

Preservation of Local Wisdom: Analysis of Cultural Tourism Policy Implementation through Kasanga Festival in Denpasar City

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Abstract

This research delves into the cultural preservation efforts in Denpasar City through the Kasanga Festival, initiated by the Department of Culture of Denpasar City in collaboration with Pasikian Yowana Kota Denpasar. As the provincial capital of Bali, Denpasar is home to diverse ethnic groups contributing to its cultural richness. The Kasanga Festival, first held in March 2023, is an initiative by the Department of Culture of Denpasar City in partnership with Pasikian Yowana Kota Denpasar. The festival aims to develop traditional art, cultural, and culinary skills among the youth, strengthen customary institutions, empower the younger generation, and enhance cultural tourism appeal. This study employs qualitative methods, including in-depth interviews, field observations, document analysis, and case studies, to gain comprehensive insights into the festival's implementation. The research findings indicate that the Kasanga Festival has successfully fostered cultural continuity, stimulated economic growth, and empowered the community. This study contributes valuable insights into cultural tourism and cultural preservation in Denpasar City.

Introduction

Denpasar City as the center of government of Bali Province, inhabited by various ethnic groups that bring cultural diversity. This diversity is not only a characteristic, but also shows the existence of local wisdom that can be the foundation for building a strong national character. This potential side is not only a social element that shapes cultural character and identity, but also an intellectual and cultural property that must be preserved as part of cultural heritage. The central government has emphasized the importance of personality development through cultural aspects, which are crucial in addition to political sovereignty and economic independence. Today, the influence of globalization and cultural transformation towards modernity challenges the existence of cultural heritage and traditional values. Therefore, the protection, development, and utilization of cultural heritage is a joint task of the Government and the community, without neglecting coaching as a means to regenerate Human Resources (HR). This is in accordance with the mandate of the Law on the Promotion of Culture Number 5 of 2017, which emphasizes the importance of cultural preservation as a form of protection of national identity, so that the realization of the Mayor's Mission "Creative City with Cultural Insight Towards Advanced Denpasar" can be successful and have a positive impact on the economic development of the people of Denpasar City. One of the initiatives of the Denpasar City Cultural Office, in collaboration with Pasikian Yowana Denpasar City, in an effort to preserve the city's local culture is the holding of the Kasanga Festival. This event was held at the zero kilometer point of Denpasar City, namely at the Catur Muka Statue. Kasanga Festival was first held in March 2023, initiated by Pasikian Yowana Denpasar City with the collaboration of the Denpasar City Cultural Office. This festival is a forum for Yowana in Denpasar City to develop traditional art, culture, and culinary skills. In addition, Kasanga Festival also acts as a fostering of Indigenous institutions, developing Yowana creativity,

empowering, and fostering the millennial generation to keep them away from negative influences, especially drugs. Kasanga Festival is a tangible form of the spirit of preservation and development of local culture in Denpasar City. Kasanga Festival is an evolution of the Ogoh-Ogoh Competition which is usually held every year by the Bali Provincial Cultural Office. In 2023, the festival will be transformed into a unique cultural performance, organized through a collaboration between Pasikian Yowana Denpasar City and the Denpasar City Cultural Office. The aim is to maintain the sustainability of Balinese art, culture, customs, and dresta through quality art performances. Based on Law Number 5 of 2017 concerning the Promotion of Culture, Kasanga Festival involves the role of Yowana as Cultural Human Resources. In the context of Denpasar City as a Creative City with Cultural Insight, this festival is regulated by the Decree of the Mayor of Denpasar Number 188.45/632HK/2023, focusing on the cultivation of Ogoh-ogoh as an event icon. This festival is not only a forum for developing Yowana's art and cultural skills, but also plays a role in fostering Indigenous institutions, empowerment, and fostering the millennial generation to keep them away from negative influences, especially drugs. Kasanga Festival represents the spirit of preservation and development of local culture in Denpasar City. Through this research contribution, it is hoped that it will provide further insight into the implementation of cultural tourism through cultural events in Denpasar City.

Cultural tourism, as an independent field, undergoes a change of perspective as social theory evolves. Matteucci & Zumbusch (2020) identify four major trends in the scientific literature, including the increasing relevance of contemporary cultural ways of life, experiential cultural tourism, creative tourism, and slow motion. The World Tourism Organization (UNWTO), (2018) defines cultural tourism as the movement of people to cultural attractions outside their normal place of residence, with the aim of obtaining new information and experiences to meet their cultural needs. There are two main categories of cultural tourists: general and specialized. This type of traveler has a more specific interest in a particular geographic site or cultural entity. The typology of cultural tourists can be divided into three main types, namely purposeful, sightseeing, and chance. Richards (2021) notes significant shifts in the relationship between tourism and culture, including a focus on everyday life, fragmentation of cultural tourism, and a shift from elite to mass culture. The relationship between culture and tourism provides mutually reinforcing benefits, strengthening the attractiveness and competitiveness of regions, regions, and countries (Yuan, 2022). Culture creates uniqueness in the global market of tourism, while tourism supports and strengthens cultural heritage, cultural production, and creativity. Cultural tourism can play a role in rural development by combining tangible and intangible cultural heritage. Economic and non-economic benefits include job creation, diversification of local economies, and preservation of traditions (OECD, 2009).

However, there are challenges in the implementation of cultural tourism policies. Cultural commodification can lead to de-sacralization and loss of original cultural values. The balance between economic interests and cultural preservation needs to be considered. Culture and tourism have a close and mutually beneficial relationship. Culture is an attraction for tourism, while tourism can increase cultural value and provide economic benefits. Cultural tourism can contribute to rural development and cultural heritage preservation, but good and balanced policy implementation is important to maintain a balance between economic interests and cultural preservation. A number of relevant previous studies have been conducted. Some previous research focused on the implementation of Bali's cultural tourism policy more generally, and analyzed the impact of regulations related to Cultural Tourism in Bali Province (I Gede Mudana, 2021; Yudha et al., 2022). In this study, discussions on cultural tourism policies, social change, and development governance in Denpasar City are the main focus, while the research of Nyoman et al. (2019) evaluates the Balinese tourism model through the

application of Tri Hita Karana and Sad Kertih values. The concept of cultural tourism policy, clearly defined as outlined by Haigh (2020), highlights the process of social change involving community participation in art production and consumption of cultural heritage. Bhaskara & Sugiarti (2019) in their research focuses on the implementation of Augmented Reality technology in improving the experience of cultural tourism in Bali. The literature also shows the importance of civil society, public interest, and local participation in policy processes, in line with the perspective of Sabatier (1999) and new views in the development of tourism Syah & Hajarrahmah, (2019). Two approaches to cultural tourism governance, "community-oriented" and "economically oriented," as described by Matteucci et al. (2022), show the economic and social impacts that can be achieved through local cultural revitalization. In addition, the government's role in regional tourism development and policy evaluation is also in focus, highlighting the government's strategic role in infrastructure, environmental protection, and training of local residents (Jenkins et al., 2014; Michael, 2011), as well as challenges in policy evaluation (Freeman et al., 2014). These studies provide insight into various aspects of cultural tourism policy implementation and can provide a solid foundation for further research in Denpasar City.

Methods

The research methodology applied in this study involves qualitative analysis of information related to Kasanga Festival in Denpasar City. Data for research are obtained from the results of primary and secondary data analysis. The population group that is the focus of research is the organizers of the Kasanga Festival in Denpasar City. The selection of respondents uses the purposive sampling method, where the selected respondents come from the target group in the population, namely those involved in the process of making and implementing the program. This research utilizes a qualitative approach to achieve an in-depth understanding of Kasanga Festival in Denpasar City. Data collection methods involve in-depth interviews, field observations, document analysis, and case studies. Interviews focused on government officials and stakeholders, while field observations provided a snapshot of implementation practices firsthand. Document analysis involves examining policy documents and related literature, whereas case studies focus on a specific location or project. This combination of approaches and methods provides a thorough insight into the Kasanga Festival in Denpasar City.

Results and Discussion

The Kasanga Festival event is a strategic forum to bring together various elements in achieving its main goals, namely cultural preservation and capacity building of the private sector in Denpasar City. Kasanga Festival not only acts as a meeting point between cultural elements, the private sector, and the community, but also creates rich cultural harmony as part of efforts to increase tourism promotion in Denpasar City. By uniting the strengths of various parties, this event is an important pillar in increasing the city's tourism attraction, especially with the creation of tour packages in 2024.

Kasanga Festival carries a series of important initiatives, including paying special attention to MSME players in Denpasar City and Bali in general. By providing coaching, mentoring, and ample space, this festival aims to encourage people-based economic movements. In addition, Kasanga Festival provides an opportunity for Yowana Denpasar who are members of Banjar Adat to express artistic creativity through cultural parades, creating an atmosphere of mutual cooperation and deep togetherness. As an effort to preserve culture, this festival also reminds Denpasar City as the forerunner of the development of strategic cultural civilization. It is hoped that through Kasanga Festival, people can enjoy quality art and culture treats that remain popular and enrich the traditions that have been passed down by their predecessors. This

festival is expected to be a pride for the people of Denpasar City with attractive packaging, decorated by cultural parades with dance accompaniment, tabuh, and ogoh-ogoh processions that further enliven the atmosphere.

The implementation of the Kasanga Festival in Denpasar City has successfully raised high enthusiasm and motivation among Indigenous Villages, as evidenced by the active participation of 35 Indigenous Villages in the Ogoh-Ogoh Parade Competition on the night of Pengrupukan, precisely on March 21, 2023. For example, Kesiman Traditional Village held an Ogoh-Ogoh Competition at Catus Pata Tohpati East Denpasar, with the presence of 18 Ogoh-Ogoh from all Kesiman Traditional Villages. In addition, Sesetan Traditional Village also held a similar competition at Pegok Field, involving Ogoh-Ogoh from various regions in Sesetan Traditional Village.

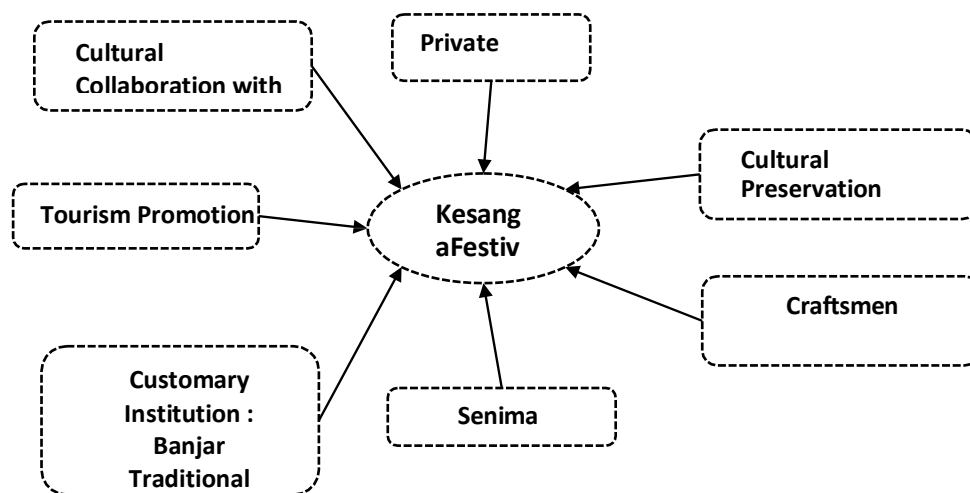


Figure 2. Event Kasanga Festival Rankings

(Denpasar City Cultural Office)

From the picture above that: The Kasanga Festival event has a meaning as a forum for the meeting of multi-elements in order to achieve the goals of cultural preservation and capacity building of the private sector. The Kasanga Festival event also has a very important role in bringing together cultural elements, the private sector and the community so that it becomes a cultural combination in order to increase tourism promotion in Denpasar City. The Kasanga Festival event also has an important role in order to increase tourism in Denpasar City where in 2024 tour packages are created in collaboration with the implementation of the Kasanga festival that is able to bring in both foreign and local tourists, for information that in 2023 a total of 500 tourists from Royal Caribbean Cruise docked at Benoa Port Bali took the time to come and shop for Ogoh-Ogoh and art goods at the Kasanga Festival event.

Cultural Preservation Output

Denpasar City Government is actively involved in cultural preservation by providing support to various art and cultural communities, such as dance and gamelan studios. Through financial support and facilities, the government ensures the development and continuity of the cultural traditions of these communities. In addition to social media and the Denpasar Culture website, the government collaborates with Pasikian Yowana Denpasar City to hold the Kasanga Festival. This festival not only increases cultural tourism and positive economic impact, but also plays an important role in the preservation and development of culture in Denpasar City.

Involving tourists from various regions and even foreign countries, this festival creates local business opportunities, such as increased sales of traditional products. Kasanga Festival is a vehicle to develop the creativity and talents of Yowanas, artists, and cultural actors, as well as contribute significantly to the overall economic growth of Denpasar City. Therefore, continuous support from the government and community is essential in maintaining and developing the positive role of Kasanga Festival in the preservation of Balinese culture.

Outcome Cultural Preservation

Arts and Culture Development

Denpasar City Government actively supports the development of art and culture through the Kasanga Festival Event which is held every year. The festival presents various traditional art performances, such as dance, music, and art exhibitions, with the aim of introducing the richness of Balinese art and culture to the local community and tourists.

Introduction to Travellers

Kasanga Festival is an attraction for tourists who visit Denpasar City, offering a unique and authentic experience in experiencing the beauty of Balinese culture. The tourists can enjoy traditional art performances, participate in art workshops, and enjoy local culinary and handicrafts, contributing positively to the promotion of cultural tourism and the improvement of the local economy.

Local Community Empowerment

Cultural preservation also creates opportunities for empowering local communities in Denpasar City. The participation of many local artists and performers in this festival gave them wider recognition and appreciation from the community. In addition, the festival is a platform for artists to sell their artworks, such as sculptures, paintings, and handicrafts, which can increase income and support the growth of the creative industries in the city.

Intercultural Collaboration

Kasanga Festival is not only an art event, but also an important place for intercultural collaboration. By inviting artists and performers from various regions in Indonesia, this festival opens opportunities for local artists to interact and share experiences with fellow artists from outside the region. This collaboration not only improves the quality of the performance, but also enriches the perspective and understanding of art and culture as a whole.

Kasanga Festival has a significant impact in cultural preservation in Denpasar City, preserving the local artistic and cultural heritage for future generations. By providing valuable experiences to tourists, supporting community empowerment, and encouraging intercultural collaboration, this festival is one of the real efforts in preserving the wealth of art and culture in Denpasar City. The Denpasar City Cultural Office together with Pasikian Yowana and support from Budayawan, held an audition with the Mayor of Denpasar to formulate the concept of the festival. In its implementation, Kasanga Festival provides several benefits, including:

Increased Yowana Involvement: The festival increases Yowana involvement in Denpasar City in traditional arts and culture through participation in various activities such as dance, music, and handicrafts, helping them better understand and appreciate their own cultural heritage.

Creativity and Talent Development: Kasanga Festival is a place for Yowana to develop their creativity and talent in art and culture through various art competitions and parades, inspiring them to create creative and talented works in the long term.

Introduction to Local Cultural Values: Through art performances, exhibitions, and FGDs, the festival introduces local cultural values such as togetherness and respect for ancestors to the younger generation, helping them

become responsible successors in preserving their culture. Increased Cultural Tourism: Kasanga Festival not only provides benefits for Yowana, but also contributes positively in increasing cultural tourism in Denpasar City. The festival attracts local and international tourists interested in traditional Balinese art and culture, provides economic opportunities for the local community and promotes sustainable cultural tourism. Kasanga Festival in Denpasar City brings significant benefits in cultural preservation, especially for Yowana who are actively involved in traditional art and culture activities.

Efforts that can be made by the government to realize cultural tourism in Denpasar City can be presented through SWOT analysis. This analysis will make it easier to identify the right policies to support the synergy of Kasanga Festival and other cultural events in Denpasar City. SWOT is used to evaluate strengths, weaknesses, opportunities, and threats in the potential of cultural tourism in Denpasar City, focusing on events such as Kasanga Festival that reflect culture and tourism. The results of this SWOT analysis will produce alternative strategies (which can be taken to support optimal policies. The interaction between internal and external factors in the SWOT matrix will produce a dominant strategy that can be the basis of policies to increase synergy between cultural tourism in Denpasar City including supporting events such as Kasanga Festival as a cultural tourism attraction.

SWOT Analysis

SWOT Analysis for the Preservation of Local Wisdom through the Implementation of Cultural Tourism Policy, especially through the Kasanga Festival in Denpasar City, can be described as follows:

Strengths

Kasanga Festival is an effective forum in continuing and preserving Balinese cultural and artistic traditions. The sustainability of this tradition is a major force in maintaining local heritage. The support and active participation of local communities, including Yowana and local artists, is a force in enlivening and enriching the content of the festival. This creates continuity in cultural preservation.

Weaknesses

Kasanga Festival may create a dependency on annual events, which can make cultural preservation efforts less consistent throughout the year. Additional strategies are needed to maintain the sustainability of activities. Limited budget for festivals can be an obstacle in organizing and promoting activities. This requires prudent financial management and the search for alternative sources of funding.

Opportunities

Kasanga Festival can be a catalyst for increasing cultural tourism in Denpasar City. The increasing interest of tourists in local culture provides an opportunity to promote and introduce the wealth of local wisdom. Collaborating with the private sector, central government, and other external partners to support and promote Kasanga Festival can be a strategic opportunity that can expand its reach and impact.

Threats

Threats to the continuity of festivals can arise from emergencies or pandemics that restrict movement and social activities. Need for contingency plans and adaptation strategies. In an effort to attract the attention of tourists and the public, Kasanga Festival can face competition with other cultural events in Bali. Need a smart and unique marketing strategy.

By understanding these elements through SWOT analysis, Kasanga Festival can identify the right strategies to seize opportunities, overcome challenges, and maximize strengths in order to achieve desired goals. The Denpasar City Cultural Office, as the guardian of Balinese cultural values, faces several challenges in preserving cultural heritage in the midst of globalization and changing times. Some issues include the lack of optimization of cultural preservation promotion, the absence of a Cultural Preservation Work Team, and the dissemination of information that has not been maximized. To overcome this, the Cultural Office took strategic steps, including increasing promotion through collaboration with the private sector and the use of Denpasar Culture's web. The formation of the Cross-Sectoral Working Team is directed to involve various related parties to support Denpasar as a Culture-Based Creative City. In addition, information dissemination efforts are enhanced by collaboration with the Denpasar City Tourism Office, PHRI, Asita, BIPI, and Trip Advisor. With this solution, Dinas Budaya, hopes to optimize cultural preservation, expand the reach of promotion, and increase information dissemination to support Denpasar as a creative and advanced cultural center.

Conclusion

This study describes the implementation and impact of Kasanga Festival as a cultural preservation initiative in Denpasar City. The festival is not only a means to carry forward Balinese traditions and arts, but also plays a key role in increasing cultural tourism and developing the local economy. In the context of Denpasar City as a cultural center, Kasanga Festival creates harmony between tradition and modernity, making it a cultural event that successfully faces the challenges of globalization. The success of the festival is reflected in increased Yowana involvement, creativity development, and local community empowerment. Kasanga Festival is not just an annual art festival, but also a catalyst for building intercultural collaboration and introducing local cultural values to tourists. In an effort to preserve culture, this festival achieves its goals by making a significant contribution to the development of art and culture in Denpasar City. SWOT analysis shows that festivals have strengths in tradition sustainability and community participation, while facing budget constraints and reliance on annual events. However, there is a great opportunity to increase cultural tourism and collaborate with external parties. Threats such as emergencies and competition with other cultural events need to be managed with prudent strategies.

In the context of cultural preservation, Kasanga Festival is not only an entertainment event, but also a long-term investment to ensure the continuity of Bali's cultural heritage. By involving various parties, including the government, community, and private sector, this festival contributes positively to the cultural identity of Denpasar City. Therefore, the Denpasar City Cultural Office and Pasikian Yowana need to continue to optimize marketing, collaboration, and community empowerment strategies to maintain and develop the positive momentum of Kasanga Festival. This research provides in-depth insight into the important role of cultural festivals in the context of the preservation and development of local cultural heritage. It is hoped that the results of this research can make a positive contribution in policy making, strategy development, and advanced research related to cultural tourism in Denpasar City.

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