



## PKM Community Empowerment and Preservation of Tourism Villages on Krisna Souvenirs in Blangsinga Village, Blahbatuh Sub-District, Gianyar District

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### ABSTRACT

In the Decree of the Regent of Gianyar, one of the Tourism Villages in Gianyar Regency is Saba Tourism Village, Blahbatuh District, Gianyar Regency. Saba Tourism Village has tourism businesses such as: Nature Tourism, Cultural Tourism, and Artificial Tourism. Saba Village, has five (5) Traditional Villages and eight (8) banjar Dinas. One of the traditional villages is Blangsinga Traditional Village, which has the power to manage the Blangsinga Tourism Village, with well-known tourism businesses, namely natural attractions of waterfalls and Glass Bridges. Partner Issues: 1). There is no written agreement between the Customary Village of Blangsinga Tourism Village and Krisna Souvenirs Business related to community empowerment of Blangsinga Tourism Village. And 2). There is no optimal preservation of the Tourism Village, so how to preserve the Blangsinga Tourism Village so that it is still able to attract foreign and domestic tourists to come to the Blangsinga Tourism Village. The research method used is empirical legal research, namely by collecting primary data through observation, interviews, and distributing questionnaires. After the primary data is collected, it is processed, using qualitative methods and analyzed with descriptive analytical techniques to get conclusions with accurate data. Blangsinga Tourism Village, is a tourism village that has natural attractions of waterfalls, as well as the Glass Bridge, besides that in the Blangsinga Tourism Village area there is a business by Krisna, in order to empower and preserve the Blangsinga Tourism Village.

**Keywords:** Community Empowerment, Oleh- Oleh Krisna, Tourism Village Preservation.

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### 1. INTRODUCTION

The existence of tourism in Bali as the main sector of the regional economy is due to the island's natural beauty, friendly people, and diversity of traditions, which causes tourism activities in Bali to continue to exist from time to time (Yunaz, 2001). The beauty of nature and all the uniqueness that is accompanied by the power of religion and combined with culture so that it unites very strongly in the side of people's lives (Malik, 2016). For this role, Bali has now become one of the areas with the largest tourism visits in Indonesia. The increase in the number of tourists who come can be recognized as a good impact, especially on the economic aspects of the community. Community-based tourism is an important economic activity that when managed properly can have a good impact on the order of development, poverty reduction, community harmony, local economic development, natural resource management, and a sustainable environment. The economic aspect that can be utilized by the community is the rapid development of new tourism such as hotels, villas, travel, and others that can open up jobs for the surrounding community. On the other hand, the development of the tourism industry must prioritize the principle of environmental sustainability, so that its management can be felt until our children and grandchildren. This is related to the principle of Balinese culture that adheres to the principle of Tri Hita Karana, the principle of harmonious relationships between humans and the environment.

Furthermore, consider the Decree of the Regent of Gianyar Number: 18/E-02/HK/2021 concerning the Determination of Tourism Villages in Gianyar Regency. The Decree stipulates that one of the Tourism Villages in Gianyar Regency is Saba Tourism Village, Blahbatuh District, Gianyar Regency. Saba Tourism Village has tourism businesses such as: Nature Tourism, Cultural Tourism, and Artificial Tourism. Saba Village, has five (5) Traditional Villages and eight (8) banjar Dinas. One of the Traditional Villages is Blangsinga Traditional Village which has the power to manage the Blangsinga Tourism Village, with the business of tourism. The famous tourist attractions are the natural attractions of waterfalls, and the Glass Bridge. In the area of Blangsinga Tourism Village, Oleh - Oleh Krisna is formed which supports and supports

the smooth running and activities of Blangsinga Tourism Village, including the empowerment of the Blangsinga Tourism Village community towards Oleh-Oleh Krisna. Tourism Village Preservation is one of the things that must be considered in the Blangsinga Tourism Village Empowerment activities, so that Blangsinga Tourism Village remains crowded with domestic and foreign tourists.

The related research conducted by Semariyani et al (2022) about empowering dapur ayuna women's group by implementing good manufacturing practice (GMP) and standard sanitation operational procedure (SSOP) in central Banjar, Buduk Village, Mengwi District, Badung Regency, Bali. Talang Indah As the Potential Tourism Place: The Natural Talang Air Pringsewu and Historic Tourism in Pringsewu Regency (Tristiana & Izhar, 2022). Role of Tourism in E conomy of Bali and Indonesia (Antara & Sumarniasih, 2019).

## **1. Partner Problems**

The problems of the partners:

1. There is no written agreement between the Customary Village of Blangsinga Tourism Village and Krisna Souvenir Business related to community empowerment of Blangsinga Tourism Village.
2. There is no optimal preservation of the Tourism Village, so how to preserve the Blangsinga Tourism Village so that it is still able to attract foreign and domestic tourists to come to the Blangsinga Tourism Village.

## **2. RESEARCH METHOD**

The location of the implementation of this community service is in Blangsinga Tourism Village, Blahbatuh District, Gianyar Regency. The form of implementation is focused on community empowerment and preservation of the Tourism Village towards Krisna Souvenirs in Blangsinga Tourism Village, Blahbatuh District, Gianyar Regency.

Based on the priority problems addressed with partners, the steps taken to provide solutions to problems can be described as follows:

The first step is to make initial observations to the Saba Tourism Village service location, as the Dinas Village (Saba Village Head, namely Mr. Ketut Redhana) then continued to the Head of the Blangsinga Traditional Village (Bendesa Adat Blangsinga Village, namely Mr. Mutika), who manages the Blangsinga Tourism Village, namely the Blangsinga Traditional Village. In addition, the Warmadewa University Denpasar Service Team also observed Krisna's souvenirs (met with Krisna's Operational field) in the Tourism Village area as a business that supports and supports the Blangsinga Tourism Village.

Furthermore, the second step is to assist in the draft of a written agreement between Blangsinga Tourism Village and Krisna's souvenirs in the Blangsinga Tourism Village area, Blahbatuh District, Gianyar Regency. Following the steps taken in stages, it is possible that the Blangsinga Tourism Village, Blahbatuh District, Gianyar Regency with the main tourist objects, namely natural attractions of waterfalls and Glass Bridges, accompanied and supported by the Krisna souvenir business in the Blangsinga Tourism Village area in the future will become a Tourism Village that is visited by many domestic and foreign tourists.

In the implementation of this service by the service implementation team, each member has a task, including:

- A. Dr. Luh Putu Sudini, S.H., M.Hum, in the field of International Law as chairman of the service, has duties, namely:
  1. Searching for data at the location of service (Saba Village (as a Dinas Village), Blangsinga Tourism Customary Village (as Blangsinga Tourism Manager), Blahbatuh District, Gianyar Regency related to community empowerment and preservation of Blangsinga Tourism Village, Blahbatuh District, Gianyar Regency.
  2. Assistance in drafting a written agreement between Blangsinga Tourism Village and Krisna's business in the area of Blangsinga Tourism Village, Blahbatuh District, Gianyar Regency.
  3. Assistance in every service activity at the service location.
- B. Desak Gde Dwi Arini, S.H., M.Hum, field of Business Law as a member service has the following duties:
  1. Assistance in drafting a written agreement between the Blangsinga tourism village and Krisna's Oleh-Oleh Business in the Blangsinga Tourism Village area, Blahbatuh District, Gianyar Regency.
  2. Assistance in every service activity at the service location.
- C. Dr. AA. Media Martadiani SE, MM in the field of Management Economics has the following tasks as follows:
  1. Data mapping in the field of service locations
  2. Video making of service activities in 4 minutes.

3. Companion in every service activity at the service location.
- D. Faculty of Law students, with the task of assisting the service implementation team in each service activity.
- E. Faculty of Law students, with the task of assisting the service implementation team in each service activity.

### **3. RESEARCH RESULT AND DISCUSSION**

Advances in digital technology are considered to have brought major changes to all aspects of the economy and culture, especially the development of Indonesian culture (Christiani at al, 2012). Tourism village community empowerment was listed as a regional level tourism village by the Regent of Gianyar.

Blangsinga Tourism Village, when viewed from a philosophical aspect is a Tourism Village located in Saba Village, Blahbatuh District, Gianyar Regency. The main tourism business owned by Blangsinga Tourism Village is the natural attractions of Tegenungan waterfall and also the Glass Bridge tour, religious tourism of Musen Temple, in addition, in the Blangsinga Tourism Village area there is a Krisna souvenir business that supports and supports the activities of Blangsinga Tourism Village, through empowering the Blangsinga Tourism Village community and also preserving the Blangsinga Tourism Village, Blahbatuh District, Gianyar Regency.

In today's global era, the empowerment of the tourism village community is still carried out by the Tourism Village in collaboration with Oleh-Oleh Krisna. The impetus for the tourist village community to continue to carry out the empowerment of the tourist village community is their strong belief in the impact caused by carrying out the activities of the tourist village (Punamasari, 2011).

The Blangsinga tourism village community believes that this empowerment can unite all elements in the tourism village. In addition, the most important thing is that the tourist village community believes that by carrying out this empowerment, they will be able to live better and prosper. This belief is motivated by the trust of the community to carry out community participation in the Blangsinga tourism village area with natural attractions such as Tegenungan waterfall, Pure Musen (Shiva Buddha), and the glass bridge. Through the empowerment of the tourism village community, it can be realized that whatever form of empowerment is owned, it is an obligation for all of us to maintain and preserve it. Not seeing what era will be faced in the future, but what will be faced in the future, how the current era is able to maintain the existence of existing empowerment (Anggreanti & Suryanata, 2021).

Community empowerment and preservation of the tourist village towards Krisna souvenirs must be able to accommodate new patterns in carrying out the improvement of the economy of the Blangsinga tourist village in order to be able to increase its competitiveness in the global world, such as: marketing strategies for Blangsinga tourist village in the global world; Packaging of natural tourism products that can compete in the global world; Marketing natural tourism products to tourists through offline and online.

The results of the survey on June 6, 2023, with Mr. Perbekel named Mr. Ketut Redhana, SP, said that the empowerment of the Blangsinga Tourism Village community towards Krisna souvenirs, namely:

1. Optimizing natural resources such as Tegenungan waterfall and
2. Optimizing the place of worship of the Musen Temple (Shiva Buddha).
3. Optimizing the glass bridge in cooperation with Chinese investors, with the imposition of tickets for local guests the ticket is Rp.100.00, - and domestic guests the ticket is Rp.150,000, - and foreign guests Rp.250,000, -
4. Optimizing local labor with a percentage of 70% local labor and 30% outside labor, the results of an agreement between investors and the Traditional Village.
5. Optimizing the Krisna souvenir business, besides that there are also Aloe Vera businesses, Turtle Breeder businesses, Plaminggo businesses, Villa and Restorant businesses. The business is located in the Blangsinga tourist village area, the results of the profit-sharing agreement, namely the customary village income every month 2.5% of the profit, for investors the share is 75%. The 25% profit is used for the development of fishik in Blangsinga village, Blahbatuh District, Gianyar Regency.

Thus, from the results of surveys and interviews on June 6, 2023, it is said that the role of the traditional village is very large in the empowerment and preservation of the Blangsinga tourist village, namely in managing the management of the Blangsinga tourist village, collaborating with investors, giving recommendation permits to investors, and with such a large role of the traditional village, it greatly affects

the income of the Blangsinga tourist village from the results of the interview income of around 300 million per month.



Photo 1 PKM Implementation in Blangsinga Tourism Village



Photo 2 PKM Implementation at Krisna Blangsinga's BY-OH



Photo 4 Delivery of donations in the form of trash cans

#### **4. CONCLUSION**

Community empowerment and preservation of Blangsinga tourist village on Krisna souvenirs in Blangsinga village, Blahbatuh District, Gianyar Regency, from the survey results say that the community plays a role in empowering and preserving Blangsinga tourist village such as promoting tourist villages online through social media YouTube or Instagram, and Face book and promoting offline through the distribution of brochures given by guides to tourists, then making written cooperation agreements with investors who run businesses in Blangsinga tourist village, making written work agreements with local workers who work in businesses located in Blangsinga tourist village. The preservation of tourist villages is maintained by the community participating and maintaining environmental cleanliness and not destroying the environment that has been preserved.

#### **Suggestions**

From the above conclusions, the following suggestions are proposed: namely, it is necessary to give a greater role to indigenous villages in regulating their own territory, so that the existence of indigenous villages can be maintained, and because indigenous villages are needed in various fields, improving the quality of human resources of indigenous village administrators needs attention.

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