want to take a break from exposure to gadget screens by traveling with friends, one of which is the

hidden gem Shady Pig. Ade is a person who is generally among Gen Z people who come to visit Shady Pig with his friends, but he also does not rule out going alone to enjoy his alone time. Ade himself tends to dress in daily clothes or can be called everyday clothes, such as wearing t-shirts, knee-length shorts and sneakers and Ade usually wears brown glasses and a necklace as additional accessories.

No different from the generation his age who are busy with cyberspace, as a content creator, he really monitors what is trending on social media, so even when he visits, he doesn't miss out on always updating things that are happening on social media. As one of Gen Z, gadgets are a set of equipment that is always with him and is his mainstay gadget wherever he goes. He also knew that Shady Pig was originally from Shady Pig's other branch, namely Shady Fox. He tried to come and felt more suited to Shady Pig because for Ade the place felt more elegant and spacious compared to Shady Fox which was a little small.

It is more comfortable for him to sit while enjoying the atmosphere and the songs being played while drinking casually if he goes out with his friends while chatting and laughing together or even dancing together to enjoy the song or DJ that is playing at that time. For him, this hidden gem is something good and unique, especially for today's people who like strange and unique things and can become their own attraction.

That's the breakdown of visitors who come to Shady Pig based on generations that differentiates it. It can be concluded that the different generations of Shady Pig visitors can cause differences in aspects such as Show, Impression, Front Region and others based on dramaturgical theory.

Cloak n Dagger visitors also have various generations in them. At the same time, the author has interviewed several sources to summarize the generational differences that occur at Cloak n Dagger.

Table 2. Typological Dramaturgical Profiling of Shady Pig Visitors

No	Dramaturgical Aspect	Generation X	Generation Y	Generation Z
1	Show	Elegant	Casual Neat	Mysterious
2	Impression	Classy	Santai	Classy
3	Front Stage	Have fun chatting with friends	Sit quietly enjoy the atmosphere	Having fun with friends
4	Back Stage	Housewife	Housewife	Employee
5	Setting	Bags and gadgets	Bags and gadgets	Gadget
6	Appearance	Fancy/ Showoff	Casual	Fancy/Showoff
7	Style	Friendly	Calm	Individual

Source: Researcher, 2023

Yuly is a 48 year old woman representing generation X in this observation. Yuly knew Cloak n Dagger from his son who likes to play tiktok, because at that time Cloak n Dagger was going viral on social media. After being told by his son, Yuly was very interested in coming to him because he thought it was unique and interesting, even though he thought it was a little scary, but because he was curious and the concept could be said to be new. Yuly is a housewife who doesn't have time limits, which means she has a lot of free time. She does many things to make use of her free time, one of which is visiting Shady Pig.

He came to Shady Pig wearing a fancy suit or clothes that looked expensive, wearing a blouse, trousers and heels as well as a branded bag. however, if you look at her as an elegant person but her personality is friendly and cheerful, this is the characteristic of this mother with 2 children, starting from responding to stories and answering questions, describing her cheerful and friendly personality.

For him, the activity of coming to a place like Cloak n Dagger is one way of relieving fatigue from his daily work schedule. Apart from that, according to him, he also gets the exciting experience of telling stories about murder cases, some of which he has only just heard about.

Next for Generation Y itself, the writer takes Tiara, a housewife who likes new things that emerge as a trend in society, as an example, with the presence of speakeasy bars like Shady Pig and Cloak n Dagger, making her quite curious to try, Plus, the Cloak n Dagger he came to is a hidden gem with a unique concept and worth trying. She is the wife of a coffeeshop entrepreneur in Denpasar who is quite famous. She also joined her husband's business to help ease her husband's work while living her status as a housewife. She is a mother of 2 young children, one of whom is going to senior high school (High School) and the other is just entering elementary school (Elementary School). Being a housewife is of course not an easy thing for her, especially when the children are still small who need more guidance from their parents.

According to him, Cloak n Dagger is a place that has a calm atmosphere to chat because it's not too crowded and crowded with visitors, and you can also enjoy a new experience telling stories about the murder with the bar staff. He really likes things like hidden gems because for him hidden gems are unique and cool things. He first learned about hidden gems, namely in Bandung, where hidden gems there are very good and cool places, so when in Bali there are hidden gems he is very excited to visit them. The main reason he visited hidden gems was his curiosity because each hidden gem had a different concept and theme, he also wanted to get different experiences from hidden gems as well as one of them being Cloak and Dagger which became his favorite place to relax without being disturbed by loud voices of people or excessive songs

He prefers to dress casually but still impresses and it is his habit when traveling because for him it is comfortable to wear, according to him, he dresses neatly and fully only for certain important occasions. As a figure who has reached the age of three, he no longer feels the need to show-off like when he was young. According to him, that time has passed, so what he feels is a calm demeanor but also friendly. When visiting Cloak n Dagger, he prefers to sit calm down and observe the surroundings and read books that are there or play gadgets while enjoying the atmosphere there while listening to the songs being played, sometimes also telling stories with the bartender or if you are with a friend or husband exchanging stories while occasionally talking about life.

The last generation the author interviewed was Rivaldo, a Gen Z teenager who considers nightlife a lifestyle and likes to try new bars and tourist attractions, especially when the bar presents a unique concept in terms of form and activities. As a generation living in the modern era, according to him, his style or way of dressing really determines other people's impressions of him. According to him, if he is able, his style choice is "elegant and classy",

coming wearing black trousers and a neat white shirt, carrying a small bag, don't forget the leather loafers to support your elegant style choice. According to him, coming to a speakeasy bar like Cloak n Dagger is a habit that not all groups can do, even though according to him he is not an upper class person, when he comes to this place Rivaldo feels like an elegant person for the reasons mentioned above.

In addition to the style he chooses, he also learns to understand the body language and movements of classy people and apply it in the behavior he shows, because according to him the style he chooses can be total when his body language supports it, starting from how to sit, read, how to hold a drink. , even speaking because for Rivaldo the impression of him is important and it also makes him more confident.

For Rivaldo, why does he make visiting bars and nightlife spots a lifestyle because there is an urge within him that cannot be in a quiet atmosphere with no activities. others around him.

Rivaldo is an employee and co-owner of a child care company in Bali. Sitting alone is his favorite thing to do when he needs inspiration. According to him, other people really disturb his mind when he has to force himself to be friendly when communicating. It is this aloof behavior that makes the writer conclude that what the informants are showing is individual attitudes. Even when sitting alone, the activities carried out are not much different from those of Generation Z who are their peers. According to him, the gadgets he always carries are important because he is already connected and it is as if social media has become a primary need to be able to socialize with the outside world without having to spend a lot of social effort. in real.

By observation and interviews it can be concluded that Shady Pig and Cloak n Dagger have different types of visitors but are still in the corridor of special interest tourists. Even though Shady Pig and Cloak n Dagger have different market share of visitors, both of them have customers from their respective generations X, Y, and Z. The writer draws conclusions from the point of view of dramaturgical theory, this generational difference causes differences from the front stage and backstage shown in tourism activities. Starting from Generation X which has an appearance that does not want to be left behind by today's young people, after that from their experience of hidden gems which for them is something new and interesting, as well as Generation Y, which on average has a relaxed appearance and comfortable for them to use as well as experience of hidden gems which for them it depends on the personal needs of each one who wants to find a fun or exciting place and some who are looking for a quiet and relaxed place. Then, Generation Z itself has a different appearance, they show according to what they want to wear, one just wants to appear as is while the other wants to present the best so that people don't judge it carelessly. Meanwhile, for them, hidden gems are trendy things or contemporary things that must be followed. From the matrix above, it can be seen that actually visitors to Shady Pig and Cloak n Dagger have a lot in common if the two visitors come from the same generation, the only difference is their activities in the two places which are caused by different concepts raised by each place. From a larger point of view, the authors conclude that the types of visitors to the two places are quite diverse and the generational origin of each visitor is a significant determining factor for the differences. From the two hidden gems, the dramaturgical profiling of the typology of visitors from the x, y and z generations can be summarized as follows:

Table 3. Typological Dramaturgical Profiling of Shady Pig and Cloak n Dagger Visitors

No	Aspek Dramaturgi	BAR					
		Shady Pig			Cloak n Dagger		
		Generation					
		X	Y	Z	X	Y	Z
1	<i>Show</i>	Charismatic	Calm	Exciting	Elegant	Casual Neat	Mysterious
2	<i>Impression</i>	Classy	Relax	Relax	Classy	Santai	Classy
3	<i>Front Region</i>	Playing Gadgets, while showing a high class person	Sit quietly enjoy the atmosphere	Have fun chatting with friends	Have fun chatting with friends	Sit quietly enjoy the atmosphere	Having fun with friends
4	<i>Back Stage</i>	Owner Bisnis	Businessman	Content Creator	Housewife	Housewife	Employee
5	<i>Setting</i>	Gadget	Gadget	Gadget	Bags and gadgets	Bags and gadgets	Gadget
6	Appearance	Fancy / Showoff	Casual Neat	Daily Clothes	Fancy/ Showoff	Casual	Fancy/Showoff
7	Style	Individual	Calm	Absorbed	Friendly	Calm	Individual

Source: Researcher, 2023

4. Conclusion

Typology of visitors, in both tours the type of visitor who enters is wanderlust, whose visitors are driven by the motivation to gain new experiences, learn about new cultures, or admire beauty that has never been seen on other tours. Shady Pig and Cloak n Dagger also have a typology of visitors based on generations starting from generations X, Y, and Z.

In a hidden gem (hidden bar) there are many visitors who have different social status or background. Shady Pig and Cloak n Dagger are one of the dramaturgical performance events, which means that most of the visitors come to relieve their tiredness from their obligations (front stage)..

REFERENCES

- Aminnie Anggela, Martini; Ni Made Oka Karini; dan Ni Made Sofia Wijaya. 2017. Persepsi dan Motivasi Wisatawan yang Berkunjung ke Daya Tarik Wisata Jembong di Kabupaten Buleleng. Bali: Universitas Udayana
- Panjaitan, Juliyantri dan I Made Bayu Ariwangsa. 2018. Respon Masyarakat Lokal Terhadap Aktivitas Hiburan Malan di Legian, Kuta. Bali: Universitas Udayana Efaningrum, Ariefa. Metode Penelitian Kualitatif dan Kuantitatif. <https://pmb.itats.ac.id/mengenal-perbedaan-penelitian-kualitatif-dan-kuantitatif/> Diakses 12 September 2022
- Purnomo, Cahyo. 2008. Efektifitas Strategi Pemasaran Produk Wisata Minat Khusus Gua Cerme, Imogiri, Bantul. DIY: Akademi Maritim Yogyakarta. <https://journal.uui.ac.id/index.php/JSB/article/view/3937> diakses 15 November 2022
- Wisudawati Ni Nyoman. 2018. Pengembangan Pariwisata Minat Khusus "SILVERCRAFT CLASS" Berbasis Masyarakat di Desa Celuk Kecamatan Sukawati. <https://ejournal.ppb.ac.id/index.php/jpar/article/view/27>, Terakhir diakses 16 November 2022
- Wiwin I Wayan. Wisata Minat Khusus sebagai Alternatif Pengembangan Pariwisata di Kabupaten Bangli. <https://ejournal.ihdn.ac.id/index.php/PB/article/view/840> terakhir diakses 16 November 2022
- Arsana I Gede Ngurah Wirayuda, I Nyoman Sunarta, I Nyoman Sukma Arida. 2019. FENOMENA PENGELOLAAN ATRAKSI WISATA SWAFOTO DAN IMPLIKASINYA BAGI MASYARAKAT DI DESA WANAGIRI KECAMATAN SUKASADA KABUPATEN BULELENG. <https://ojs.unud.ac.id/index.php/jumpa/article/view/46333>, terakhir diakses 17 November 2022
- Kruja Drita, Albana Gjyzezi. 2011. The Special Interest Tourism Development and The Small Regions. https://www.researchgate.net/publication/273761174_The_Special_Interest_Tourism_Development_and_the_Small_Regions, terakhir diakses 17 November 2022
- Noorca, D. (2022, November 25). Senggang. Retrieved from suarasurabaya.net: <https://www.google.com/amp/s/www.suarasurabaya.net/senggang/2022/mengenal-hidden-gem-istilah-untuk-potensi-wisata-yang-belum-banyak-orang-tahu/%3famp>
- Shabirianiv, Uzda Nabila. 2021. DRAMATURGI DALAM IDENTITAS DAN CITRA INFLUENCER KADEER BACHDIM PADA AKUN INSTAGRAM D_KADOOR <https://jurnal.idbbali.ac.id/index.php/nawalavisual/article/view/236> diakses 17 Juli 2023
- Sari, Firlu Juwita. 2015. MAHASISWA CLUBBERS DAN DUNIA MALAM DALAM PERSPEKTIF DRAMATURGI ERVING GOFFMAN <https://www.neliti.com/publications/111538/mahasiswa-clubbers-dan-dunia-malam-dalam-perspektif-dramaturgi-erving-goffman-st> diakses 17 Juli 2023
- Shafadila, Denisa. 2022. ANALISIS PERSEPSI KHALAYAK TERHADAP FENOMENA HIDDEN GEM WISATA PANTAI DI PARANGGUPITO, WONOGIRI <https://www.jumalkommas.com/docs/Jurnal%20D0218024.pdf> diakses 17 Juli 2023
- Shafadila, Denisa. 2022. ANALISIS PERSEPSI KHALAYAK TERHADAP FENOMENA HIDDEN GEM WISATA PANTAI DI PARANGGUPITO, WONOGIRI <https://www.jumalkommas.com/docs/Jurnal%20D0218024.pdf> diakses 17 Juli 2023
- Prihandayani, Annita Komariati. 2021. DESAIN VISUAL TYPOGRAFY PADA BUSANA CASUAL T-SHIRTS DAN BUDAYA POP <https://jurnal.isbi.ac.id/index.php/pantun/article/download/1690/1118> diakses 17 Juli 2023
- Prihandayani, Annita Komariati. 2021. DESAIN VISUAL TYPOGRAFY PADA BUSANA CASUAL T-SHIRTS DAN BUDAYA POP <https://jurnal.isbi.ac.id/index.php/pantun/article/download/1690/1118> diakses 17 Juli 2023
- Prihandayani, Annita Komariati. 2021. DESAIN VISUAL TYPOGRAFY PADA BUSANA CASUAL T-SHIRTS DAN BUDAYA POP <https://jurnal.isbi.ac.id/index.php/pantun/article/download/1690/1118> diakses 17 Juli 2023
- Suarka, Fanny Maharani. Sulistyawati, Agung Sri. Sari, Ni Putu Ratna. 2017. PENGEMBANGAN "LEISURE AND RECREATION FOR LATER LIFE" (WISATAWAN LANJUT USIA) DI KAWASAN WISATA SANUR-BALI <https://ojs.unud.ac.id/index.php/jap/article/download/36518/22089/> diakses 17 Juli 2023
- Bina Nusantara, Universitas. 2018. GENERASI X Y Z <https://parent.binus.ac.id/wp-content/uploads/2018/11/Generasi-X-Y-Z.pdf> diakses 17 Juli 2023
- Prihandayani, Annita Komariati. 2021. DESAIN VISUAL TYPOGRAFY PADA BUSANA CASUAL T-SHIRTS DAN BUDAYA POP <https://jurnal.isbi.ac.id/index.php/pantun/article/download/1690/1118> diakses 17 Juli 2023
- Sunekri Sri. Haryono. 2012. PARADIGMA TEORI DRAMATURGI TERHADAP KEHIDUPAN SOSIAL. <https://core.ac.uk/download/pdf/234022407.pdf> diakses 17 Juli 2023
- Putra, Yanuar Surya. 2016. TEORI PERBEDAAN GENERASI. <https://jurnal.stieama.ac.id/index.php/ama/article/viewFile/142/133> diakses 17 Juli 2023
- Sugiyono, 2013, Metodologi Penelitian Kuantitatif, Kualitatif Dan R&D. (Bandung: ALFABETA).