WICSTH 2021
Proceedings of the 1st Warmadewa International Conference on Science, Technology and Humanity
Denpasar, Bali, Indonesia
7-8 September 2021

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WICSTH 2021

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Preface

1st Warmadewa International Conference on Science, Technology and Humanity will be an annual event hosted by Warmadewa Research Institution, Universitas Warmadewa. This year (2021), will be the first WICSTH will be held on 7 - 8 September 2021 at Auditorium Widyasaba, Universitas Warmadewa Denpasar-Bali, Indonesia.

In the direction of a new life order during pandemic COVID-19, Science, technology and humanity especially in ecotourism is a crucial topic to address, this is a momentum to bring together various critical views and thoughts from various fields of science related to strategies that can be done in developing and solving ecotourism resilience during pandemic COVID-19 in Science, technology and humanity study.

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Land Grabbing and Its Effects on The Social Life Of Farmers In The South Coast Of Tabanan

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Abstract. Land ownership is an essential factor for people who still depend on agriculture for their lives. The issue of land ownership is important because it relates to the access and social livelihoods of farming communities. So, land is not only an asset but also functions as a means of production for farming communities and a source of income for people in rural areas. This study aims to see how the social process of land ownership transfer as part of tourism development in the southern coast of Tabanan. The two villages that are the case studies of this research are Belalang Village and Pangkung Tibah Village, wherein these two villages there has been a large-scale transfer of ownership since the early 1990s. The method used in this research is a literature study with a literature review using journals, books, articles, documents, and other literature searches. The data obtained is then analyzed by reading the information that appears and quoting, paraphrasing, and interpreting the data on the results obtained. The study results indicate that there has been a large-scale transfer of land ownership in these two villages carried out by strong actors, namely the government and investors, to develop tourism areas. The transfer of ownership is also carried out in a compelling way and by using aspects of physical violence to get the land from the community. The land sale is also the result of the socio-economic inequality of agricultural products with the demands of life to quickly sell their land.

Keywords: land grabbing; land ownership; power; tourism development

1 Introduction

Problems regarding land in people's lives have developed significantly following the times, and disputes over ownership from debates to conflicts show that land has a high value (Notonagoro, 1984). Agrarian issues have long dynamics in Indonesia's history. From the colonial period until independence, the land issue surfaced and found its characteristics and characteristics. During the Dutch East Indies colonial period until the Japanese occupation, farmers did not have rights to their land or land due to the Agrarian Law of 1870. After independence, starting with the oppression of the people, there was an attempt to redistribution of land, which was the mainstay of the Old Order government (Fauzi, 1999). In the process, the Basic Agrarian Law No. 5 of 1960 provides legal certainty for the people of Indonesia related to agrarian matters, especially the farming community.
The land issue then found a point of turbulence between development and agrarianism during the New Order era. At this time, the government is intensively carrying out development in all fields. The government argues that carrying out development is for the community's welfare through a legal monopoly of land rights. To this day, Indonesia's agrarian face is a legacy of the agrarian face of the new order. If you look at the pattern, the pattern of agrarian problems of the new order until now is certainly different from the face of the old order agrarian where the conflict that occurred in the old order was between landlords and farmers, while now it is experienced between the government, investors and the community (Fauzi, 1999). When we talk about agrarian dynamics in Indonesia, we will focus on the struggle of interests between strong and weak actors in land tenure. The built narrative is often won by strong actors, namely the government and investors, while the losers are, of course, weak actors, namely the community, in this case, the farmers.

These control patterns are also seen in Bali, an area synonymous with tourism, which is undoubtedly considered to have its charm for investors. Tourism development is supported by Law no. 9 of 1990, which states tourism development as part of national development by prioritizing local wisdom, which is currently being updated with Law no. 10 of 2009. Nevertheless, land-use changes continue to occur whose designation is dominated by tourism supporting accommodation such as hotels, villas, restaurants, etc. If we look further, there are indications that Bali's tourism development targets southern coastal areas that offer natural attractions in the form of beaches. This pattern is visible from the southern coastal areas such as Nusa Dua, Kuta and continues to move west along the southern coastline of Bali.

The development of the tourism industry, which began to move in the 1980s, has more or less changed the appearance of the Bali tourism landscape. It should be proven by the dominance of market logic which is considered responsible for this condition. Tourists who came to Bali were caused by culture, but now Bali is the one who must have a culture that is by the wishes of the market (Suryadana, 2013). This shift arises due to the tourist saturation of modern tourism models such as traffic jams, cafes, night entertainment, or mainstream tours that trigger the desire to travel towards green tourism. The tourism in question is tourism wrapped in traditional activities that emphasize local culture, such as rural air, the daily life of local people, and even being directly involved in religious rites (Pramestisari, 2019).

As a result of this shift, investors try to change tourism offerings through modifications of attractions and tourism supporting facilities to suit the market's wishes. What is meant by the market's desire related to agrarian issues is how tourism accommodation facilities, especially lodging in the form of hotels, villas, and resorts, are built by utilizing natural assets in excess to gain profits. In other words, today's tourism products are more oriented towards nature tourism. Various types of resorts stand on land that covers tens or even hundreds of hectares. What's more, the resort provides a traditional rural feel that is commodified in lodging accommodations.

Bali's tourism climate has garnered a lot of attention both in terms of spatial and socio-economic aspects. Triggered by concerns about the spatial implications related to the context of land ownership by investors, this has led to efforts to privatize public spaces. Community access to beaches, mountains, rivers, and others is not impossible to be limited. Alienation of the community due to the unfriendliness of the tourism climate is unavoidable, pushing the community to the outskirts of the economy.

At this level, alienation of the community can emphasize that the relationship in agrarian matters is not just a human relationship with the land, but rather a power relationship between humans and humans, including in terms of access, interaction, and social dynamics that are influenced by the existence of land (Wiradi, 2000). Compensation for the expropriation of
community land is often very cliche with the lure of work for local communities, especially for previous landowners. Investors often consider local workers to be less productive because of the frequent occurrence of religious rites (Raharjo et al., 1998).

In several studies, the phenomenon of land ownership does not necessarily make Balinese people, especially farmers, lead a more prosperous life. You can imagine how the bargaining position they have is very low on their land. If examined further, the common thread for understanding the transfer of land ownership reflects the inability of agricultural productivity to meet the needs and necessities of life for the community. It is ironic for an agrarian country that produces or produces food to be hit by poverty (Tauhid, 2009).

Returning to land, the transfer of land ownership began to bloom in the early 1990s when the tourism industry was encouraged. Land shrinkage was recorded from 2000 to 2012 conversion of agricultural land into non-agricultural land of 460 hectares (Pramestisari, 2019). As an area considered a rice granary for Bali, Tabanan District has become the highest contributor to land conversion compared to other districts in Bali. In the period 2004 to 2011, the number of land conversions reached 171 hectares.

Meanwhile, during 2011-2017, there has been a conversion of 196.6 hectares of rice fields per year, with the conversion rate of rice fields into housing and tourism accommodation of 66.80 hectares. The Head of the Facilities and Infrastructure Division of the Tabanan Agricultural Service, Gusti Putu Widiadnyana, said that there were indeed several land conversions into housing and tourism accommodation, and this happened in tourism development areas, especially in the southern coastal area in Kediri District (Mustofa, 2018).

From this explanation, the purpose of this study is to see how the social process of land ownership transfers as part of tourism development on the southern coast of Tabanan?

2 Research Methods

This study uses a qualitative approach which is a method to explore and understand meaning based on social problems. This exploratory research is conducted to find out and explain the problems that exist in general that have never been identified and then try to find or reveal problems (Bungin, 2010). The method used is a literature study carried out by examining the literature evidence needed in the research (Nazir, 2014). Secondary data in this study were obtained from references obtained through literature studies such as journal articles, books, reports, and other relevant sources. Data analysis was carried out by reading all the information contained in the research and the background of the research problem, then citing the information contained in the reading and paraphrase as well as concluding and interpreting the data on the results obtained.

3 Results and Discussion

Land ownership or control is essential for rural communities whose livelihoods still depend on the agricultural sector. Land ownership is not only crucial for agricultural businesses but also determines other needs in people's lives. The land has a function as a productive asset and functions as a commodity that yields can trade. This matter causes the land to become an asset and a commodity that can change hands at any time or change its ownership status. This situation has implications not only for the status of the land but also for the socio-economic living conditions of the people in rural areas. Changes in ownership and land tenure for a farmer
have a significant effect on the economic life of a farming family. This change is either in the form of loss of ownership rights or ownership rights over the land. Loss and emergence of land rights can go through various processes such as buying and selling transactions, inheritance sharing transactions, grants, profit sharing, leases, pledges, and so on (Winarso, 2012).

Land grabbing is a dynamic that often occurs in rural areas, especially villages, based on agrarian socio-economic life. It is said that agrarian land is the primary basis of economic and social activities. The problem is that the dynamics of changes in land ownership status and land tenure status, directly and indirectly, have implications for the lives of farming communities, especially for people who have lost their rights to land. Changes in land tenure status can have an impact on sources of livelihood, also on social status, and even daily activities. Land tenure in rural areas, such as the southern coastal area of Tabanan beach, which is located in two villages in the Kediri sub-district, namely Belalang Village and Pangkung Tibah Village, has experienced this phenomenon. The two villages adjacent to the Tanah Lot tourist attraction have experienced a significant rate of land ownership transfer. The attraction attracts investors to enter these two villages in the southern landscape as a beach with attractive waves, especially for surfing activities.

Before investors entered these two villages, the existing agricultural land was fertile with a sound irrigation system. Investors began to enter these two villages in 1989 to start releasing agricultural land on a large scale to be used as new areas for the tourism industry, which was being promoted at that time. Investors did not enter alone, of course, with the help of the Tabanan District government, which the District Chief Ketut Sundria then led. The area of agricultural land on the southern coast of Belalang Village is 118.97 hectares and has been successfully released or controlled by investors is 75.76 hectares (Rapiana, 2017).

Meanwhile, in Pangkung Tibah Village, 145 hectares of agricultural land, which was planned to be released, was successfully controlled by around 140 hectares (Purba, Rajendra, Agusintadewi, 2020). In Belalang Village, the targeted land is in the Banjar Kedungu area, whose area is in direct contact with the beach. In Pangkung Tibah Village, the land being transferred is in Banjar Pangkung Tibah Belodan and Banjar Langudu.

Spatial changes in Banjar Kedungu are the large number of paddy fields that have turned into dry land and buildings, and most of the existing agricultural land is owned by investors. Changes in land ownership and function in this area will undoubtedly affect changing the lifestyle of the surrounding community, which tends to sell rice fields to earn money to fulfill their daily needs. The farmers were forced to sell their land because of the planned development of the kedungu area, which will become a tourism area and cause the value of tax payments to increase. Indeed, this is difficult for farmers because most of them cannot afford to pay high taxes. In Kedungu, economic and social factors are dominant in selling land by farmers to investors. Economic reasons are the increasing and expensive cost of daily living and the increasing price of goods for the necessities and necessities of life.

Communities quickly sell their agricultural land, the proceeds of which are used as business capital and as collateral to obtain funds. At the beginning of the land release process, the price was one million five hundred thousand rupiahs per acre. Most of the farming community admitted that the funds obtained from selling their production equipment were for repairing holy places or places of prayer, repairing houses, school fees, and other living expenses. In the early days of investors' acquisition of agricultural land in Kedungu, the investor did not immediately build the land into physical buildings to support tourism. At the beginning of 1991, investors had started to enter, but not many accommodation buildings typical of tourism areas were built. Only later in 2010 began to bloom in the construction of tourism-supporting accommodations such as villas. The pattern of land tenure in Kedungu between the community and investors is
36 percent owned by the community, and the remaining approximately 64 percent is investor ownership (Rapiana, 2017).

Meanwhile, a similar case occurred in the neighboring village of Pangkung Tibah, precisely in Banjar Pangkung Tibah Belodan and Banjar Langudu. Although investors who entered this area were later successful in taking community land, the success in taking it was somewhat higher, namely 140 hectares, all of which covered the area directly opposite the coast. There was a lot of resistance in this area compared to the Kedungu area, until finally, the people gave in and wanted to sell their land to investors. The sale process is, of course, also the military's intervention as a means of violence owned by the state to smooth the desires of the government and investors.

In Pangkung Tibah Belodan and Langudu, one acre of land was valued at one million two hundred thousand rupiahs at the time, unlike what happened in Kedungu. Investors do not entirely control the land acquisition process that occurs. There are still lands controlled by the community, which later become isolated lands because they are maintained and not sold to investors (Purba, Rajendra, Agusintadewi, 2020). Unlike what happened in Kedungu, in Pangkung Tibah Belodan and Langudu, there was no physical development in the area from the beginning of land acquisition and even became idle land for more than ten years until finally there was a transfer of ownership from one investor to another. Only around 2016, investors begin to build resorts in residential houses (Balipost, 2019).

The socio-economic situation of the community has also changed. In Pangkung Tibah Village, the number of farmers is around three hundred people. Of that number, most of them now do not have land anymore. Due to the unused land in their old area, there is no physical accommodation to support tourism built by investors. The farmers are asked to rework their former land whose cultivation is managed by each Banjar who oversees the land. Most of the proceeds from land sales are allocated for living necessities as reflected in the Kedungu community.

So that after everything is used for necessities, no more effort can be made so that residents are requested to be able to reprocess their former land. The entry of investors into rural areas and taking over ownership of agricultural land, which is a means of production or capital from farmers, is a business called land grabbing. Land grabbing was born as a warning that there has been a loss of large-scale agricultural land managed by small farmers that threaten rural life (Savitri, 2011). Talking about land grabbing also means controlling, benefiting, and using land from small groups of poor and marginal farmers to powerful actors who have power (Borras and Franco, 2012). In addition, large-scale land acquisitions are accompanied by dispossession of the rights of marginalized communities to land and resources on the land by large business-oriented corporations (White et al., 2012).

In addition, the entry of large corporations into rural areas is related to the accumulation of capital for land objects that are part of the expansion of tourism businesses that commodify nature to extract capital. The rural economy is always related to the subsistence economy. As stated by Boeke and Burger (1973), the subsistence economic system or local economic system is driven by the habitus or culture of the local community without prioritizing capital maximization. The influence of the modern capitalist system being forced into and applied to the context of subsistence society can undoubtedly have a bad influence and lead to the destruction of the social structure in the rural area (Siskandar, 2010). When discussing the cases in the two villages mentioned above, the transfer of land ownership can be considered a method of land grabbing. The contestation of land ownership raises strong actors who are often pinned on the government and investors.
In contrast, the weak actors are often local people who politically lack power and tend to be marginalized. When large corporations enter the village to take agricultural land owned by residents with development jargon, it is not surprising that in the end, the ownership of the land falls into the hands of powerful actors. The land acquisition process also cannot be said to be a completely legal process. Still, there are attempts at persuasion and even the use of physical force to subdue the community. This subjugation of the community is part of the revocation of land rights, both production and communal rights related to the land.

4 Conclusion

The shift of land ownership in the southern coastal area of Tabanan that occurred in Belalang and Pangkung Tibah reflects that there have been deviations and development imbalances in agricultural areas. The entry of politically strong actors and great power causes the powerlessness of the farming community to maintain ownership of their means of production, namely land. The defeat of the subsistence economic system from the capitalist economic system becomes a mouthpiece for the transfer of land ownership. Beginning with the entry of investors oriented to the tourism industry, making offers for agricultural land with the jargon of developing new tourism areas, contributing to the loss of the subsistence economy of the farming community. Inequality in the fulfillment of life and income from agricultural businesses have contributed to causing farming communities to sell their land and their means of production.

References

Temperature Monitoring Based on Internet of Things in Ribbed Smoke Sheet Fumigation

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Abstract. Ribbed Smoked Sheet (RSS) is processed latex in the sheet used as raw material for various rubber industries. In the RSS industries, the factor that significantly affects the quality of the final product is the smoke-drying process, and therefore enterprises must carefully monitor this process. This study aims to design an IoT-based device for monitoring the temperature of the RSS smoking room and increase work effectiveness and efficiency after the monitoring device is available. This study uses black box testing as a performance test equipped with compatible hardware and software. System testing and data analysis include performance tests, monitoring devices implementation, and work effectiveness and efficiency. The validation results showed that the designed device had functioned well. Implementing monitoring devices for smoking room temperature can increase the efficiency of monitoring time carried out by workers by 78.83%. The value of RSS quality also increased by 120% to 133% after implementing the devices, which means it is very effective.

Keywords: efficiency; IoT; ribbed smoked sheet; smoke drying process; temperature monitoring system

1 Introduction

Indonesia is the second-largest natural rubber producer in the world (Virginia & Novianti, 2020). One of the natural rubbers processed products with high economic value is Ribbed Smoked Sheet, commonly known as RSS. It is made directly from latex, which is treated and then made to coagulate. The coagulated latex sheets smoked in a drying room (Morshed et al., 2018; RRIS 2013)). RSS has high elasticity properties, so it's popularly used as raw materials for various rubber industries (Azahar et al., 2016).

One of the critical factors affecting the final quality of RSS is the smoking or drying process. The primary purpose of the smoking process is to eliminate the rubber sheet's moisture content so that it can be stored longer. The smoke also acts as a disinfectant, which renders the rubber sheet less liable to mold attack (Fagbemi et al., 2018).

During this smoking process, fresh rubber sheets were produced from squeezing coagulated rubber slabs and dried in rubber sheet smoke rooms in a smokehouse using old rubberwood or firewood as a source of heat and smoke (Naphon et al., 2018). The Smoking process is done by hanging rubber sheets and given smoke with temperature control of 40 - 60° C for six days (Ediati & Jajang, 2010).
Improper smoking will cause product defects, such as blisters and bubbles on the sheet, or even burnt and oxidized sheet, caused by high drying temperature or rapid drying in the smokehouse. It is necessary to regulate and monitor the drying temperature to keep this process running properly (Fagbemi et al., 2018). The temperature monitoring process in the smoking room in many RSS industries in Indonesia is carried out by workers manually by checking the smoking-room one by one.

Filling the datasheet is done manually once an hour so that the monitoring time for each room takes longer for each room. The temperature monitoring device used so far is relatively simple using an LCD monitor. This device forces workers to check the temperature number on the monitor LCD with a close-range of sight, which causes worker fatigue.

Meanwhile, it is difficult for supervisors to monitor and supervise the worker’s performance in the smoking room if there is an incident where the smoking room does not comply with the standard.

Based on these problems, an IoT-based temperature monitoring device is needed that is easy, efficient, and effective and shows real-time and accurate room temperature data to make it easier for supervision from supervisors and workers in the smoking-room location. IoT is a technology that can be used for control, communication, interaction with various hardware devices, and data sent over the internet network (Bernard & Quigley, 2019). This study aims to design an IoT-based RSS smoking-room temperature monitoring device and determine the increase in work efficiency and effectiveness after the monitoring device is in place. The research was conducted at Kebun Sumber Tengah PTPN XII.

2 Research Methods

2.1 Research Design

This research uses hardware in the form of a DHT22 temperature sensor, NodeMCU ESP8266, used as a microcontroller, smartphone OS Android is a monitoring tool. An LED light is used as a temperature warning indicator. In contrast, the software used includes the Arduino IDE as a programming application and the Blynk application as a temperature monitoring platform for the smoking room.

The design of this temperature monitoring device connects NodeMCU ESP8266 equipped with a WiFi module (Parihar, 2019) with DHT22 as a temperature sensor, placed in the smoking room. The data obtained from the device were validated using a temperature in the smokeroom. The data obtained will be sent using an internet connection.

They can be accessed using a smartphone via the Blynk application and sent to the server in time and temperature using an internet connection. NodeMCU ESP8266 is also connected to a relay, a simple electronic circuit that can cut and connect electricity (Tjandi & Kasim, 2019) and is connected to an indicator light.

The following in Figure 1 is a working system for the RSS smoke-room temperature monitoring device.
2.2 Hardware Design

This stage integrates the pins on the ESP8266 NodeMCU to the DHT22 sensor component. This stage will produce an overall hardware design based on the system's operational design. The schematic of the overall system design is presented in Figure 2.

The stages of the overall system design scheme are as follows:

The 3.3V pin on the ESP8266 NodeMCU is connected to the positive pole, and the GND pin is connected to the negative pole on the MB102 with 3.3V power. The use of this design is to provide a power of 3.3V to the NodeMCU ESP8266. The 3.3V pin on NodeMCU ESP8266 is connected to the VCC pin on DHT22, and the GND pin on the ESP8266 NodeMCU is connected to the GND pin on DHT22, and pin d4 on the ESP8266 NodeMCU is connected to the data pin on DHT22. The use of this design is to provide power to the DHT22 and connect data information so that the censoring results can be read by NodeMCU ESP8266.

The VCC pin on the relay is connected to the positive pole, and the GND pin is connected to the negative pole on the MB102 module with 5V power. The use of this design is to provide power to the relay by 5V. Also, the IN1 pin on the relay is connected to pin d1, and pin IN2 is connected to pin d2 on NodeMCU ESP8266 to connect data information so that NodeMCU ESP8266 can give commands to the relay to disconnect and connect the electric current. Standard pin 1 on the relay is connected to the power source through the green LED phase wire, and common pin 2 is connected to the power source via the red LED light phase cable.
Data received by the DHT22 temperature sensor will be processed by NodeMCU ESP8266, which is connected to the internet network from WiFi. The data is then sent online and displayed on the Blynk application and the web and provides a real-time warning on indicator lights.

2.3 Program Design
The program design for the temperature monitoring system is as follows:

Microcontroller Programming
Microcontroller programming is carried out on the NodeMCU ESP8266 using the Arduino IDE software, which has the C programming language. Arduino IDE is essential for writing programs, compiling them into binary code, and uploading them into microcontroller memory (Louis, 2016). Making programs on the system uses the addition of a library of sensor components, and the applications used include:

- NodeMCU ESP8266 uses the #include <ESP8266WiFi.h> library
- DHT22 temperature sensor using library #include "DHT.h"
- The Blynk application uses the #include <BlynkSimpleEsp8266.h> library
- Sending data to the server uses the #include <ESP8266WebServer.h> library and the #include <ESP8266HTTPClient.h> library

Blynk Programming
The Blynk application is designed based on research needs to display time and temperature and set the minimum and maximum temperature range limits in real-time. To display the data read by the sensor, it requires programming or setting the IoT server according to research needs. The design was made by adding several existing widgets and giving the Arduino IDE command codes to connect and send data to the Blynk platform.

Web Programming
Web programming is done by sending PHP data PHP files to hosting. PHP file contains commands for transmitting data from the MySQL database server to the webserver to be displayed and accessed easily via the web.

System Testing

Performance Testing
Performance tests are carried out on the sensors used to determine whether they are following their functionalities and specifications. This performance test is carried out before the implementation of temperature monitoring in the field to minimize errors. In this performance test, functionality is validated by testing the functionality of each system component. The method used is black-box testing. Black-box testing is a test that focuses on the functional requirements of a system device and evaluates the requirements specifications and ensures the system functions properly (Larrea, 2017). Testing is done by counting the number of functional features running well and then compared with all the existing features. The instrument of validation for functionality that is being performed can be seen in Table 1.

DHT22 Sensor Testing
The DHT22 sensor data is compared with a standard room thermometer. Comparative testing is carried out in the smokeroom, and the value of reading data is taken 30 times with an interval of 30 minutes of data collection time for 15 hours. The minimum number of samples used in comparison testing is 30 data (Alwi, 2015).

Field Testing
Field testing scenarios for the RSS smoking process carried out include: Monitoring is carried out on the RSS smoking process. The device is placed in 1 smoking room for 24 hours, starting from the RSS entering the smoking room until before the RSS is reversed. The data per day will then be sent in real-time to the Blynk application and the webserver.
Efficiency and Effectiveness Testing

1. Efficiency
Measuring the level of efficiency requires realization data on the RSS smoking process. The stages of measuring the level of work efficiency are as follows:
   a. Calculate the time used in monitoring the smoking process in each room before using the temperature monitoring device
   b. Calculate the actual time spent in the curing process after using the temperature monitoring device

2. Effectiveness
Measurement of effectiveness can be done only by measuring the outcome. The stages of measuring the level of work efficiency are as follows:
   a. Collecting data on the quantity of production quality of RSS 3 before and after the use of temperature monitoring devices for 24 hours
   b. Calculating the target quantity for the production quality of RSS 3
   c. Distribution of performance-effectiveness questionnaires before and after using temperature monitoring tools as a determining material for action and performance evaluation distributed to workers and supervisors.

<table>
<thead>
<tr>
<th>Function Statement</th>
<th>Function</th>
</tr>
</thead>
<tbody>
<tr>
<td>NodeMCU ESP8266</td>
<td>The function of the sensor readings can be displayed on the Arduino IDE monitor serial</td>
</tr>
<tr>
<td>DHT22 Temperature Sensor</td>
<td>The sensor function used can read temperature data properly</td>
</tr>
<tr>
<td>MB102</td>
<td>The function of flowing electricity through the breadboard to Node MCU and Relay</td>
</tr>
<tr>
<td>Blynk Application</td>
<td>The function displays data from sensors that are used online and in real-time</td>
</tr>
<tr>
<td>2 Channel Relay</td>
<td>The function of disconnecting the power supply and turning the indicator lights on and off</td>
</tr>
<tr>
<td>Webserver</td>
<td>The function displays online and real-time sensor reading data</td>
</tr>
</tbody>
</table>

Data Analysis
Analysis of Performance Testing
Testing aspects of functionality using the Guttman scale as a measurement scale. The answer to each instrument item is "Yes" or "No" which is a firm answer when using the Guttman scale (Vimalrajkumar et al., 2016). The calculation for functionality aspect uses the standard calculation from ISO / IEC 9126 (2001) to analyze data from the functionality testing results using the following equation:

\[ X = 1 - \frac{A}{B} \]

In this analysis, variable A is the number of instrument items with the answer "No", while variable B is the total number of items tested. The measurement interpretation of ISO / IEC 9126 is 0 ≤ X ≤ 1. This device is said to be good in terms of functionality if X approaches 1.

Analysis of the Implementation Monitoring Devices
In the implementation of monitoring smoking process, the monitoring result data is displayed through the Blynk application and a web server that displays information in the form
of a datasheet and then analyzes the suitability of the tool designed with real conditions in the field.

**Efficiency and Effectiveness Analysis**

**1. Efficiency**

The efficiency measured in this study is time efficiency. Time efficiency is calculated based on the ratio between the time after using the device and the time before using the device than compared with the existing standards.

\[
\text{Efficiency:} \quad \frac{\text{Time after tool use}}{\text{Time before tool use}} \times 100\%
\]

**Table 2. Efficiency Standards**

<table>
<thead>
<tr>
<th>Percentage (%)</th>
<th>Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt;100</td>
<td>Not efficient</td>
</tr>
<tr>
<td>90-100</td>
<td>Less Efficient</td>
</tr>
<tr>
<td>80-90</td>
<td>Efficient Enough</td>
</tr>
<tr>
<td>60-80</td>
<td>Efficient</td>
</tr>
<tr>
<td>&lt;60</td>
<td>Very Efficient</td>
</tr>
</tbody>
</table>

Source: Minister of Home Affairs Decree No. 690.900.327 (1994)

**Effectiveness**

2. The purpose of measuring the effectiveness is to determine the effect of the implementation of the device on the decrease in the number of quality RSS3 (low quality) so that the monitoring device can be said to be effective if it can reduce the number of quality RSS3.

\[
\text{Effectiveness:} \quad \frac{\text{Number of quality targets RSS3}}{\text{Number of actual quality RSS3}} \times 100 \quad (3)
\]

**Table 3. Effectiveness Assessment Criteria**

<table>
<thead>
<tr>
<th>Percentage (%)</th>
<th>Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt;100</td>
<td>Very effective</td>
</tr>
<tr>
<td>90-100</td>
<td>Effective</td>
</tr>
<tr>
<td>80-90</td>
<td>Effective enough</td>
</tr>
<tr>
<td>60-80</td>
<td>Less effective</td>
</tr>
<tr>
<td>&lt;60</td>
<td>Ineffective</td>
</tr>
</tbody>
</table>


**3 Results and Discussion**

**3.1 Results of System Monitoring Program Design**

The command code is made in the C programming language in the Arduino IDE application, then compiled into binary code. The command is sent to the Blynk application and also the Webserver via NodeMCU ESP8266. Also, there is a command to read the numeric input on the
Blynk application, which is then linked to the on-off relay command code using the numeric values in that variable.

The command to send data to the webserver is made using a PHP file sent to the hosting. PHP files are created using the Notepad++ application, which will then be uploaded using the FtpCafe application. The PHP file is a command to read code from the Arduino IDE via NodeMCU ESP8266, then reads the MySQL database data and displays it on a webserver.

**Results of Designing an RSS Smoke-Room Temperature Monitoring Device**

Sensor components and modules are used and assembled on a container using a wooden box. The results of the design and assembly of tools can be seen in the following figure.

![Fig.3. Positioning the sensor in a wooden box](image)

When the device is connected to the power supply and WiFi is turned on, NodeMCU will send data online. The temperature data captured by DHT22 sensor is indicated by the appearance of an "online" notification on the Blynk application that provides real-time temperature information. The temperature data for each unit of time will be recorded on the webserver. The light indicator will light up when the temperature is not up to the standard.

### 3.2 Results of System Testing

**Device Performance Testing**

This performance testing is carried out about the functional tools that have been designed to record time and temperature data.

1. **Functionality Test Validation Results**

   Validation of functionality was carried out in research as a designer for monitoring the temperature of the RSS smoking room. The results of testing for functionality validation are in table 4 below.

<table>
<thead>
<tr>
<th>No</th>
<th>Statement</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The NodeMCU ESP8266 function in the form of sensor readings can be displayed on the Arduino IDE monitor serial</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td>DHT22 temperature sensor function can read temperature data well</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>
3. The MB102 function supplies electricity through the breadboard to the NodeMCU and Relay

4. The Blynk application function displays data from sensors used online and in real time

5. 2 Channel Relay function disconnects the power supply and turns the light indicator on and off

6. The MB102 function supplies electricity through the breadboard to the NodeMCU and Relay

7. The webserver function displays online and real-time sensor reading data

---

The calculation of validation for testing functionality uses the ISO / ICE 9126 (2001) equation as follows:

\[ A = \text{function that does not work (not) x number of testers} = 0 \]

\[ B = \text{all evaluated functions x number of examiners} = 6 \times 1 = 6 \]

\[ X = 1 - \frac{A}{B} = 1 - \frac{0}{6} = 1 - 0 = 1 \]

Based on the test results above, it can be concluded that \( X = 1 \), which means that the design results of the tools and monitoring systems that are running have met the functionality aspects according to ISO / ICE 9126. Thus, the designed device can be concluded that it is feasible to be implemented in monitoring the temperature of the RSS smoking room.

2. Test results comparison of the DHT22 sensor with a standard thermometer

Based on the result of testing the comparison of the reading value of the DHT22 sensor with the thermometer in the smoking room, the average temperature error value is 0.34°C. The DHT22 sensor datasheet has a temperature reading scale of -40°C to 80°C with an accuracy of ±0.5°C (A. Abdulrazzak et al., 2018). The test results are within the DHT22 temperature sensor error tolerance, and the sensor is functioning correctly. Test result data can be seen in the following graph in figure 5.

![Fig.4. Graph of the Relationship Value of the Standard Measurement Device and the DHT22 Sensor](attachment:image.png)
Based on the graph of the value relationship of the standard measuring instrument with the DHT22 sensor, it can be seen that the correlation line between the two variables is positive or have a linear relationship. The regression results were $y = 0.9828x + 0.7397$. The regression value shows that an increase of 1 value in variable $x$ will increase by the coefficient of variable $x$ on variable $y$. A correlation value close to 1 indicates that the two variables are very strongly related (Costa, 2016).

It can be concluded that the DHT22 sensor value will increase by 0.9828 for every 1 unit temperature increase in the standard measuring instrument. The correlation value $R^2 = 0.996$ indicates that the value is close to 1, which means that the relationship between the value of the standard measuring instrument and the DHT22 sensor is powerful. Temperature comparisons were carried out with time intervals of 30 minutes to obtain some significant temperature changes in the RSS smoking room. The DHT22 sensor can be concluded to have a good level of accuracy because it can record temperature data according to the environment in the RSS smoking room. Thus, the use of the DHT22 sensor for monitoring the RSS smoking room temperature can provide accurate data information on smoking room temperature / by field conditions.

**Implementation of Temperature Monitoring in Smoking Room**

The implementation of data recording in the RSS smoking process aims to retrieve real-time data in the field and send the data in real-time to the Blynk application which can be accessed by the supervisor and presented in a web form that is easily accessible by the company. The implementation was carried out in the smoke room of Sumber Tengah Garden, PTPN XII. Implementation of the tool is carried out for 24 hours starting on Friday, July 3, 2020, at 09.32 WIB to July 4, 2020, at the same hour.

Monitoring temperature implementation starts when the designed device is installed in the smoke room and has turned on the power supply switch on the MB102 module to retrieve the smoke-room temperature data. The smoke-room temperature data will be sent to the IoT server using the Blynk application in real-time and disconnect the electricity from the temperature warning indicator light and send data to the web so that data information can be accessed easily along with the time. The following is a picture of the state of the LED light indicator, the Blynk application display, and the webservice with room temperature settings on the first day, namely a temperature range of 40°C - 45°C.

![Fig 5. Lamp indicator when the smoking-room temperature is too high (red led is on)](image-url)
Efficiency of Temperature Monitoring Performance in Smoke Room

Data for time monitoring the smoke-room temperature carried out by workers in each smokeroom on July 3, 2020, can be seen in Table 6.

Table 5. Time data for temperature monitoring before and after device implementation

<table>
<thead>
<tr>
<th>No</th>
<th>Time</th>
<th>Monitoring time (Second)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Before</td>
</tr>
<tr>
<td>1</td>
<td>10.00 WIB</td>
<td>19</td>
</tr>
<tr>
<td>2</td>
<td>11.00 WIB</td>
<td>21</td>
</tr>
<tr>
<td>3</td>
<td>12.00 WIB</td>
<td>22</td>
</tr>
<tr>
<td>4</td>
<td>13.00 WIB</td>
<td>22</td>
</tr>
<tr>
<td>5</td>
<td>14.00 WIB</td>
<td>24</td>
</tr>
<tr>
<td>6</td>
<td>15.00 WIB</td>
<td>20</td>
</tr>
</tbody>
</table>
Based on the data, it can be seen that the implementation of the device influences the length of time the process of monitoring the temperature of the smokeroom. Workers do not need to record room temperature on the datasheet. But the data has been automatically recorded online to the web and can be accessed via the company web server.

Time efficiency level:

\[
\frac{\text{Time after tool use}}{\text{Time before tool use}} \times 100 = \frac{16.13}{20.47} \times 100\% = 78.83\%
\]

Based on the calculation of the time efficiency level of using the RSS room temperature monitoring device, it can be seen that the efficiency value is 78.83%. This value is included in the efficient criteria referring to the Minister of Home Affairs Decree No. 690.900.327 (1994). This value shows that the temperature monitoring device can increase the efficiency of time in workers monitoring process.

**Effectiveness of Temperature Monitoring Performance in Smoke Room**

1. **RSS Quality 3**

   RSS 3 is the final class / low-quality RSS. Product defects in RSS 3 in the form of immature, bubbly, or moldy sheets are caused by the smoke-room instability temperature (Morshed et al., 2018). Before implementing the device, data was collected in the form of a target for RSS quality in June and July and the daily percentage of RSS 3 in the last 25 days (June). The target number of RSS 3 in June and July is 1.12% of the total production, and the average number of RSS 3 production in the last 25 days (June) is 0.93%. The implementation of the smoke-room temperature monitoring device on July 3, 2020, produced RSS with a decrease in smoking on the 6th day on July 8, 2020, with a percentage of RSS 3 of 0.84%.

   Based on the production data after implementing the device, the percentage of the total quality of RSS 3 was 0.84%. It was obtained from (number of RSS 3 / total RSS) x 100% and was smaller than the average presentation in the last one month, which was 0.93 % with the quality target in June and July is the same, namely a maximum of 1.12%.

   The effectiveness of the number of RSS 3 before the implementation of the device:

   \[
   \frac{\text{Number of RSS 3 targets for June}}{\text{Actual number of RSS 3 for June}} \times 100\% = \frac{1.12}{0.93} \times 100\% = 120\%
   \]
Level of effectiveness number of quality RSS 3 after using the device:

\[
\text{Number of RSS 3 targets for June} \times 100\% \\
\text{Actual number of RSS 3 for 8 July} \\
1.12/0.84 \times 100\% = 133\% 
\]

Based on the calculation, it can be seen that the percentage value of the effectiveness of the number of quality RSS 3 before the implementation of the device is 120%. This value is included in the very effective criteria of the Minister of Home Affairs Decree No. 690.900.327 (1996). The percentage value of the effectiveness of the number of quality RSS 3 after implementing the tool is 133% and is included in the very effective criteria referring to the Minister of Home Affairs Decree No. 690.900.327 (1996). Comparing the effective value of the tool against the total quality of RSS 3 before and after implementing this device is obtained that the value of effectiveness after implementation is greater than before tool implementation.

2. Performance of RSS Smoking Room Workers

The worker performance analysis in the smokeroom was carried out by giving a questionnaire to smoke-room workers. The analysis shows that workers feel more comfortable after using the devices. This device can improve worker performance effectively.

3. Performance of RSS Smoking Room Supervisor

Analysis of the smoke-room supervisor's effectiveness was carried out by giving a questionnaire to the Engineering and Processing Assistant of Kebun Sumber Tengah. The questionnaire was to compare the RSS smoke-room temperature monitoring device before and after the tool's design with the Blynk application indicator. Based on the comparative data, it is known that the level of comfort of the supervisor after designing the tool is greater compared to before the design of the device. The new smoke-room temperature monitoring device can increase the supervisor's performance in monitoring room temperature as a performance evaluation measure.

4. Company evaluation of the RSS smoking process

Analysis of the effectiveness of the company's evaluation of the RSS smoking process was carried out by providing a questionnaire to the Manager of Kebun Sumber Tengah. The questionnaire was to compare the RSS smoking room temperature datasheet before and the database after the device's design.

Based on the comparative data, it is known that the level of comfort of the supervisor after designing the tool is greater compared to before the design of the device. The new smoke-room temperature monitoring device can increase the effectiveness of evaluating the smoking process with accurate data.

4 Conclusion

An IoT-based device for monitoring the temperature of the RSS smoking room has been designed. This device has been validated, and all components had functioned well. Implementing monitoring devices for smoking room temperature can increase the efficiency of monitoring time carried out by workers. The value of RSS quality also increased after implementing the devices, which means it is useful.
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Evaluation of Denpasar Mayor Regulation Number 60 of 2019 concerning Financial Aid to Political Parties

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Abstract. The state is basically an organization in which there are three important actors that regulate and run the wheels of government. The three important actors are the executive, legislative and judicial institutions. In running the government, the state has an obligation to bring its people to achieve a common goal or ideal. Politics is basically a person's art to gain power. This power is then used to influence others to follow the goals to be achieved. Denpasar City is the capital city of Bali Province, its location in the center of Bali Province makes Denpasar City as an economic, social, cultural and political barometer for other regencies in Bali Province. The position of Denpasar City as a barometer is not matched by arrangements in terms of assistance, especially financial assistance to political parties. Based on data obtained during initial observations at the Denpasar City General Administration Section, financial assistance to political parties in Denpasar City in 2019 was Rp. 3,097 multiplied by the number of votes in the General Election or a total of Rp. 994,189,649, - (Source: General Bureau of the Denpasar City Secretariat). This nominal is far from the assistance to political parties in other regencies in Bali. This research was carried out by evaluating the Denpasar Mayor's Regulation on Financial Aid to Political Parties with an approach in terms of process and influence. The method used in this research is qualitative method. The results of this study indicate from the process that in the policy process related to the Denpasar Mayor Regulation Number 60 of 2019 shows that, the Government in this case the Denpasar City Government has carried out its function by providing financial assistance to political parties in accordance with the portion of the vote it gets while in terms of influence during There are still findings of political parties that have not carried out their functions in providing political education to the public through the financial assistance they receive.

Keywords: financial aid; policy evaluation; political parties

1 Introduction

The state is basically an organization in which there are three important actors that regulate and run the wheels of government. The three important actors are the executive, legislative and judicial institutions. In running the government, the state has an obligation to bring its people to achieve a common goal or ideal. Politics is basically a person's art to gain power. This power is then used to influence others to follow the goals to be achieved. In Indonesia, someone who wants to gain power such as a member of the People's Representative Council (DPR) must have the political power of the political party that brought him to power, as well as the President and
regional heads who are promoted by political parties. This power struggle takes place during the General Election (Pemilu). Funds needed by political parties to win elections are not cheap, therefore political parties need funding sources in order to survive and operate the basic party structure to represent the people, develop the capacity to compete in election contestations, and contribute creatively to public policy debates.

The financial sources of political parties have a long history. Law No. 2 of 2008 concerning political parties has a weakness, because this Law does not further regulate technical instructions on how to channel political party aid funds. Talking about local government, Denpasar City is one of the cities that is very interesting in discussing political issues, especially regarding financial assistance to political parties. The city of Denpasar, if seen from its history, most of the political power was controlled by the PDI-P. this is evidenced by the two editions of the 2014 and 2019 legislative elections, PDIP won 18 and 22 seats, respectively.

The PDI-P party still dominates the legislative power in Denpasar City by gaining 18 seats in the 2014-2019 period and 22 seats in the 2019-2024 period. In accordance with the mandate of Law Number 2 of 2011 concerning political parties, one of the financial sources of political parties is from state assistance. This assistance from the state is then translated into implementing regulations by Government Regulation Number 5 of 2009 concerning Financial Assistance to Political Parties.

Based on data obtained during initial observations at the Denpasar City General Administration Section, financial assistance to political parties in Denpasar City in 2019 amounted to Rp. 3,097 multiplied by the number of votes in the General Election or a total of Rp. 994,189,649, - (Source: General Bureau of the Denpasar City Secretariat). This nominal is far from the assistance to political parties in other regencies in Bali.

Based on initial observations made by researchers who sourced from the data and informants of policy makers, there were several problems found in the implementation of Denpasar Mayor Regulation Number 60 of 2019 concerning Financial Aid to Political Parties, among others: First, the formula in determining the amount of assistance to political parties is difficult to be understood by common sense. The formulation used seems mathematically problematic. Associating the price per vote of the current period with the price of seats in the previous period is illogical because the conversion of votes to seats is not always directly proportional.

Second, there is no special institution or team that oversees the implementation of the Perwali so that during the validity of this Perwali no one has evaluated the implementation process. Third, accountability and transparency carried out by political parties have not been optimal because the assets of the Branch Leadership Council of political parties in Denpasar City and other districts have not yet been permanently established, and the activities of political parties in providing political education are in accordance with their functions in the law. Fourth, the public has not clearly felt the benefits of financial assistance to political parties from the government, so that public political participation has become low.

Based on the above background, the researchers are interested in conducting research with the title: "Evaluation of Denpasar Mayor Regulation Number 60 of 2019 concerning Financial Aid to Political Parties in Denpasar City".

Public Policy

In research within the scope of state administration, it cannot be separated from the study of public policy. This understanding will then be explained by several figures or experts who understand public policy. According to Anderson (in Agustino, 2006: 7), said public policy as: A series of activities that have a specific purpose or goal that is followed and carried out by an actor, or a group of actors related to a problem or a matter of concern.
In contrast to Anderson, Kennet Prewitt (in Agustino, 2006: 6) defines public policy as: "A permanent decision characterized by consistency and repetition of behavior from those who make and from those who comply with the decision." This definition implies that the policy is consistent to be implemented by those who comply with the decision. Another understanding of public policy put forward by Fredrick (in Nugroho, 2003: 4), he defines public policy as: A series of actions proposed by a person, group, or government in a certain environment, with threats and opportunities that exist, where the proposed policy is aimed at exploiting potential as well as overcoming existing obstacles in order to achieve certain goals.

**Policy Evaluation Model**

The researcher chose the public policy evaluation model used by Karl Luwig von Bertalanffy. This is because the evaluation model of Karl Luwig von Bertalanffy is in accordance with the research that will be carried out by the current researcher. The evaluation model of Karl Luwig von Bertalanffy focuses on evaluating the process and impact, whether the policy process is in accordance with the nomenclature or existing regulations or not and how the impact of the policy will be.

While Dunn's evaluation model focuses on evaluating the impact of policies and the CIPP Stufflebeam evaluation model is not suitable for use in this study because the CIPP evaluation model is a linear activity unit, policy evaluation starts from the context and ends with product evaluation, while in the current study the researcher does not directly involve in the formulation of the policy. In the Karl Luwig von Bertalanffy Model, each type of evaluation can be carried out separately, meaning that researchers are allowed to choose only a few types of evaluation according to the program or policy.

**Denpasar Mayor Regulation Number 60 of 2019 concerning Financial Aid to Political Parties in Denpasar City**

The follow-up to Law Number 2 of 2008 and Government Regulation Number 5 of 2009 at the Regency/City level, especially Denpasar City, issued Denpasar Mayor Regulation Number 60 of 2019 concerning Financial Aid to Political Parties in Denpasar City. Because this is also a mandate from the law, this policy is also a priority of the Denpasar City Budget. Political parties are obliged to submit accountability reports of financial receipts and expenditures from the APBN/APBD to the Government after being examined by the State Audit Board.

Financial assistance to Political Parties is allocated as funds to support the activities of Political Parties for the implementation of political education and operational activities of Political Party secretariats. This is intended in the context of strengthening the institutions of Political Parties as a means of political education for members and the wider community so that they become Indonesian citizens who are aware of their rights and obligations in the life of society, nation and state.

2 **Research Methods**

In the research conducted by the current researcher, that is using descriptive qualitative research methods. Researchers limit the scope and focus of research only to Mayor Regulation Number 60 of 2019 concerning Financial Aid to Political Parties in Denpasar City. There were 18 informants in this study, including the Head of the Sub-District of National Unity and Development of the Denpasar City Secretariat, the Head of the Legal Division of the Denpasar City Secretariat, 8 political party secretaries, 5 Denpasar City Community Leaders, and 3 Denpasar City DPRD Members.
3 Results and Discussion

The results of this study indicate from the process that in the policy process related to the Denpasar Mayor Regulation Number 60 of 2019 shows that, the Government in this case the Denpasar City Government has carried out its function by providing financial assistance to political parties in accordance with the portion of the vote it gets while in terms of influence during There are still findings of political parties that have not carried out their functions in providing political education to the public through the financial assistance they receive.

4 Conclusion

In relation to the evaluation of Denpasar Mayor Regulation Number 60 of 2019 concerning Financial Aid to Political Parties when viewed from the Process Indicators related to the financial assistance policy for political parties, it has been running in accordance with existing regulations, the obstacles faced by political parties include delays in the process of disbursing funds and in a pandemic situation covid is currently unable to carry out activities effectively and efficiently, political parties have also been transparent and even have an external auditor team in carrying out accountability reports, forms of political education that are currently being carried out include collaborating with the youth community such as holding webinars and special competitions for the younger generation later. From the indicators of influence, especially for the community, they still have not seen its effectiveness because it only targets the younger generation in carrying out political education, not the general public as a whole.

In overcoming the problem of transparency in the use of the budget, the Denpasar Mayoral Government should cooperate with a professional external audit team in conducting audits of political parties that receive financial assistance, while the low benefits obtained by the community related to political party programs, especially political education, can be overcome by conducting socialization and activities by cooperating with universities. higher education institutions or the community by making more interesting programs such as social activities with the community interspersed with the importance of political education for the community.

References

Regulation Of Water Resources Utilization of Justice and Human Rights Perspective in Law Indonesia

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Abstract. This research examines, analyzes, criticizes in depth and finds regulatory models related to water resources. Good laws and regulations should have enforceability and pay attention to philosophical, juridical and sociological aspects. Water is a gift from God Almighty and is very important for the life and livelihood of humans and other living creatures, as well as a unifying nation and as a means of equitable development. There are (2) problems studied in this research, namely: How is the formulation and construction of the philosophical basis for the formation of legislation in the field of water resources in the perspective of justice and human rights? What is the model of legislation in the field of water resources in realizing people's welfare in the future? This research uses normative legal research which is then supported by primary and secondary legal materials, the approach used is a conceptual approach, legislation and a philosophical approach. The findings obtained in this study can be described as follows: in the first problem, namely there are still serious problems related to the fulfillment of the right to water for the community in general, a legal construction is needed that aims to provide legal certainty and justice in the fulfillment of the right to water. namely in the form of a legal instrument that accommodates aspects of justice and human rights at the philosophical level. For this reason, in the formation of the Water Resources Law, the considerations on the philosophical basis are constructed as follows: that water is a basic need of human life which is bestowed by God Almighty, therefore in its use it must provide a sense of justice and respect for human rights in fulfillment of the right to water for all Indonesian people. Furthermore, the second finding is a model for regulating water resources (SDA) in future legislation related to the water resources law to better accommodate community participation, especially indigenous peoples who are historically, philosophically, geographically and genealogically still in their daily lives. provide respect, protection and fulfillment of the right to water for others, the environment and the Creator in their daily lives.

Keywords: human rights; justice; water resources

1 Introduction

Water is a very important and vital need in human life and livelihood, for this reason, based on Article 33 paragraph (3) of the 1945 Constitution jo. Article 2 paragraph (2) of Law Number 5 of 1960 concerning Basic Regulations on Agrarian Principles, states that the state has the authority to regulate and control it. The definition of controlled is used in the public aspect as
formulated in Article 2 of the BAL (Basic Agrarian Law). Article 2 of the BAL further gives the meaning of controlling as an act of regulating, planning, as well as managing and preserving it. The state's authority in regulating and making policies in relation to earth, water and natural resources still does not reflect the values of justice so that it is felt that the side of the community has not provided overall benefits. John Rawls describes the state of justice as "a normal condition in which human cooperation is possible and necessary," otherwise known as the circumstances of justice (COJ), a formulation derived from David Hume. Hume himself called COJ to illustrate that new justice is a relevant virtue only when there are scarcity and people are not spontaneously moved in emotional bonds to lend a helping hand.

The principle of justice has not been seen in the Water Resources Law Number 7 of 2004, seen from its orientation which focuses more on the sector of economic value by providing a very large opportunity for the private sector to work on it, so that through the Constitutional Court Decision Number 85/PUU-XI/2013 regarding the Request for Judicial Review of Law Number 7 of 2004 concerning Water Resources, the Law on water resources was canceled. The state in carrying out its duties for the welfare of the people, forming various laws and regulations is very important, because the state's intervention in managing the welfare of the people in the legal, social, political, economic, cultural, environmental, and defense and security fields is carried out by establishing legislation is unavoidable.

Therefore, in the formation of legislation, especially in the field of water resources, it is necessary to pay attention to the principles and norms in the formation of legislation. Thus the formation of legislation must take into account the principles of establishing good laws and regulations, among others: based on the values of Pancasila, the principles of the state based on law, principles based on the constitution, and principles based on legislation developed according to expert opinion. There is a discrepancy between the philosophical and ideological values of water and the problem of fulfilling human rights to water which is the study of this research. In essence, this research will discuss about water in the perspective of justice and human rights to water in Indonesia, especially in its regulation.

Based on the description above, there are several things that can be studied as issues or problems in this research, they are as follows:

How is the formulation and construction of the philosophical basis for the formation of legislation in the field of water resources in the perspective of justice and human rights?

What is the model of legislation in the field of water resources in realizing people's welfare in the future?

2 Research Methods

This research uses normative legal research, normative legal research is used because it examines and analyzes laws and regulations related to water resources, the emphasis of this study is on the philosophical aspect which is the basis in the formation of legislation. This study will use a statutory approach and a philosophical approach, the reason for using a statutory approach is used so that researchers can analyze and examine the reasons or legislati ratios of the formation of legislation which is the study in this case is water resources. Legal materials used include primary legal materials, secondary legal materials, and supporting legal materials.
3 Results and Discussion

3.1 Philosophical Basis for the Formation of Legislation in the Field of Water Resources in the Perspective of Justice and Human Rights

The philosophical basis is a consideration or reason that describes the regulation of the use of water resources which is formed by taking into account the views of life, awareness, and legal ideals which include the spiritual atmosphere and the philosophy of the Indonesian nation which originates from Pancasila and the Preamble to the 1945 Constitution. Philosophically, water is actually a public good that is given by God to humans to be used and enjoyed in order to carry out their lives.

Thus, the concept of ownership of water resources is the common property of mankind (res communis) and therefore cannot be privately owned like a private good. The Constitution of the State of Indonesia has regulated matters relating to the control of natural resources, including water resources. State control (Indonesia) over natural resources obtains legitimacy based on Article 33 paragraph (3) of the 1945 Constitution. The basis for obtaining this authority in State Administrative Law is called 'attribution'.

Normatively, state control of natural resources can be seen in Law no. 5 of 1960 concerning Basic Agrarian Law, Article 2 paragraph (2), which states: that the authority of the right to control the state includes:

a. regulate and administer the allotment, use, supply and maintenance of the earth, water and space;

b. determine and regulate legal relations between people and the earth, water and space;

c. determine and regulate legal relations between people and legal actions concerning earth, water and space.

Basically, the right to control the state is a reflection of the implementation of state values, norms and legal configurations that regulate the control and use of the environment and water resources or is an expression of ideology that gives authority and legitimacy to the state to control and utilize the environment and natural resources. (water) within its sovereign territory. Because water is a very vital and important need, it should be given equal access to all citizens in its fulfillment.

Thus, the importance of water for human life, it is not surprising that the right to water today, both at the global level and at the national level, has been recognized as one of the human rights, namely the human right to water.

Based on the existing provisions in the regulation of water resources that open up the opportunity for privatization, so that it is not in accordance with the state's understanding of welfare. As a modern democracy, there are several economic functions that must be carried out in managing water resources, as stated by W. Friedman:

“Among the economic functions now generally undertaken by the state in modern democracies, he concentrates on four: those in which the state is (1) provider of social services; (2) regulator of private economic activity, through the licensing of investments, the management of exchange controls, and the like; (3) entrepreneur of a nationalized public sector; and (4) impire, seeking to meet the community's standard of justice in resolving conflicts and competing claims to economic resources, privileges and opportunities.”

Thus, considering that water includes the livelihood of many people, the State is given the authority to manage water resources in making policies that should pay attention to various factors, especially on the fulfillment of rights for the community. Guarantees for the fulfillment of these rights should be an important consideration in carrying out the functions of the state and government.
Hans Kalsen stated that law is included in the system of dynamic norms (nomodynamics) this is because the law is always formed and abolished by the institutions or authorities authorized to form and abolish it, so that in this case it is not seen from the perspective of its enactment or its formation. Therefore, the law tends to be dynamic, so the law will always develop and change along with the development of society, but still pay attention to the formal provisions that exist in forming or making laws. Likewise, the laws that are made may not accommodate all the interests of the community or are unfair, but they are still called laws as long as they meet the formality requirements in law formation.

3.2 The Right to Water as a Human Right

Access to safe water is a fundamental human need and, therefore, a basic human right. Contaminated water jeopardizes both the physical and social health of all people. It is an affront to human dignity, said Kofi Annan, the former secretary-general of the United Nations. Water is an essential human need. Not only as a basis for health and life, but also affects food production and the totality of human life. The right to water is a dimension of rights that stems from the “right to an adequate standard of living” and the “right to health”. In Article 25 of the Universal Declaration of Human Rights, it is stated as follows:

Everyone has the right to a standard of living that is adequate for the health and well-being of himself and his family, including the right to food, clothing, housing and health services, necessary social services, as well as the right to security when unemployed, sick, disabled, abandoned by his partner, old age, or other conditions that result in a decline in the standard of living that occurs outside of his control.

The Universal Declaration of Human Rights is a declaration containing human rights. This declaration is a common standard of achievement for all people and all nations. The UDHR contains rights which are further elaborated on in the International Covenant on Civil and Political Rights (SIPOL Covenant on Rights) and the International Covenant on Economic, Social and Cultural Rights (ECOSOB Covenant on Rights). Article 11 paragraph (1) of the Covenant on ECOSOB Rights provides an elaboration of the right to an adequate standard of living (as referred to in Article 25 of the Declaration Of Universal Human Right) as follows:

The States Parties to the present Covenant recognize the right of everyone to an adequate standard of living for himself and his family, including food, clothing and housing, and to the continuous improvement of living conditions. States Parties will take appropriate steps to ensure the realization of this right by recognizing the importance of international cooperation based on voluntary agreements.

Then, Article 12 paragraph (1) of the Covenant on ECOSOB Rights outlines the right to an adequate standard of living and the right to health (as referred to in Article 25 of the DUHAM) as follows:

The States Parties to the present Covenant recognize the right of everyone to the enjoyment of the highest attainable standard of physical and mental health. From the description above, it can be seen that the concept of Human Rights is developing dynamically following the development of the need for renewal of values that are considered to provide benefits for human civilization. If at the beginning of the establishment of the DUHAM the right to water was not explicitly referred to as a human right, it was more because many parties had understood that indeed water, as well as air, is fundamental to human life, so that mentioning the right to water as a separate right is considered as a repetition. But times have changed, humans need water to live but with the fact that development in the world is increasingly complicating the right to water, it is necessary to explicitly recognize the right to water along with the concepts and obligations of the state that accompanies it.
Based on the description above, it can be concluded that the philosophy of regulating water resources in the framework of legal reform is that between water, humans and God cannot be separated, they are permanent, namely social, cultural, emotional, and ritual relationships, spiritual which is reflected in the principles of religious-magical communalism, and cosmic contained in the BAL. There is a very steady relationship between Water, Humans and God reflected in religious perspectives, customary law views, ideological views and human rights.

Given that there are still serious problems related to the fulfillment of the right to water for the community in general, especially faced with the massive global agenda to liberalize and privatize water which often contradicts the idea and efforts to fulfill human rights to water itself, it is necessary a legal construction that aims to provide legal certainty and justice in the fulfillment of the right to water, namely in the form of a legal instrument that accommodates aspects of justice and human rights at the philosophical level.

Thus, in the formation of the Water Resources Law, in consideration of the philosophical basis it is constructed as follows: that water is a basic need of human life which is bestowed by God Almighty, therefore in its use it must provide a sense of justice and respect for human rights in fulfillment of the right to water for all Indonesian people.

3.3 Regulation of Legislation in the Field of Water Resources in Realizing People's Welfare in the Future

In the Indonesian constitution which is a guideline in the administration of the state, the provisions regarding the guarantee of the right to water for all Indonesian people are affirmed in Article 33 paragraph (3) of the 1945 Constitution of the Republic of Indonesia. State control over water as a natural resource of a national nature is for the fulfillment of people's welfare. Fulfillment of the welfare of all Indonesian people as a manifestation of the struggle of the Indonesian people in escaping from colonialism which has created suffering ends and the obligation of the Indonesian people to realize prosperity as a consequence of the agreement of all Indonesian people to establish a state called Indonesia.

In the context of the Indonesian state, those relating to earth, water and natural resources have been regulated in the constitution, namely the 1945 Constitution of the Republic of Indonesia Article 33 paragraph 3 whose purpose is to realize the greatest prosperity and prosperity for the people, nature is functioned to realize social justice. Indirectly that Article 33 paragraph 3 contains the greatest benefit. When analyzed with the theory of Jeremy Bentham and John Stuart Mill, the flow of utilitarianism, which puts benefit as the main goal of law. Benefit here is defined as happiness (happiness).

For this reason, it is strived for that happiness to be enjoyed by as many individuals as possible in the society (the nation) (the greatest happiness for the greatest number of people). In line with the historical school of law, one of the schools of law that influenced the development of law, which was developed by Frederich Carl Von Savigny, it is further said that law is not made but grows and develops together with the community and grows by itself from public awareness.

In the context of a legal state, Pancasila has a position as a legal ideal (rechts idee) which according to Bernard Arif Shidarta is an idea, initiative, creativity and thought regarding the law or perception of the meaning of law which contains three basic foundations, namely justice, usability and legal certainty. Bernard Arif Shidarta explained that the core of the legal ideals of Pancasila as the legal ideals of the Indonesian nation has core values, namely, divinity in one and only, respect for human dignity, national insight and insight into the archipelago, equality and feasibility, social justice, moral character and noble character, and participation and transparency in public decision making.
Jimly Asshidiqie argued that the precepts in Pancasila became the ideological philosophical basis for realizing the ideals of the state, namely: (a) protecting the entire Indonesian nation and the entire homeland of Indonesia; (b) improve general welfare; (c) the intellectual life of the nation; and (d) participate in carrying out world order based on freedom, eternal peace and social justice. Furthermore, Jimly Asshidiqie positioned Pancasila as the Staatsfundamentalnorm which was first conveyed by Notonagoro. Pancasila as a view of life and the basis of the state is seen as a legal ideal (rechtsidee) as a guiding star for law formation and law implementation. This position requires that the formation of positive law is to achieve the ideas in Pancasila and can be used to test positive law.

Thus, in the formation of legislation or in the formation of laws in the field of water resources, Pancasila as Staatsfundamentalnorm. For this reason, in the formation of law, its application and implementation cannot be separated from the values of Pancasila. Philosophically, the need to put back the meaning of Pancasila both conceptually and contextually as a philosophical ideological foundation becomes the mainstream in the management of water resources (SDA) based on Pancasila values. Pancasila should be interpreted in its entirety and comprehensively. This means that Pancasila is a necessity in the formation of legislation as a principle or basis both conceptually and in its implementation.

The existence of universal values in Pancasila should be imprinted in every aspect of community life, nation and state. These values come the foundation for sustainable development. Development must be based on the basic values of Pancasila. Within this framework, the values of Pancasila are realized to bridge the reality of society, nation and state with ideals which are the hopes and aspirations of the Indonesian nation. The existence of Pancasila ethics is needed to condition the government and people to always be at the original goal of establishing the nation.

Thus, based on the above description of the management of water resources (SDA) based on Pancasila values above, the model for regulating water resources (SDA) in future legislation is related to the water resources law to better accommodate community participation, especially the community. customary law which historically, philosophically, geographically and genealogically in their daily lives still provides respect, protection and fulfillment of the right to water for others, the environment and the Creator in their daily lives.

4 Conclusion

Based on the discussion of the description above, it can be concluded as follows:

There are still serious problems related to the fulfillment of the right to water for the community in general, especially in the face of the massive global agenda to liberalize and privatize water, which are often contradictory to the ideas and efforts to fulfill human rights to water itself. A legal construction is needed that aims to provide legal certainty and justice in the fulfillment of the right to water, namely in the form of a legal instrument that accommodates aspects of justice and human rights at the philosophical level. For this reason, in the formation of the Water Resources Law, the considerations on the philosophical basis are constructed as follows: that water is a basic need of human life which is bestowed by God Almighty, therefore in its use it must provide a sense of justice and respect for human rights in fulfillment of the right to water for all Indonesian people.

The existence of universal values in Pancasila should be imprinted in every aspect of the life of the community, nation and state. These values are the foundation for sustainable development. Development must be based on the basic values of Pancasila. Regulation of water
resources (SDA) based on Pancasila values, then the model of regulating water resources (SDA) in future legislation is related to the Water Resources Law to better accommodate community participation, especially customary law communities which historically, philosophically, geography and genealogy in their daily lives still provide respect, protection and fulfillment of the right to water for others, the environment and the Creator in their daily lives.

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Internal Quality of Eggs from Japanese Quail (Coturnix - Coturnix Japonica L.) Feded by Fermented Sauge Waste

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Abstract. Japanese quail (Coturnix-coturnix japonica L.) is one type of quail that can be developed to support animal protein sources' needs in fulfilling community nutrition. The quality and quantity of feed influences production and quality. Bean sprouts waste contains 63.35% water content, 7.35% ash content, 1.17% fat content, 13-14% crude protein, 49.44% crude fiber and 64.65% total digestible nutrient. The study aimed to obtain the best level of bean sprout waste in feed on the internal quality of quail eggs. This research has four treatments and uses a completely randomized design. The treatments were control (R0) treatment without fermented bean sprouts (LTF), P1 giving 5% LTF, P2 giving 10% LTF, and P3 giving 15% LTF. The egg weight, egg yolk diameter, yolk height, albumen height, yolk index, and Haugh units were measured. The data obtained analyzed for variance and if between treatments showed a significant effect, continued with Duncan's smallest total distance test. The results showed that the provision of fermented bean sprouts in the ration had a very significant effect (P<0.01) on albumen height and quail egg unit Haugh value. The study results show that the addition of fermented bean sprouts waste flour affects albumen height and unit Haugh value but does not affect egg weight, white diameter, yolk diameter, yolk height, and quail egg index.

Keywords: quail eggs; quality; waste bean sprouts

1 Introduction

Eggs are poultry products that are easily digested and have high nutritional value (Amin, 2017). The nutritional value of quail eggs is the same as other poultry eggs so that it can add variety in the supply of protein sources, containing 13.3% crude protein, 1993 kcal/kg energy, 0.63% crude fiber, 11.99% ether extract (Ambarwati et al., 2017). Knowledge of the internal quality of eggs includes the Haugh unit and egg yolk index (Yuwanta, 2010). According to Taylor and Field (2004), the quality standards according to the USDA for classifying eggs are as follows: quality factors in eggs include albumen height, egg yolk condition, air cavity size, and abnormalities. The waste used in this research is bean sprout waste. There is quite a lot of
bean sprout waste available, but its use for quail ration ingredients is still limited. Green bean sprouts waste has a high crude protein content of about 13.60%.

According to Amin (2017), research on quail fed with papaya leaf flour affects egg weight and egg yolk colour but does not affect yolk index, albumen index and Haugh unit values. Meanwhile, Fadila et al. (2018) examined quail fed commercial feed with garlic flour and cumin flour, stating that the addition of 1-2% garlic flour can improve the quality of quail eggs, especially in the quality of egg yolk colour. Arnollus et al. (2020), researching the appearance of female quail fed a feed containing fermented bean sprouts waste flour, stated that the addition of 0, 5, 10, and 15% bean sprout waste flour ration did not affect the appearance of female quail.

Therefore, it is necessary to study the internal quality of quail eggs fed fermented waste feed. This study aimed to determine the quality of quail eggs and obtain the best quality of quail eggs from the treatment of bean sprouts waste flour. The benefit of this study was to get data on the quality of the inside of quail eggs given fermented bean sprouts waste flour. It is hoped that the results of this study can be used as a source of information for further research and can provide information to quail farmers regarding the use of bean sprouts waste as female quail feed.

2 Research Methods

The materials used in this study were 48 female quail (Coturnix-coturnix japonica L.) aged 4 – 9 weeks, fermented bean sprouts waste with levels of 0.5, 10, 15%, commercial quail feed, and 80 quail eggs.

2.1 Research Location and Time

The research location is in Jalan Badak Agung X No.11, Br. Badak Sari, Sumerta Kelod, East Denpasar District, and the agricultural analysis laboratory, Faculty of Agriculture, Warmadewa University, Denpasar. Research starting in March 2021 and ending in September 2021.

2.2 Research Methodology

This study had four treatments and four replications. The study used a completely randomized design. Quail eggs used to measure egg quality were eggs from laying eggs at week 7 to week 8. Egg samples were taken randomly from each experimental unit. The treatments applied are:

- P0 = eggs from quail fed control feed or without the addition of fermented bean sprouts (LTF)
- P1 = eggs from quail fed with 5% LTF
- P2 = eggs from quail fed with 10% LTF
- P3 = eggs from quail fed a feed containing 15% LTF.

2.3 Observed Variables

Egg Weight

Egg weight was obtained by collecting and weighing eggs from quail at 8-9 weeks of age. The eggs were collected and then weighed using a digital scale with a sensitivity of 0.01 g.

Egg Yolk Diameter

The procedure for measuring the diameter of the yolk is as carried out by (Andi, 2013) by placing the broken egg on flat glass and then measuring the diameter of the yolk using a calliper.
High Egg Yolk
Measurement of the height of the yolk is by placing the broken egg on the flat glass. Then the size is measured using a toothpick, the egg yolk that is imprinted on the toothpick is measured with a calliper (Andi, 2013).

2.4 Albumen Height
The albumen measurement procedure (Andi, 2013) was carried out by placing the broken egg on flat glass. Then the height was measured using a toothpick, then measured using a calliper.

2.5 Egg Yolk Index (IKT)
The calculation of IKT is the ratio of the height of the yolk to the diameter of the yolk. BSNI (2008) explains the calculation to determine the Egg Yolk Index (IKT) using the following formula:

\[ \text{IKT} = \frac{\text{High egg yolk}}{\text{Egg Yolk Diameter}} \]

2.6 Haugh Units (HU)
HU calculation is a measurement of albumen height and egg weight. Eggs weighed using a digital scale are broken down, the egg fragments are placed on flat glass. Then the albumen height was measured using a calliper. Panda (1996) states the formula for the haugh unit made by Raymond Haugh, namely:

\[ \text{HU} = 100 \log (H + 7.57 - 1.7 W^{0.37}) \]

Description: \( H \) = Haugh Unit
\( W \) = Egg Weight (g)

2.7 Data analysis
The data obtained were analyzed by ANOVA using the SPSS 24 application. The treatment that gave a significant effect was continued with the Duncan test at 5% level (\( P < 0.05 \)) (Steel and Torrie, 1991).

3 Results and Discussion

The results showed a significant effect (\( P < 0.05 \)) on egg albumen height and a very significant (\( P < 0.01 \)) effect on the Haugh Unit value. However, it had no significant effect (\( P > 0.05 \)) on egg weight, yolk height, yolk diameter, and egg yolk index, as shown in Table 3.1 below.

| Table 1. Average Internal Quality Value of Eggs from Quail Feeding Fermented Sprout Waste Flour |
|-----------------------------------------------|--------|--------|--------|--------|--------|
| Research variable                            | R0     | R1     | R2     | R3     | SEM    |
| Egg Weight (g/egg)                            | 9.81a   | 10.11a | 10.57a | 11.03a | 0/18   |
| Egg Yolk Height (cm)                          | 0.90a   | 0.94a  | 0.92a  | 0.90a  | 0.03   |
| Egg Yolk Diameter (cm)                        | 2.74a   | 2.69a  | 2.68a  | 2.66a  | 0.09   |
| Albumen Height (cm)                           | 0.23b   | 0.24ab | 0.26a  | 0.26a  | 0.03   |
**Information:**

1. R0: control ration
   - R1: ration with 5% fermented bean sprout waste flour
   - R2: ration with 10% fermented bean sprouts waste flour
   - R3: Ration with 15% fermented bean sprout waste flour

2. Values with the same letter in the same row indicate a non-significant difference (P>0.05) and values with different letters in the same row indicate a significant (P<0.05) and very significant difference (P<0, 01).

3. SEM (Standard Error of Treatment Mean).

### 3.1 Egg Weight

The average weight of quail eggs in the study was 9.81 – 11.03 g/egg (Table 3.1). The results of the variance test showed no significant difference (P > 0.05) for all treatments of fermented bean sprouts waste flour. The lowest egg weight was indicated by the control treatment (R0), then at R1, R2, and the highest at R3. This meant that rations containing fermented bean sprouts waste flour to female quail did not affect egg weight.

The egg weight range from the study was higher than the egg weight from the research by Satria et al. (2021), who used cassava flour silage in quail rations and obtained the egg weight range from 8.08 to 8.96 g/egg. In Claudia's (2014) study, which added turmeric, temulawak, and white ginger flour to the quail ration, the egg weights were 10.0 – 10.67 g/egg. According to Parizadian (2011), quail eggs weigh about 10 g -12 g (about 8% of the bodyweight of the parent). Many factors affect egg weight, such as genetics, sexual maturity, age, several nutrients, type and amount of feed, cages, and drugs (Syahada, 2016).

### 3.2 High Egg Yolk

The results of the analysis of high variance in egg yolks (Table 3.1) showed no significant difference (P > 0.05) at all levels of administration of fermented bean sprouts waste flour. The yolk height at R0 and R3 was 0.90 cm, R2 was 0.94 cm, and R2 was 0.92 cm. Yolk height is influenced by several factors, such as protein and amino acids in the feed (Triastiarti et al., 2017). The components that make up the vitamin membrane that holds egg yolks are proteins and amino acids. Bean sprouts waste flour used as a treatment contains high protein and amino acids, increasing crude protein in the ratio. The protein content of the ratio that meets the needs significantly influences egg yolk height (Argo et al., 2013).

### 3.3 Egg Yolk Diameter

In Table 3.1, the analysis results of the various diameters of egg yolks were not significantly different (P > 0.05) at all treatment levels of fermented bean sprouts waste flour. In this study, the average yellow diameter was 2.66 cm at R3, 2.68 cm at R2, 2.69 cm at R1, and 2.74 cm at R0. Still, these values were not significantly different (P>0.05). This means that giving fermented bean sprouts waste flour to quail can maintain the diameter of the yolk. The wider diameter of the yolk indicates that the yolk is getting thinner, or there is a decrease in internal quality (Argo et al., 2013).

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<td>77.48bc</td>
<td>79.26ab</td>
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3.4 Albumen Height
Table 3.1 shows that the treatment level of bean sprout flour had a significant effect (P<0.05) on the albumen height of quail eggs. Duncan test results showed that the treatment R0 was significantly lower than R2 (10%) and R3 (15%), but the albumen height at R0 was not substantially different from R1 (5%) given fermented bean sprouts waste flour. The higher the level of fermented bean sprouts wastes flour, the higher the albumen level. This is because bean sprout flour is a good source of protein for livestock, the adequacy of protein intake in feed is one factor that affects the quality of egg whites (the higher and thicker) (Amin et al., 2015).

3.5 Egg Yolk Index (IKT)
The treatment of fermented bean sprouts waste flour level showed no significant difference (P>0.05) to the quail egg yolk index value. The quail egg yolk index value ranged from 0.33 to 0.34, namely 0.33 at R0 and 0.34 at R1, R2 and R3. (Table 5.1). This shows that the egg yolk index is relatively the same for all treatments. The addition of fermented bean sprouts waste flour in quail rations did not affect egg yolk height and yolk diameter so that the yolk index value was not significantly different. The yolk index shows the quality of the yolk, which is the ratio between the height of the yolk and its diameter (Suparyanti et al., 2013). According to the Indonesian National Standard (SNI 3926:2008), the index value of fresh egg yolks ranges from 0.33–0.52.

This study’s egg yolk index value was lower than the results of Satria et al. (2021), who used cassava leaf flour silage in quail rations to get an egg yolk index value range of 0.34–0.39. Kurnia (2012), using papaya flour in quail rations, got an egg yolk index value range of 0.39 – 0.44. The decrease in the yolk index can occur due to the entry of water and egg white into the yolk, due to the difference in osmotic pressure between the egg white and the yolk, so that the yolk becomes watery (Kusumastuti et al., 2012).

Haugh Unit (HU)
The study results (Table 3.1) show that the treatment of fermented bean sprout dregs flour had a significant effect (P<0.01) on the Haugh value. The Haugh unit value in the control (R0) of 77.02, very significantly lower (P<0.01) than the haugh unit value of R2 of 79.26 and R3 of 80.02 and R1 differing significantly lower than R3. The highest haugh unit value was obtained in treatment R3 (15% bean sprout waste flour). Meanwhile, the Haugh unit values between R0 and R1, R1 and R2, and R2 and R3 were not significantly different (P>0.05), as shown in Table 3.1. This is due to the difference in albumen height obtained. The albumen height from the study was 0.26 cm at R2 and R3, which was significantly different from R0 at 0.24 cm. A high Haugh unit value indicates a thicker albumen viscosity.

According to Kusumastuti et al., (2012), the higher the Haugh unit value, the higher the ovomucin which means the better the egg quality. This follows the opinion of Amin et al. (2015), which states that albumen height, feed nutrition, protein intake, and egg weight can affect the Haugh unit value. Mulyadi et al., 2017 also stated that the higher the albumen value, the higher the Haugh unit value produced (positively correlated). Haugh unit is a parameter of egg freshness quality calculated based on egg white height and egg weight.

According to the United State Department of Agriculture (USDA), egg quality is based on the haugh unit (HU) value, AA quality if the haugh unit value is more than 79, A rate if the haugh unit (HU) value is between 79-55, B quality if the haugh unit value is 55-31 and C quality if the haugh unit value is less than 31 (Suparyanti et al., 2013). The Haugh values of the research units on R2 and R3 were 79.26 and 80.02, including AA quality, R1 and R0 including A quality (77.48 and 77.02). The higher the level of giving fermented bean sprouts flour, the higher the Haugh value of the egg unit. It can be said that the better the quality of the eggs.
The haugh value of this research unit is higher than the haugh value of the research unit reported by Syahada (2016), which adds shrimp waste in commercial quail rations, which is 61.33. However, the haugh value of this research unit is lower than the results of Amin et al. (2015), who reported the haugh value of quail eggs with the addition of turmeric extract in drinking water of 88.95 – 89.27.

4 Conclusion

Giving 10% to 15% fermented bean sprouts waste flour in female quail rations can increase albumen height and egg unit Haughs, but has not increased egg weight, yolk height, yolk diameter, and egg yolk index. The best internal quality of quail eggs was produced by giving 15% fermented bean sprouts waste flour in the female quail ration. It significantly increased the albumen height and haugh unit of eggs.

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References


The Concept of Conservation of Colonial Buildings on the Dutch Route to Singaraja, the Heritage City

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Abstract. The city of Singaraja in North Bali as one of the old cities in Bali has many cultural heritages including the Dutch route. The Dutch colonial government built this route after controlling Bali in 1846 and making Singaraja City the center of its government. Along this route, city facilities such as offices, trade, public service facilities and official residences will be built. Since being proclaimed as a tourism object, this area has undergone many changes and even the destruction of these buildings. This research is about the approach to the conservation of colonial buildings along the Dutch route in Singaraja City to Pusaka City. The research method uses a combination method of sequential explanatory models. Law Number 26 of 2007 concerning Spatial Planning even implies the importance of preserving cultural values that develop in the community in the implementation of spatial planning, meaning that the implementation of spatial planning must pay attention to various aspects, including the cultural values contained in historical areas. Meanwhile, Law Number 11 of 2010 concerning Cultural Conservation states that cultural heritage is the nation's cultural wealth as a form of thought and behavior of human life which is important for understanding and developing history, science, and culture in the life of society, nation and state so that need to be preserved. Conservation itself is a controlled change, a part of change in response to the challenges of the times, without losing valuable assets and values that must be preserved. This sustainability is what makes a city stand out in the midst of an epidemic of uniformity.

Keywords: colonial building; conservation; heritage city

1 Introduction

Culture is that complex which includes knowledge, belief, art, morals, law, customs and other capabilities and habits acquired by humans as members of society. Culture is studied, the origin of the Sanskrit word comes from the word budhayah which means mind or reason (Istiqomah, 2010). Culture in Latin comes from the word Colere, which means to cultivate the land. So, culture in general can be interpreted as everything that is produced by the human mind (mind) with the aim of cultivating the land or place of residence, or it can also be interpreted as all human efforts to be able to carry out and maintain their lives in their environment. Culture
can also be interpreted as a set of learned experiences, referring to certain socially transmitted behavior patterns (Martokusumo, 2017).

Today is the era of globalization, this affects almost all aspects of life in society, including the cultural aspect. Indonesia with cities that are hundreds of years old and formed with certain characteristics, are now experiencing systematic destruction and are increasingly being driven by the flow of globalization which has caused the erosion of the city's identity. The increasing loss of identity causes the phenomenon of urban development that tends to be homogeneous (Hanum et al., 2012).

Future sustainable development should be able to sustain various valuable heritages and selected dynamics of the times, including being a tool and capital in the cultural and economic development of the city, so that urban development is a manifestation of human efforts to develop their civilization. Law Number 26 of 2007 concerning Spatial Planning even implies the importance of preserving cultural values that develop in the community in the implementation of spatial planning, meaning that the implementation of spatial planning must pay attention to various aspects, including the cultural values contained in historical areas (Warella & Hariani, 2008).

Cultural Conservation is the cultural wealth of the nation as a form of thought and behavior of human life which is important for understanding and developing history, science, and culture in the life of society, nation and state so that it needs to be preserved. Conservation itself is a controlled change, a part of change in response to the challenges of the times, without losing valuable assets and values that must be preserved. This sustainability is what makes a city stand out in the midst of an epidemic of uniformity. It is this consistency that makes a city or village respected and appreciated, which makes its citizens comfortable and peaceful in the harmony of its space, and makes guests and visitors enjoy quality and characterful treats (UU-RI No. 11, 2010).

Urban growth is often a parameter for the success of a city's planning. On the other hand, unplanned urban growth will become an urban burden. Physically, the growth of the city is an expansion both horizontally and vertically. The growth of cities in Indonesia will affect the buildings in Indonesia. The more people there will be able to destroy or ignore the assets owned by Indonesia. In fact, if seen, Indonesia will be rich in culture and nature. But if the wealth cannot be maintained or managed properly, then the wealth can be destroyed (Tonapa et al., 1991).

It is undeniable that long-term preservation and enrichment are necessary for various economic, educational and research interests in order to maintain heritage values. It is a big undertaking to realize Heritage Cities in Indonesia as world heritage cities. Regency/City governments must be able to work with heritage communities, the business world and local universities to continue to be committed to marrying the potential of the past, where unique landmarks and the breath of tradition must be maintained as their spirit, then transformed into the present era in a sustainable urban development (Sugihartoyo & Widagdo, 2010).

The pattern of the old city of Singaraja, initially stretched linearly from the Great Crossroads (Catuspata) in front of Puri Kanginan to the Old Port of Buleleng, in the past this route was the "King's Route" namely the King's Path making visits to meet the people. But after the Dutch East Indies government controlled the Bali area in 1846 and made Singaraja City the center of government on the island of Bali. The Dutch began to form a government center to the west of Puri, which stretched linearly from the Resident Office towards the Old Port of Buleleng. This pattern at that time was called the "Dutch Line". Along this route, only office facilities (residential offices), trade, public service facilities and official residences for Dutch employees and soldiers were built (Kurniawan et al., 2013; Salain, 2003).
Currently, some of the colonial architectural heritage buildings are still in their original state without any changes in terms of building architecture. The government itself, as stated in the Singaraja City Environmental and Building Plan, has established policies for the management and preservation of buildings in the Dutch colonial style along Jalan Ngurah Rai, Jalan Gajah Mada, Jalan Veteran and Jalan Pahlawan for tourism activities. Since it was declared a tourism object, this area has undergone many changes. The demand for new facilities in this area has resulted in the replacement of old buildings with new buildings (Kurniawan et al., 2015; RTBL-Kab. Buleleng, 2005).

2 Research Methods

Conservation Principle

Several principles that need to be considered in the implementation of conservation activities are first, conservation is based on respect for the original state of a place and minimal physical intervention of the building, so as not to change the historical evidence it has. Second, conservation is intended to rediscover the cultural meaning of a place and must be able to ensure its security and maintenance in the future. Third, the conservation of a place must consider all aspects related to its cultural meaning, without emphasizing only one aspect and sacrificing other aspects.

Fourth, a historical building or work must remain in its historical location. Transfer of all or part of it is not permitted, unless it is the only way to ensure its sustainability. Fifth, conservation maintains a suitable visual background such as shape, scale, color, texture, and building materials. Any new changes that have a negative impact on the visual background must be prevented. Sixth, the appropriate conservation policy for a place must be based on an understanding of the cultural meaning and physical condition of the building (Kurniawan & Arthana, 2018; Salain, 2003; Wongso & Alvares, 2003).

Approach in Conservation

Conservation is an umbrella term for all conservation activities in accordance with international agreements. Several approaches in conservation activities that have been agreed upon are (Kurniawan et al., 2015; Mahmud et al., nd; Pawitro, 2015) restoration (in a broader context) is the activity of returning the physical formation of a place to its previous condition by removing additional addition or reassembly of existing components without the use of new materials. Restoration (in a limited context) is a restoration activity to return buildings and the cultural heritage environment as closely as possible to their original form based on supporting data about architectural forms and structures in their original state and so that the technical requirements of the building are fulfilled.

Preservation (in a broad context) is the activity of maintaining the physical formation of a place in an existing condition and slowing down the physical formation from the damage process. Preservation (in a limited context) is a part of care and maintenance, the point of which is to maintain the current state of the building and the cultural heritage environment so that the reliability of its function is well maintained. This includes maintenance and may (because of its condition) include preservation, restoration, reconstruction, consolidation and revitalization measures. Conservation (in a limited context) of buildings and the environment is an improvement effort in the context of restoration that focuses on cleaning and monitoring materials used as building construction, so that the technical requirements of the building are met (Kurniawan & Arthana, 2018; Salain, 2003).
Reconstruction is a restoration activity to rebuild and repair as accurately as possible buildings and the environment that were destroyed due to natural disasters, other disasters, damaged due to neglect or the necessity to move locations due to one of the emergency reasons, using the remaining materials or saved by the addition of new building materials and make the building functional and meet the technical requirements. Consolidation is a restoration activity that focuses on strengthening, strengthening damaged or weakened structures in general so that the technical requirements of the building are met and the building remains functional. Consolidation of buildings can also be referred to as stabilization if the damaged or weakened structural parts are dangerous to the strength of the structure (Kurniawan & Arthana, 2018; Pawitro, 2015).

Revitalization is a restoration activity that aims to obtain optimal added value economically, socially and culturally in the use of cultural heritage buildings and environments and can be part of the revitalization of the old city area to prevent the loss of historically valuable city assets because the area is experiencing a decline, productivity. Restoration is an activity to repair or restore buildings and cultural heritage environments to their original form and can include structural repair work that can be accounted for from archaeological, historical and technical terms (Grahadwiswara et al., 2014; Kurniawan et al., 2013).

Heritage City

The concept of heritage includes the categories of natural, cultural and natural heritage. The 1972 UNESCO Convention formulated the contents of the concept of cultural heritage including architectural monuments, monumental paintings, natural archaeological structures, inscriptions, cave dwellings that have universal and prominent characteristics from the point of view of historical, artistic and scientific values. Cultural heritage must meet five criteria (Kurniawati, 2004; Widyawati & Syahbana, 2013): (1) over 50 years of age; (2) consists of elements of tangible (tangible) and intangible (intangible) culture; (3) is a living and dead monument; (4) represent the style of a particular place, period or community lifestyle; (5) contains universal and eminent values from the point of view of history, art, archeology, anthropology and knowledge.

Heritage City according to several references is defined as a city that has a thick history, rich natural heritage, cultural heritage that has both physical and intangible value, as well as a whole knitted heritage as an asset within the city area or part of a city area that lives, develops, and is managed effectively. In early 2010 the first national working meeting (Rakernas I) of the Indonesian Heritage Cities Network (JKPI) was held in Ternate, North Maluku Province. In the National Working Meeting, a commitment was signed with district/city regional leaders to maintain, protect and preserve the diversity of natural, natural and cultural heritage as cultural heritage which was agreed in the 2009 Sawah Lunto Declaration (Kurniawan et al., 2015; Mahmud et al., nd; Pawitro, 2015).

3 Results and Discussion

3.1 Heritage City Profile

The Singaraja City area is a center for the orientation of urban activities, the main goal of development is to try to restore the image of the city while still paying attention to the historical value and the increasing development of the city in various economic activities. Besides that, it also seeks to develop urban activities for tourism, trade and business activities while still prioritizing historical-cultural values that already exist in urban areas.
Consumption of historical heritage to experience the past supports urban revitalization. The activity of utilizing this historic building has been widely known, especially in European countries and also in Asian countries such as Singapore and Thailand. All of them provide a positive precedent for revitalization cases, both physically and socially. Historic heritage serves as symbolic consumption material for tourists to encourage revitalization. Each city has an area of historical value as one of the forerunners of the center of community activities. However, with the passage of time and the incessant development of urban areas, the area is often neglected and loses its identity. Structuring and revitalizing this area is an effort to restore and revive the functions of urban areas that have existed in the past so that they can function again in the present and in the future (sustainable).

The development of the research area is growing rapidly, causing the role of the area to become important for Singaraja City & Buleleng Regency. The existence of government offices, public facilities, historical buildings, statues/tugu/monuments, important activity centers (nodes) & open space to build the image of the area. The research location is a center for district-scale government office activities & health services as well as an education area while still paying attention to & preserving buildings with Dutch Colonial Architecture which have historical and historical values. It is concluded that the existence of the research area is very large for the development of Singaraja City.

3.2 Significance of Heritage City
Importance and Excellence
Singaraja City Center still has many heritage assets that contain historical and philosophical religious importance. Singaraja City as a Colonial City The emergence of office buildings, health buildings (RSAD Wirasatya), churches, construction and repair of roads, irrigation canals, office buildings, barracks or prisons and the Office of the Governor General of the Bali-Nusra Region (now the Regent's Office). Singaraja City as a City of Culture was built by Puri Agung Singaraja (Puri Gede Buleleng), Puri Kanginan, and other supporting castles. The construction of the Jagatnatha Temple, the construction of the Buleleng Market and other cultural assets.

Authenticity and Integrity
Signs of the colonial era "colonizers" are illustrated by the buildings above, the construction of office buildings, educational buildings, and health buildings. During this era, Catuspatha was also transferred from the front of Puri Gede to the Governor General's Office at that time. Housing construction is also carried out such as the house of I Gusti Bagoes Oka, Dewa Sukrawan's house, Nyoman Sujana's house, Made Ariasa's house, Jero Mangku Ketut Sutita's house along Jalan Ngurah Rai is a representation of "colonial" colonial architecture that reflects power, colonialism, and at the same time commodity. Money and power became commanders in changing the face of Singaraja and the Netherlands did so. The city of Singaraja has two faces, namely tradition and colonial. Similarly, when Japan later defeated the Dutch Colonial and controlled the territory of Indonesia, including Bali and Singaraja City.

The next marker is the era of "freedom" independence after the proclamation of August 17, 1945, the appearance of Singaraja City through architectural works that carry a modern lifestyle. Changes in the function of paddy fields accompanied by the loss of subak contributed to reducing the growth of agrarian culture. Colonial culture and services changed slowly but surely the attitudes and behavior of urban people which eventually touched their dwellings.

Safeguards that need to be taken
With the inclusion of Singaraja City into the Indonesian Heritage City Network organization, it is appropriate for the government and all components of society and the public
to pay attention to the requirements for maintaining or preserving heritage. Preservation according to Burra Chapter (in Budihardjo, 1991:11) is mentioned as a whole process that shows a place that still maintains the meaning of "significance" of its culture.

The four stages of preservation treatment are mentioned as, 1) Preservation, 2) Restoration, 3) Reconstruction, and 4) Adaptation (sometimes equated with Revitalization). Another expert opinion, namely Dobby (in Budihardjo, 1991: 11) proposes that the boundaries as well as the notion of preservation are grouped in the colonial model, namely: 1). Preservation, 2). Restoration, 3). Reconstruction, 4). Adaptation, 5). Rehabilitation, 6). Treatment, 7). Repair, 8) Demolition, and 9). Conservation. In the implementation of conservation, the determination of model selection is largely determined by the object.

3.3 Challenges and Problems in Preserving Heritage Assets

Various challenges and very crucial problems are faced by various heritage assets including the implementing actors in carrying out heritage conservation. Examples of challenges and problems include: 1. Natural Disasters 2. Human Activities 3. Urban Development Urges both in the fields of transportation, tourism, and economic pressures. 4. Government Governance 5. Limited Education and Human Resources Conservation 6. There is no Perda or Perwali that specifically regulates heritage areas.

3.4 Action Plan

Heritage City Management

Heritage City Management requires positive synergy from various parties, not only from institutions and stakeholders, but also involves activities related to heritage asset management starting from mapping/inventorying, planning, processing design, utilization and others. The City of Singaraja realizes that from the results of mapping the potential advantages of heritage so far, it is still necessary to carry out renewal mapping to identify developments that occur and optimize the mapping results in each subsequent process.

In the current development where heritage management has entered a stage that invites greater participation from the community, namely the role of private groups, then heritage city management efforts that prepare conducive conditions for private group partnerships (Public Private Partnership) can be realized, including by formulating policies in at the regional level such as the regional regulation on heritage conservation, namely: a Institutional and Stakeholder Roles, b Inventory, Analysis and Determination of Heritage, c Information, Education and Promotion, and d Disaster risk management for heritage

Heritage City Planning and Design

The benefits of establishing a heritage area are not solely for economic, tourism and romantic purposes. Behind these interests, the determination of heritage areas is also useful as an effort, 1) maintaining continuity (continuity, 2) improving the quality of civilization, and 3) so that future generations do not lose track. These three benefits are undeniable if they lead to an increase in income, job opportunities and the most important thing is the issue of image through identity.

The identity that is displayed through physical form in the form of architecture blurs the image of how the people of Singaraja City, who are predominantly Hindu, deal with pluralism and multi-culture. Wisdom through absorption and integration through adaptation, acculturation, and others makes the architecture in Singaraja City rich in markers and symbols. In other words, it can be stated that architecture is a testament to how flexible social relations were at that time, either through power, trade, or art, namely:
a. Character and life development
The formation of community identity through activities that breathe the thickness and advantages of unique heritage from the region is also always highlighted in the development of heritage in Singaraja City. The policy of wearing endek ikat weaving as a uniform for Singaraja City government employees is one form of this effort.

b. Heritage economic development
Heritage management is not a dichotomy with economic development. In fact, with the development of superior heritage, various job opportunities can be opened for creative heritage management activities which ultimately improve the economic level of the community.

c. Building and Open Space Design
The diversity of heritage in the form of buildings and open spaces is an asset that can be developed by design. In this case, the application of conservation principles in its implementation needs to be carried out to keep important values from fading with changes and dynamic developments carried out.

d. Spatial Planning and Natural Environment
Spatial planning is the basis or reference for spatial policies for cross-sectoral and regional development so that the use of space can be synergistic and sustainable. The Regional Spatial Plan (RTRW) has established spatial norms for the use of urban space. The elaboration of the RTRW is carried out through detailed spatial plans as well as building and environmental planning plans.

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Customary Sanctions for Violation of Health Protocols amid the Covid-19 Pandemic in the Traditional Village of Tabanan City

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Abstract. The emergence of Covid-19 terribly shocked the world. The impact caused by the virus is not only related to health issues but also other aspects of people’s lives, especially economic aspects. Bali, an area that relies on the tourism sector, of course experiences a slump because the government closes access to enter the island in an effort to prevent the spread of the virus, in addition to implementing various regulations to suppress the high graph of the death rate resulted from the virus transmission. However, it turns out that the step has not shown effective results, as evidenced by the increasing number of areas in Bali that are included in the red zone category, one of which is the city of Tabanan. The next step taken is assign the government in each region to apply customary sanctions for violators of health protocols. This article discusses the customary sanctions imposed for violations of health protocols in Tabanan City and the effectiveness of these sanctions in the community. The research problem will be answered by using an empirical legal research method related to research data as analysis material. The objective of investigation is to reveal what traditional sanctions are implemented as a measure to prevent the spread of Covid-19 and the effectiveness of these sanctions. The results obtained are that in the city of Tabanan several customary sanctions have been established for violators of the health protocol, but these sanctions do not appear to be effective in breaking the chain of spreading the Covid-19 pandemic.

Keywords: customary sanctions; health protocols; tabanan

1 Introduction

At the beginning of 2020 the world was shocked by an unexpected terrible situation, namely the emergence of a new virus whose impact was fatal because it was deadly. Without warning, this virus can be claimed to destroy the life cycle of people in all corners of the world, one of which is in Indonesia. The virus which experts refer to COVID-19 - an abbreviation of Corona Virus Disease 2019 - is described as a disease caused by infection with the SARS-CoV-2, which first appeared in the city of Wuhan, China in December 2019. The death rate caused by the virus
is unmitigated. Since the beginning of the outbreak of the virus to date the death rate continues to increase. This is what causes WHO to place various countries in the world, including Indonesia, into a pandemic period and urges all countries to always be on alert.

Covid-19, which is categorized as a pandemic, not only has a major impact in the form of attacking public health but also has a very large impact on the economic sector. In an effort to prevent the spread of the virus, the government implemented regulations to make people stay at home and emphasized the implementation of Work from Home for schools and offices. Offices, restaurants, shopping centers, hotels, and all sectors deemed to cause crowds are closed for an indefinite period of time. This has a very worrying impact because not a few companies have decided to close their businesses and laid off their workers.

The alarming impact of the Covid-19 pandemic is also felt by people living in Bali. The island of Bali, which has been relying heavily on the tourism sector, has certainly experienced a very large impact, especially with the closure of entry access either by air, land, or water. To prevent the spread of the virus, the provincial government of Bali has taken various ways. One of the actions having been taken in question is issued an appeal to the public to always apply health protocols. The health protocols include everyone washing their hands regularly, always wearing a mask in performing any activity, and keeping a distance from other people when in a crowd. In public places, such as in markets, supermarkets, restaurants, government and private offices, and other public places, hand washing facilities are provided, visitors are always ensured to apply hand sanitizer before entering the public place, and measurement of body temperature is also mandatory for everyone.

The appeal to the public to stay at home and to obey health protocols does not seem to be able to reduce the rate of transmission of Covid-19. There are still many areas in Bali that are set to fall into the red zone category. Based on data sourced from pendataan.baliprov.go.id, it can be seen that a significant increase was shown by cases of infection, recovery, or death. The highest soaring increase in cases of infection with the virus occurred from August to September with a total of 3671 cases and the highest number of deaths occurred in August to September, where 207 people died due to it. Even so, the cure rate is also not small. As of October, 10,624 patients with Covid-19 have been cured.

The data obtained shows that, in Bali itself, prevention against the spread of this virus is still ineffective. Moreover, in September, one of the regencies in Bali that was included in the red zone was Tabanan district. Spokesperson for the Covid-19 Task Force, Wiku Adisasmito, said there were 38 districts/cities that experienced a change from a moderate risk (orange zone) to a high-risk zone (red zone) for Covid-19 transmission, one of the districts/cities in question is Tabanan (source: bali.tribunnews.com). It should be noted that the zoning is based on three indicators, namely epidemiology, public health surveillance, and health services. With these three indicators, the government sets zoning red (high risk), orange (medium risk), yellow (low risk), and green (no cases). Then in October, news was re-released, and it was stated that the cities of Denpasar and Tabanan were again included in the red zone for the spread of the Covid-19. This status appeared due to the spike in Covid-19 cases since the last few days (source: radarbali.jawapos.com).

Seeing this phenomenon, the government does not want to be desperate in protecting all its people. Knowing that the appeals or regulations given by the central government do not also show results, then the next step taken is to completely hand over the responsibility to the local government to think of the right way of preventing the pandemic according to the culture of the people and culture in the area. In this case, the governor of Bali established a rule, namely the Regulation of the Governor of Bali Number 46 of 2020 concerning the Implementation of
Discipline and Law Enforcement of Health Protocols as an Effort to Prevent and Control Corona Virus Disease 2019 in the New Normal.

The governor regulation was formed with the consideration that, in the context of implementing Presidential Instruction Number 6 of 2020 concerning Discipline Improvement and Law Enforcement of Health Protocols in the Prevention and Control of Corona Virus Disease 2019 and Instruction of the Ministry of Home Affairs Number 4 of 2020 concerning Technical Guidelines for Drafting Regional Head Regulations in the Framework of Implementing Discipline and Law Enforcement Protocol Health as an Effort for Prevention and Control of Corona Virus Disease 2019 in the Regions, governor regulations need to be stipulated, namely regarding the Implementation of Discipline and Law Enforcement of Health Protocols as an Effort for Prevention and Control of Corona Virus Disease 2019 in the New Normal.

In addition to referring to the regulations made by the Governor, cities in Bali Province that are declared to be in the red zone or areas experiencing a very high spread of Covid-19, are urged to form regulations that apply in their respective cities or traditional villages. Based on this, this paper discusses what traditional sanctions are imposed for violations of health protocols in Tabanan City and whether these sanctions are effective or not.

2 Research Methods

This study uses an empirical research method. According to Soerjono Soekanto, sociological legal research encompasses the research on legal identification (unwritten) and research on legal effectiveness. In this study, the statute approach, conceptual approach and analytical approach were used. Data collection techniques used in this research are interview, document study and observation techniques.

3 Results and Discussion

3.1 Customary Sanctions for Violation of Health Protocols in Tabanan City

“Indonesia is a State of Law”. Who has never heard this expression when speaking of legal issues in Indonesia? Every state that adheres to the principle of the rule of law cannot be separated from the principle of legality as a requirement in all forms of government action that must be based on valid and written legislation. With such a statement, then it can be argued that written laws and regulations must be formulated and promulgated first or must exist before administrative actions or actions are violated. Thus, every act or administrative action of a State agency/official must be based on rules and procedures.

In the constitution it is stated that the Indonesian state is a State of Law (rechtsstaat), not a State of Power (machtsstaat). It includes the notion that there is recognition of the principle of the rule of law and the constitution, the adoption of the principle of separation and restriction of power according to the constitutional system regulated in the Constitution, there are guarantees for human rights in the Constitution, there is a judicial principle, which is free and impartial, which guarantees equality of every citizen under the law, and guarantees justice for everyone, including against abuse of authority by those in power.

Since the law has been one of the important components in the government’s space to provide guarantees of protection for the community, then everything needs to be based on the rules, as well as the handling of the Covid-19 Pandemic that we have been facing for several
years. The Covid-19 pandemic has had a huge impact on people’s lives, especially in the social, health and economic sectors. In the last 1 year, although the adaptation of new habits has been implemented, the spread of the epidemic continues to soar. Along with these conditions, the government has issued various legal products to suppress and overcome the spread of the virus.


b. Perppu No. 2 of 2020 concerning the Third Amendment to Law Number 1 of 2015 concerning Stipulation of Government Regulations in Lieu of Law Number 1 of 2014 concerning the Election of Governors, Regents, and Mayors to become Laws.

c. PP (Government Regulation) No. 21 of 2020 concerning PSBB (Large-Scale Social Restrictions) in the Context of Accelerating the Handling of Covid-19.


f. Keppres No. 7 of 2020 concerning the Task Force for the Acceleration of Handling Covid-19 as has been changed to Keppres No. 9 of 2020.

g. Permenkes (Regulation of Ministry of Health) No. 9 of 2020 concerning Guidelines for Large-Scale Social Restrictions in the Context of Accelerating the Handling of Corona Virus Disease 2019 (Covid-19).

As for the Province of Bali itself, there are a number of rules regarding the handling of Covid-19 that have been issued, such as:


With the various legal rules regarding health protocols amid the Covid-19 pandemic in Bali Province, it shows the readiness of the Bali Provincial Government to deal with the spread of the virus. Based on the rules mentioned above, in carrying out their duties, the task force must comply with the protocols set by the government, which include five things, namely communication protocols, education areas, public areas and transportation, especially entrances to Indonesia and health protocols.

In addition, there are also important matters related to the handling of the Covid-19 pandemic in the Province of Bali; first, ensuring an increase in disease handling capacity, particularly in health facilities; second, ensuring the availability of facilities related to
prevention and transmission such as masks, hand sanitizers and disinfectants; third, increasing the capacity for early detection and prevention at entrances such as airports and ports; fourth, increasing efforts to control the spread of the virus by limiting activities that involve large numbers of people; and fifth, intensifying campaigns and education on Hygienic and Healthy Lifestyles (PHBS).

In line with these regulations, Pakraman villages in Bali Province also take part in following up on government policies through Perarem. Based on the Bali Provincial Regulation Number 3 of 2001 concerning Pakraman Village which has been amended to Bali Provincial Regulation Number 3 of 2003, it is prescribed that Pakraman village refers to the customary law community unit in the province of Bali which has a unity of traditions and manners of social life of the Hindu community passed down from generation to generation in the ties of Khayangan Tiga or Khayangan Desa, which has a certain area and its own assets and has the right to take care of its own household.

In terms of the substance, perarem can be classified into 3 categories, namely:

a. Pararem penyahcah awig, which is Paruman decisions which are the implementing rules of awig-awig;

b. Pararem ngele/ pararem lepas, namely the Paruman decision which is a new legal rule that has no basis in awig-awig but is made to meet the legal needs of the community; and

c. Pararem penepas wicara, which is in the form of Paruman’s decision regarding a certain legal issue (case), both in the form of a dispute or a violation of the law (pararem penapas wicara).

These regulations aim at making people obey. If anyone violates awig-awig or perarem in its implementation, sanctions will be imposed. The sanction is known as pamidanda, which has the aim of restoring balance if there is a disturbance in the balance of relations in regional (palemahan), social (pawongan) and religious (parahyangan) aspects. The pamidanda in legal literature is better known as customary sanctions. In general, these customary sanctions consist of three categories, namely sanctions related to property (money or goods), called artha danda; sanctions related to mental or physical suffering, referred to as danda jiwa; and sanctions related to efforts to restore the balance of the supernatural (noetic), referred to as panyangaskara danda.

In the news released by the media, all traditional villages in Bali are recorded to have a pararem on the Prevention and Control of Gering Agung. The formation of the pararem in each area of the traditional village is a follow-up to the instructions of the Governor of Bali which aims to accelerate the response to the Covid-19 pandemic in Bali. On Thursday 9 July 2020 which also coincided with the commencement of the implementation of the Protocol for the Order of Life in the New Normal, accompanied by the Regional Secretary of the Bali Province, Dewa Made Indra, and the Chairperson of the Bali Province MDA (Traditional Village Council) Ida Penglisir Agung Putra Sukahet, Governor Koster symbolically handed over pararem regarding the Prevention and Control of Gering Agung Covid-19 in Traditional Villages throughout Bali, represented by the Head of District/municipal MDA in Bali.

Based on the letter from the Bali Province Traditional Village Council Number: 044/MDAProv Bali/VI/2020, regarding the affirmation of the obligation to form pararem for Covid-19, it is hoped that all traditional villages in Bali have followed up with the formation of pararem in their respective traditional villages. In the letter there were 5 points that were conveyed, strated from the obligation of the traditional village to prepare the pararem pangele on the regulation, prevention and control of gering agung for the Covid-19 at the Traditional Village Wevidangan, to the final point regarding the submission, ratification and registration of the pararem in question. The letter also attached technical instructions and procedures for the preparation of the pararem.
Of the various traditional village pararems that have been made and ratified, the pararems that have been set include:

a. General provisions, definitions of desa adat, banjar adat, village prajuru and perarem.
b. The purpose and objective of the establishment of the Covid-19 pararem, which is in the context of preventing and controlling the Covid-19.
c. The scope of prevention and control, which includes healthy living behavior, restrictions on traditional village-based activities, mutual cooperation task forces, handling of exposed cases, ngeneng and ngeining of traditional villages, sanctions and closing provisions.

The people of Bali hope that with the pararem which aims to prevent and control Covid-19, in the future it can return people’s lives. Traditional village of the City of Tabanan has also followed instructions from the Governor to form a pararem related to the prevention of Covid-19, namely the Pararem of Tabanan City Traditional Village Number 5 of 2020 concerning the Prevention and Control of Gering Agung for Covid-19 which took effect on September 1, 2020. In the regulation, a number of firm measures have been regulated, including fines for residents who do not wear masks, violating the opening/closing hours of traditional stalls and modern shops, as well as visiting people’s houses after the appointed hours.

People who do not wear masks will be fined IDR. 50,000, traditional stalls violating opening/closing hours are fined IDR. 100,000 and modern shops that violate will be fined with a maximum of IDR. 500,000. Then, for residents who visit other people’s places without a strict purpose beyond the permitted hours, they will be fined IDR. 250,000 for hosts and guests. Finally, people who wander around past the restricted hour without a recognized purpose will be fined IDR. 250,000.

3.2 The Effectiveness of Customary Sanctions against Health Protocol Violations in Tabanan City

Speaking of a rule of law, what will definitely be measured is whether or not the rule or legal norm in society is effective. Soerjono Soekanto argued that the effectiveness of a law depends on five factors, namely:

a. The legal factor itself (law).
b. Law enforcement factor, namely the parties that form and apply the law.
c. Factor of facilities that support law enforcement.
d. Community factor, namely the environment in which the law applies or is applied.
e. Cultural factor, namely as a result of work, creativity and sense based on human initiative in social life.

The law will be effective if the purpose of its existence and application can prevent unwanted actions and can eliminate chaos. Effective law in general can make what is designed can be realized. If a disorganization occurs, it is possible that corrections will occur easily, moreover if there is a necessity to implement or apply the law in a different new atmosphere, the law will be able to solve the problem.

Law is effective if it can ensure to measure the extent to which the rule of law is understood or not understood and obeyed or not obeyed. If a rule of law is understood and obeyed by the majority of the targets to whom it is obeyed, the rule of law concerned will be deemed to be effective. Legal awareness and legal compliance are two matters that will determine the effectiveness or not of implementing legislation or the rule of law in society. Legal awareness, legal compliance, and the effectiveness of legislation are three interrelated elements. People often confuse legal awareness and law compliance; even though the two are closely related to each other, they are not exactly the same. These two elements admitted determine the effectiveness of the implementation of legislation in society.
To measure the effectiveness of customary sanctions or regulations imposed for violations of health protocol rules in this study, the research team went directly to the field to see firsthand the empirical conditions and by conducting interviews with residents of the surrounding community who implemented and felt directly the impact of the regulation. After conducting interviews, it turns out that there are still many people who are complicated by this rule because there are still many people who have to work or return from work past the hours for the evening that have been restricted.

Moreover, during the Covid-19 pandemic the economy of the people of Tabanan also experienced a slowdown. As a result, if they are added to the restrictions on operating hours or the restricted hours for night activities, their opportunities to earn a living will be increasingly limited. In addition, the high number of positive cases of Covid-19 in the city of Tabanan makes Pararem Number 5 of 2020 concerning the Prevention and Control of Gering Agung for Covid-19 shows the ineffectiveness of the regulation in preventing the spread of the Covid-19.

Furthermore, in the results of interviews conducted to several community members who lived in several villages in Tabanan - namely the Traditional Village of Bongan Puseh and the Traditional Village of Kerambitan - it was found that there were still many people around Tabanan City who do not obey the rules. They deemed that the fines regulated in this Pararem are simply for people who do not wear masks, who will be fined IDR. 50,000. Traditional stalls violating the opening/closing hours will be fined IDR. 100,000 and modern shops that violate will be fined a maximum of IDR. 500,000.

Then, residents who visit other people’s places without a definite purpose beyond the specified hour limit will be fined IDR 250,000 each, both the host and the guest. The last, people who wander around past the time limit that have been restricted without a definite purpose will be fined IDR. 250,000. These regulations are still ineffective to make people obey them. Whereas philosophically, the most underlying fact of a law or legal norm is that a law or norm must be made to encourage one to submit to the law so that order is created in society and security is guaranteed.

The public also objected to the fines imposed in Pararem Number 5 of 2020. According to them amid the Covid-19 pandemic, most of the community was greatly affected because not a few of them were “laid off” by the company at which they used to work. Likewise, people who are business actors, whether of large, small, or medium-sized businesses, all perceive the great impact because their sales rates are decreasing, it’s not even uncommon in a day they do not obtain anything.

According to the community, with their ongoing situation, who have been experiencing economic difficulties due to the ongoing pandemic, they feel that the fines imposed by the Tabanan City Government are very difficult to implement. In terms of paying for their daily lives, they find it difficult, plus they have to pay quite a lot of fines.

It is as described in the first discussion, that is to say, about the effectiveness of the law. That to determine whether a rule or legal norm is effective or not in society must be seen from two elements: if a rule of law is understood and obeyed by most of the targets that are the target of its obedience, then the law in question will be considered effective. Legal awareness and legal compliance are two things that principally determine the effectiveness of implementing legislation or the rule of law in society.

Regarding the effectiveness of Pararem Number 5 of 2020 in Tabanan City, according to the results of interviews, community members view this rule as ineffective because, according to them, even though the public understands what the sanctions in the regulation mean, there are still many who violate it. Not a few people who still do not apply the health protocol by not using a mask and the provisions for restricted hours of activity at night are not too ignored.
There are still many cafes or restaurants fully filled with visitors without maintaining physical
distance, and people not complying with the predetermined operating hours at night.

4 Conclusion

The development of Covid-19, which to date has not shown a decline, has forced the
Government to take various ways to suppress the spread of it. Based on the Circular Letter of
the Bali Province Traditional Village Council (MDA) Number: 044/MDAProv Bali/VI/2020,
regarding the affirmation of the obligation to make the Pararem or Covid-19, it is hoped that all
traditional villages in Bali have followed up by forming pararem in their respective traditional
villages. The Traditional Village of Tabanan City has followed instructions to form a pararem
related to Covid-19 prevention, namely the Pararem of Tabanan City Traditional Village
Number 5 of 2020 concerning the Prevention and Control of Gering Agung for Covid-19, which
came into effect on September 1, 2020.

In the regulation, a number of firm measures have been stipulated, including fines for
residents who do not wear masks, violating the restricted hours of opening/closing traditional
stalls and modern shops, to the provision of activities to visit other people’s places after the
specified hours. Every member of the public who does not wear a mask will be fined IDR.
50,000. Traditional stall owners, who violate the restricted operational hours, will be fined IDR.
100,000. Modern shop owners who violate the restricted operational hours will be fined a
maximum of IDR. 500,000. Then, every citizen who visits other people’s places through the
restricted hours without definite purposes will be fined IDR. 250,000, both hosts and guests.
Finally, people who wander around past the restricted hours without a definite purpose will be
fined IDR. 250,000.

However, according to the direct exploration results, what the research team did showed that
the Pararem of the Traditional Village of Tabanan City Number 5 of 2020 concerning the
Prevention and Control of Gering Agung for Covid-19 has not been effective in suppressing the
spread of the virus, because Tabanan is still in the red zone or the area with the highest number
of Covid-19 cases. The surrounding community even felt burdened by the existence of the
perarem. Seeing this situation, the reconstruction or changes in the content of the perarem issued
by the traditional village of Tabanan city need to be carried out by adjusting to the conditions
of the community so it can be effective.

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The Effect of The Use of Taro Leaf Flour on The Digestiveness of Native Chicken Rate

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Abstract. The alternative ingredient that can be used to feed native chickens and the ration and provide a good opportunity is taro leaf flour. Taro leaves have good nutrition, such as protein, carbohydrates, fat, calcium, phosphorus, iron, and vitamins A, B, and C. The nutritional content of taro leaves is 86.94% water content, 16.48% crude protein, and crude fiber. 17.24%, Potassium 1.45%, Phosphorus 0.4%, Fat 4.3%, BETN 30.46% and gross energy 3966 kcal/kg. The design has 5 (five) treatments and used a completely randomized design (CRD). Chickens were given treatment starting at three weeks of age, and at ten weeks of age, feces were collected. Variables observed were crude protein digestibility, N retention, dry matter digestibility, and feed organic matter digestibility. Native chicken rations added with 9% taro leaf flour resulted in crude protein digestibility, dry matter digestibility, and optimal N retention with values of 74.15% and 92.52%, 62.00%, and 63.05%, respectively.

Keywords: digestibility; kampung chicken; taro leaf flour

1 Introduction

Native chicken is a type of poultry that has spread throughout the archipelago. For the people of Indonesia, raising native chickens is not a foreign thing, with easy maintenance and resistance to disease [1]. Native chicken is local poultry kept by farmers in rural areas as a producer of hatching eggs, consumption eggs, and meat producers. This poultry has promising prospects economically and socially because it is a highly nutritious food ingredient [2]. The demand is relatively high [3], so it needs to be developed to improve community nutrition and increase family income. The demand for native chicken is rising every year, it can be seen from 2001 - 2005 there was a demand of 4.5%, and in 2005 - 2009 the consumption of native chicken from 1.49 million tons increased to 1.52 million tons [4]. The contribution of native chicken to meat production is 322.8 tons or 16% of national meat production, while the contribution of native chickens to poultry meat is 31% and 1996 tons of eggs [5].

Considering the existing potential, efforts need to be made to increase the population and efficient production to maintain native chickens. It is necessary to upgrade from the traditional rearing system towards agribusiness. The increase in the production of native chickens is influenced, among other things, by the feed given, especially the provision of feed that has not
taken into account the need for nutrients for various levels of production [6]. The need for
nutrients needed by livestock is an absolute requirement that must be met for survival,
production and is an important factor for determining the success of a chicken farming business.
Feed is the highest cost component in the livestock business, especially chicken farming, which
is managed intensively. The cost of feed is getting more significant due to the price of
conventional feed ingredients, which tends to increase. Efforts to reduce feed costs by looking
for alternative feed ingredients that are readily available do not compete with human needs and
negatively affect livestock [7].

One alternative feed that can use for animal feed is taro leaves. Taro is a tropical plant that
can be used as animal feed, tubers, stems, and leaves. Taro leaves contain quite good nutrition,
such as protein, carbohydrates, fat, calcium, phosphorus, and iron. Besides that, they have
several vitamins such as vitamins A, B, C and contain polyphenol substances that function as
accessible antidotes that can damage cells. Cells in the body. [8] said taro contains calcium,
Vitamin A, and Vitamin C, which is much better than rice and wheat. Taro leaves also contain
anti-nutrient cyanogenic glucosides.

The tubers contain trypsin inhibitors and compounds that cause a biting taste, but these
compounds can be inactivated by heating. [9] stated that the nutritional content of taro leaves is
86.94% water content, 16.48% crude protein, 17.24% crude fiber, 1.45% potassium, 0.4%
phosphorus, 4.3 fat %, BETN 30.46%, and gross energy 3966 Kcal/kg. In addition, taro leaves
also contain oxalate compounds, tannins that cause the protein to be indigestible. To reduce it,
it can be done by withering, drying, or in the form of flour before being given to livestock.

The main factor in the preparation of the ration is the content of crude protein and energy.
Energy makes animals able to do a job and production process [10]. Digestibility of a feed
ingredient reflects the high and low value of the benefits of the feed ingredient. Digestibility
measurement attempts to determine the number of substances that the digestive tract can absorb
by measuring the amount of food consumed and the amount of food excreted through the feces.
Based on the description above, a study was conducted on measuring the digestibility value of
rations containing taro leaves in native chickens.

2 Research Methods

Location and Length of Research
The research location is in Sedap Malam street and Laboratory of Basic Sciences, Faculty
of Agriculture, Warmadewa University. The research was conducted from April 2021 to July
2021.

Experimental design
The study used a completely randomized design (CRD). The treatments were as follows: R0
Native chickens were not given additional taro leaf flour (control), R1 = Native chickens were
given an extra 3% taro leaf meal ration, R2 = Native chickens were given an additional 6% taro
leaf meal ration, R3 = Native chickens given an extra 9% taro leaf meal ration, and R4 = Native
chickens were given an extra 12% taro leaf meal ration.

Materials and tools used
Native chicken
Native chickens used were 75 chickens obtained from PT. Maket Gusti is located in Maket
Gusti Village, Susut District, Bangli. Three-week-old native chicken with homogeneous body
weight
Cages and Equipment

This study used a battery cage with 15 plots of cages, with cages made of bamboo slats. These cages are located in one cage building. For the size of the cage for each plot, namely, 50 x 50 x 47 cm, it is equipped with a place to feed and drink. The feed holder is made of paralon pipe, split in half, and given a bulkhead in each cage so that the feed ingredients do not mix with one treatment with other treatments. In comparison, the drinking water uses a small bucket and is channeled utilizing a hose and nipple. In addition to these tools, this study uses different means such as scales, thermometers, lamps, cleaning equipment, brooms, and hoses.

Taro leaves

Taro leaves in the Kintamani area, Bangli Regency, as much as 400 kg and dried in the sun for one week using a zinc mat to accelerate water evaporation in the taro leaves. After the water content decreased and dried, the taro leaves were crushed by pounding, then sieved to get fine taro leaf flour and put in a plastic bag.

Tool

The equipment used in this study consisted of: Trays; Pounding; Flour Sieve; Plastic Bag; Balance; electronic kitchen scale SF-400 capacity 10 kg with a sensitivity of 1 g, plastic; bucket; Color Yarn

Ration and Drinking Water

The ingredients for the ration consisted of corn, rice bran, soybean meal, fish meal, taro leaf meal, coconut oil, and minerals. Drinking water is provided ad-libitum. Water comes from drilled wells near the cage.

<table>
<thead>
<tr>
<th>Table 1. Composition of Ration Ingredients</th>
</tr>
</thead>
<tbody>
<tr>
<td>material</td>
</tr>
<tr>
<td>Corn</td>
</tr>
<tr>
<td>Taro leaf flour</td>
</tr>
<tr>
<td>Rice bran</td>
</tr>
<tr>
<td>But Fish</td>
</tr>
<tr>
<td>Bkl Soybean</td>
</tr>
<tr>
<td>Coconut oil</td>
</tr>
<tr>
<td>Mineral</td>
</tr>
<tr>
<td>amount</td>
</tr>
</tbody>
</table>

Statistical Analysis

Data analysis using ANOVA. If the results have a significant effect (P < 0.05), then Duncan’s multiple distance test is then carried out [11].

3 Results and Discussion

The use of taro flour in native chicken rations on digestibility and N retention can be seen in caterpillars in Table 2.
Table 2. Digestibility and Potential of N rations containing taro leaf flour in native chicken Ration.

<table>
<thead>
<tr>
<th>Variable</th>
<th>R0</th>
<th>R1</th>
<th>R2</th>
<th>R3</th>
<th>R4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crude Protein Digestibility (%)</td>
<td>59.46a</td>
<td>65.76c</td>
<td>73.96b</td>
<td>74.15b</td>
<td>72.22b</td>
</tr>
<tr>
<td>Dry Matter Digestibility (%)</td>
<td>89.08c</td>
<td>90.15b</td>
<td>91.86a</td>
<td>92.52a</td>
<td>92.39a</td>
</tr>
<tr>
<td>Digestibility of Organic</td>
<td>57.82a</td>
<td>59.53a</td>
<td>59.38a</td>
<td>62.00a</td>
<td>57.60a</td>
</tr>
<tr>
<td>Ingredients</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Retention N (%)</td>
<td>49.08c</td>
<td>51.09b</td>
<td>62.80a</td>
<td>63.05a</td>
<td>60.31a</td>
</tr>
</tbody>
</table>

Information:
Values with different letters on the same line but the amount of difference is very significant (P<0.01) Treatments were R0 (without taro leaf flour), R1 (containing 3% taro leaf flour), R2 (including 6% taro leaf flour), R3 (including 9% taro leaf flour), and R4 (containing 12% taro leaf flour).

Protein Digestibility

From the statistical analysis results, it was found that the provision of taro leaf flour in the Super kampung chicken ration showed a very significant effect (P < 0.01) on the digestibility of crude protein. The highest protein digestibility of the diet was obtained in the treatment of R3 (9% addition of taro leaf flour), R4 (12 taro leaf flour), R1 (3% taro leaf flour), and R0 (0% taro leaf flour). The highest digestibility value, 74.146%, was obtained in the R3 treatment. After a laboratory analysis was carried out on the ratio, it turned out that the R3 treatment had the highest protein content.

However, before being given to livestock, the ratio had been compiled based on calculations and made based on iso-calorie and iso-protein. The percentage of feed protein influences the digestibility of protein. The composition of the feed and the physical form of the feed. In addition, taro leaves contain amino acids, including tryptophan, threonine, isoleucine, lysine, methionine, phenylalanine, valine, histidine, and vitamins C, B12, A, E, and minerals [12]. Furthermore, [14] stated that taro leaves contain the nutrients needed by chickens, namely protein 21.67%, fat 10.45% and crude fiber 17.91%, and ash 13.19%.

According to [10], the quality of protein is determined by the essential amino acids and their ability to support the growth of chickens. The protein consumed depends on the protein in the ratio. Protein digestibility in this study ranged from 59.46 - 74.15%. This digestibility rate is still in the range of protein digestibility of broiler chickens, which is 60 - 65%. The high and low levels of protein availability can be seen from the digestibility value. The digestibility of a feed ingredient reflects the high and low weight of the benefits of the feed ingredient. A low digestibility value indicates everyday use.

Otherwise, if the digestibility is high, then the benefit value is also high. Proteins are composed of amino acid units, both essential and non-essential. The function of protein in feed is a source of amino acids needed to synthesize and replace chicken body tissue, production, and reproduction. Protein balance includes protein consumption, protein lost in teases, digested protein, and protein retained in the body. The increase in the protein content of the ration causes an increase in the amount of protein consumed by chickens. The protein in food is very important to support the growth and repair of damaged tissues in livestock that consume it. The protein consumed depends on the protein content in the ratio. Therefore, the higher the protein level in the ration, the higher the protein consumption, which will affect the ration protein's digestibility [14].
Dry Matter Digestibility

Dry matter digestibility in this study ranged from 89.08 to 92.52%. The highest dry matter digestibility was obtained in treatment R3 (9% taro leaf flour), which was 92.52%, higher dry matter and protein digestibility in treatment R3 than other treatments, presumably caused by higher feed consumption that treatment. In Bandung another treatment. The provision of taro leaf flour in chicken rations was super real (P < 0.01) increased digestibility up to 9% (R3). In contrast, the lowest dry matter digestibility was obtained in the R0 treatment (without the addition of taro leaf flour).

According to [15] the digestibility of a material is the part that is absorbed in the digestive tract and is not excreted in the feces. The purpose of determining digestibility is to obtain a crude value of absorbable feed ingredients. [15] stated that a low feed ingredient results in a large amount of energy being lost in the form of excreta.

Digestibility of Organic Ingredients

The digestibility of organic matter Taro leaf flour in this study ranged from 57.60 to 62.00%. From the results in Table 5.1, it can be seen that the digestibility of organic matter did not show a significant difference (P > 0.05) in all treatments. The highest digestibility was obtained in treatment R3 (9% taro leaf flour) which was 62.00%. However, there was an increase in the digestibility of organic matter from R0 to R1, R2, and R3 and then decreased at R4. This is also because dry matter digestibility also increases. That most organic matter is a dry matter component. If the dry matter digestibility coefficient is the same, then the organic matter digestibility coefficient is also the same. Digestibility of organic matter in a feed shows the quality of the feed digested by the body.

The content of crude fiber and crude protein of feed, treatment of feed ingredients, livestock species factors, and the amount of feed would affect digestibility. Furthermore, it is said that the factor that affects the digestibility of organic matter is the content of nutrients in the ration. The high crude fiber of feed that cannot be digested in the digestive tract causes other nutrients that can be digested to be undigested and come out with the excreta, thereby reducing the digestibility of other nutrients [16].

Retention N

Giving taro leaf flour in the ratio of native chicken showed a significant effect (P<0.01) on N retention. The application of taro leaf flour caused changes in nitrogen retention that were increasingly involved, and the highest nitrogen retention was obtained in treatment R3 (9% leaf meal). This means that the optimal use of the ratio in this study is R3 because R4 (12%) has decreased. Judging from the value of N retention, the more nitrogen than the animal's body can retain, the less nitrogen is found in the excretory content. [17] stated that more nitrogen was retained, among other things, due to better digestion and absorption of food substances, thereby accelerating the rite of passage.

Factors that affect nitrogen retention include protein digestibility, protein quality, and balance ratio [18]. If the quality of the protein is low or one of the amino acids is lacking, then the nitrogen retention will below. Furthermore, it was explained that the efficiency of protein retention by broilers was 67% of the protein ratio consumed.

From the research results using taro leaf flour, it turns out that the N retention obtained is lower than the retention of boiler chicken with a range of 49.08 - 63.05 %. The level of nitrogen retention depends on the nitrogen consumption and metabolic energy of the ration [18]. However, increased nitrogen consumption is not always accompanied by an increase in body weight, especially if the energy provided in the ratio is low. At a certain level of protein use, there is a tendency for ratio consumption to increase, but bodyweight gain decreases.
This is due to reduced nitrogen retention. The value of nitrogen retention will vary for each bird, depending on the bird's ability to retain nitrogen in the bird's body and not be excreted as nitrogen in the urine. The value of nitrogen retention can be positive or negative depending on nitrogen consumption [18]. A positive nitrogen retention value occurs when the nitrogen consumed is greater than the nitrogen excreted. At this value, body weight gain will be obtained because the muscle weave increases.

4 Conclusion

Super free-range chicken rations added with 9% taro leaf flour resulted in crude protein digestibility, dry matter digestibility, organic matter digestibility, and optimal N retention with values of 74.15% and 92.52%, 62.00%, and 63.05%, respectively.

References

Yoga As a Media for Increasing Spirituality in Eco-Tourism Development in Pandemic Times

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Abstract. Indonesia as an archipelagic country that stretches from Sabang to Merauke which consists of large and small islands. One of the small islands that is the center of tourism visits is the island of Bali. This island has many visitors, both local and national to international. But of all the things that become the main attraction, besides the people around them, it is also nature, of course. Bali Natural promises every visitor to feel the same thing with other places. On that occasion, almost at several points in the area, yoga training has been developed either through tour packages or independently. In a pandemic situation like this, going out of the house is becoming less frequent, so tourists who are still living in Bali are very happy to join yoga events as a way to increase their spirituality, even those who have been positively affected by COVID-19 will soon recover through yoga practice. Apart from that, yoga is also one way to increase ecotourism on the island of Bali. For the development of ecotourism after the pandemic, yoga is carried out around the mountains, on the shores of lakes, and on the beach by making videos or interesting posters on social media. With the aim of attracting tourists at an inexpensive cost but can distinguish the yoga movements offered for young and old people through the form of yoga practice. The method used is descriptive qualitative method. The findings are differentiated training for both parents and young people, at an affordable cost and posting videos and posters on social media. To obtain health and fitness, especially recovery from illness through intensive yoga practice.

Keywords: ecotourism and pandemic; spirituality; yoga

1 Introduction

During this pandemic, it is well known that not a few people have suffered until death due to the Covid-19 disease, which is actually believed to be safe. Suffering is caused by one of the most visible factors, namely the economy. Many people are at home, who are used to working so they just stay at home, the way to make money is not yet imagined, so it really makes him confused. If one of husband or wife work, they can still be grateful. But if somebody stop work by his office, it will be a burden.

So that many experience prolonged stress, emotions without cause, depression to forget themselves, and there is nothing or nothing that guides or guides or guides and directs to things that will lighten the burden. It was the heaviest suffering, not to mention what his children felt. With this condition, a clear mind is needed, moderation of the mind is needed in order to balance
the soul and be wise in the heart. One of them by doing yoga. It is important to do yoga for yourself. Because with full concentration and surrender to God, you will get a different feeling from the presence of God's Lila to the yogis. According to Ballantyne, (2017: 43-44) the purpose of concentration training is to relieve suffering. To relieve it by removing its influence from oneself. At that time the course of thought feels good so that it also results in a light burden of mind. For this reason, surrendering oneself to God sincerely is very difficult because it still depends on the necessities of life.

According to https://ejournal.ihdn.ac.id/index.php/jyk/article/view/2084/1665 it is stated that. When the sages underwent yoga, the revelations they received as well as the experiences and struggles of the philosophers and yogiswaras, the Vedas, through their various aspects and commentaries, were compiled in various types of books such as the Upanishads, Itihasas, Puranas, Bhagavadgita and the six groups of teachings. Indian philosophy called Sad Darsana. The sources of these teachings are used as guidelines as guidelines for the purpose of life that are applied by the Maha Rsi or yogis so that everyone does not get lost in the journey of his life.

In the teachings of Hindu philosophy, there is only one main goal which is considered very noble, namely, to achieve awareness, truth and eternal happiness (sat cit ananda) by training oneself to increase the sanctity of the mind and liberate the soul (Sukma) from worldly bonds. To live this is indeed difficult, it all depends on the will and sincerity. Cannot be done by force and invited friends. Because it will produce fewer good things from it. So, to achieve an increase in spirituality was hampered.

In connection with this, there are several things that need to be discussed using social media theory with the aim that everything offered will later use social media as a tool to offer to the public yoga activities carried out in certain places at affordable costs and locations so that make it easier for users to do training. For this reason, the meaning of Social Media Theory is understood as follows.

According to https://eprints.umm.ac.id/40601/3/BAB%20II.pdf submitted related to Social Media Theory originating from various research literature (Fuchs, 2014 in Nasrullah, 2016) stated that:

a. According to Mandibergh (2012), social media is a medium that facilitates cooperation between user generated content (user generated content).

b. According to Shirky (2008), social media and social software are tools to improve the ability of users to share (to share), cooperate (to co-operate) among users and take collective action, all of which are outside the institutional and organizational framework.

There are a few things to discuss below. (1). What is the understanding of yoga and ways to do yoga? (2). How is the influence of yoga said to be able to increase spirituality? (3). How are the efforts made through yoga to increase spirituality in the development of ecotourism during this pandemic?

2 Results and Discussion

Yoga is not new in this world, from any part of the world, yoga has been known since the past. But the boom of the last few years has gone viral. Before moving on to understanding yoga further, it would be nice to understand the meaning of yoga first. Yoga according to Pandit (2003:70) comes from the word “yuj” which comes from Sanskrit which means unification. One who seeks this union is called a yogin or yogi. So, yoga is an attempt to unite the mind to God so that what is expected is achieved.
In addition, according to Sivananda, (2003: 206) it is stated that yoga is a way of strict discipline, which imposes restrictions on diet, sleep, relationships, habits, speech and thinking. This has to be done under the careful supervision of a skilled yogi and radiates light to the soul. Yoga as a systematic effort to control the mind and achieve perfection. Yoga increases the power of concentration, restrains behavior and wandering of the mind and helps to attain the state of supra-consciousness or nirvikalpa Samadhi.

If the above opinion is understood, yoga is also one way to maintain a healthy body related to things that are considered as a daily habit if you want to live it to make progress in humans themselves. As for Samadhi, it is part of sadanga yoga and is the culmination of yoga. For this reason, it is necessary to know the slokas related to sadanga yoga. According to https://hindualukta.blogspot.com/2017/05/pengertian-sadangga-yoga-dan-section.html in connection with it is presented below.

Sadangga Yoga is the six stages of achieving liberation through the path of Yoga. This is written in the Wrhaspati Tattwa ejection article 53 which reads: “Pratyaharas tatha dhyanam Pranayamasca Dharanam Tarkasca iva samadhis ca Sadangga yoga ucyate,”

As for what is called Sadangga Yoga, it is a tool for people who want to find Sang Hyang Wisesa, there is something called prathyahara yoga, there is something called dhyana yoga, there is pranayama yoga, and there is dharana yoga, there is something called tarka yoga, and there is something called samadhi yoga. That is called sadangga yoga. Pratyahara yoga is the withdrawal of the senses from all corners of the mind, dhyana yoga is meditation as a stage of full concentration of mind. Pranayama Yoga is the control of the airway, so that you don't pant but breathe calmly and slowly. Dharana Yoga is holding the breath for the purpose of controlling the mind and self. Tarka yoga is an afterthought to master yourself so that you are not easily influenced by bad things. Samadhi Yoga is the culmination of a concentration of only God or the gods who are the center of focus.

For the understanding of Astanga Yoga as the eight stages to the peak of samadhi yoga, according to http://pipintriani.blogspot.com/2014/10/yoga_46.html it is stated that.

a. Yama, which means self-control through the five commandments, such as:
   - Ahimsa means not to hurt, not to kill, not to be violent, not to injure any living being in thought, word and deed.
   - Satya is the truth in thought, word and deed.
   - Asteya means abstinence from wanting something that is not one's own or something from steal.
   - Brahmacarya means abstinence from sexual enjoyment or controlling sexual desires.
   - Aparigraha means not accepting unimportant gifts from others.

b. Niyama means the second stage of self-control, which consists of five rules including:
   - Sauca means born holly and spiritual. Apart from increasing his own chastity, Sauca too advocating the wisdom of practicing Sattvasudhi means purity of mind. Saumanasya the heart that is always happy. Ekagrata is the concentration of buddhi and Atmadarsana is true self-realization.
   - Santosa means satisfied with what comes naturally.
   - Tapa means resistant to disturbances.
   - Swadhyaya means regular study of religious books.
   - Iswarapranidhana means submission and dedication to God.

c. Asana means a strong and pleasant sitting posture. Maharsi Patanjali that any attitude to master the budhi which does not force the limbs too long and which a Yogi can maintain
long enough is good for him. In connection with this condition a yogi must determine for himself which one is suitable for his purpose. So there is no obligatory and mandatory attitude for everyone as a general rule. The attitudes were chosen at will. Yoga teaches various Asanas to maintain a healthy body and purify the mind. With Asana a person will be able to control the work of the nervous system in order to avoid shocks of the mind.

d. Pranayama means regulation of breath. Pranayama consists of puraka, which is the intake of breath, kumbhaka, which is holding the breath, and recaka, which is exhaling. Breath control is useful for monitoring the concentration of the mind and strengthening the body.

e. Pratyahara means withdrawing the senses from their target area and placing them under the control of the mind. If the faculties can be inherited by the mind, they will not wander about the objects they like, but will follow the mind. This will be achieved through considerable practice and with great patience. In general, the senses tend to pursue their passions. Each sense tool has its own task but all of them long for their respective pleasures.

A yogi who wants to free himself from the influence of attraction from his senses. Thus, the first condition of pratyahara is to let go of his senses from their respective desires. While the second condition is to free the citta from shaking from passions so that it returns in its pure form.

Regarding Pratyahara Maharsi Patanjali stated as follows:

“Sva viyasa asamprayoga Cittayasa svarupa anukara Iva Indriyam Pratyararah Tatata para
vasyata indriyanam”

‘Pratyahara consists of relinquishing one’s sense organs and passions and adapting them to their pure form of citta. Thus, the senses should be controlled by the budhi and in the end it is the budhi that must be mastered and directed to God.’

f. Dharana means holding and focusing the mind on the desired object. The desired target can be taken from the body and from external objects. The ability to hold the mind to stay focused on an object is a test of entering a higher level of yoga.

g. Dhyana means the steady flow of thoughts on an object without being distracted by the distractions of its surroundings. This causes a person to have a clear picture of the parts of the object of his contemplation. In Maharsi’s Yogasutra Patanjali defines Dhyana as "tatra pradyaya ekatanata dhyanam" which means "budhi that never ceases to reach the goal that is where Dhyana is."

Just as the water of a river flows continuously into the sea, so the whole self-consciousness flows continuously towards God or the great self. When this happens that is called Dhyana. About Dhyana Maharsi Yajanawalkya said as follows:

“Pranayamair dahed dosan Dharanbhisca kilbisan Pratyaharasca sansargan Dhyanena Asvan Guna”

‘By Pranayama the defilements of the body, the impurities of buddhi are removed, by pratyahara the impurities of bondage are removed, by dhyana all that is between man and God is removed.’

h. Samadhi is the perfect union of the beloved, the lover and the loving, a state of forgetfulness of all, a state of absorption. In the super-transcendent state of consciousness, a Yogi forgets himself, forgets where he is, he is completely immersed in God.

From the explanation above, a very complete understanding of yoga should be done by fortifying yourself first to actively carry out yoga with concentrated movements until the expected results are obtained, then from that moment on, organize your life more wisely. Mainly in terms of increasing spirituality. Because this business requires a path that is considered difficult for many people. It all depends on yourself really. Laziness will tempt, self-confidence will decrease, ego will increase, so that what many people want through their own will must be
fulfilled. Guidance for literature is very influential in this regard. So that his soul is not swayed by something interesting in the world with limited abilities.

This will cause negative thoughts to arise evil actions such as hatred, envy, dislike, theft and so on. These attitudes have not been reflected in his spiritual intelligence to produce something. The following is a photo of yoga practice for children in one of the banjars in Mengwi villages, Badung Regency, Bali Province. His spiritual intelligence is balanced with emotional intelligence starting at an early age so that he can form a stronger character and be able to put himself in the moment of expression.

Besides this, yoga exercises were also carried out for people with disabilities, deaf, mute or kolok in Bengkala Village, Kubutambahan District, Buleleng Regency. People with disabilities, young and old, join the spirit of practicing yoga for physical and spiritual balance.

It is true that what has been said above must be used as a focal point, namely spiritual intelligence, which should begin with emotional intelligence because through this it will calm the soul towards spiritual intelligence. For this reason, it is necessary to understand the emotional intelligence. According to Salovey and Mayer (1990:65) it is stated that emotional intelligence is defined as a person's ability to determine effectively to be able to deal with emotions both from himself and from others.

So, if you are not able to put your emotions intelligently, it will result in the offense of the other party followed by the emergence of each other's ego centric which explodes so that it is fatal for both parties and becomes less ethical in the eyes of society. According to Bharati, (2002: 99) it is stated that one way to conquer disturbances according to the Himalayan tradition is to purify emotions.

For that, if you have been able to balance your emotions through your intelligence, then you have to live your life wisely through the practice of yoga which is understood with spiritual intelligence as stated above. Besides that, Yudhiantara, (2006: 8) yoga can be said to be classic this is because the practice of yoga is based on a process of physical and mental training in order
to understand and experience directly self-realization (spiritual enlightenment). So that yoga is very influential on spirituality. According to https://actconsulting.co/importance-of-effort-increasing-spiritual-intelligence-to-achieve-higher-work-productivity/ Robert A Emmons 1999 stated that the importance of spiritual intelligence by concentrating on the ability to attract spiritual themes into a number of functions of life that can make it more meaningful for something greater in the future. This spiritual intelligence also describes a person's role in his ability to adapt to various situations and problems. In various contexts, this spiritual intelligence also means to make the various jobs done can have greater meaning. That a job is not only personal or personal, but much more than that, work activities, production activities, creative activities to create products, provide services and services, all of which can be made in a mindset of how valuable one's work is.

Likewise, a person's work, can be predicted in relation to his position before God, so that he is able to adapt as fellow creatures of God who were created to help each other and do good. As well as carrying out creative functions by imitating the nature of God as the Creator, to be able to create various products and services that are useful and make themselves valuable in the eyes of God and society.

With spiritual intelligence embedded in oneself, it slowly provides a solution to a problem related to life, one of which is to deal with tourism, of course, along with advancing the economy. Economic progress in a region actually depends on the culture that has been developed in that region. As is the case in Bali. Yoga is very developed. So we need areas that are full of tourist visits. As well as areas near the beach such as Kuta, Sanur, Nusa Dua, Uluwatu. Areas close to lakes such as Bedugul, Ulun Danu Batur, and Ulun Danu Beratan, Ulun Danu Tamblingan, Ulun Danu Buyan. Meanwhile, around the mountains such as Mount Batur, Besakih with its Mount Agung, Mount Lempuyang, Mount Batukaru and other mountains. Using the location of beaches, mountains and lakes is very beautiful.

In addition to the scenery, the level of yoga concentration becomes a very important thing for achieving equilibrium with God, the Creator of the world and its contents, which gives directions according to expectations through individual prayers. In this case, it is related to ecotourism in the form of tourism economic development. According to https://lingkunganHidup.co/pengertian-ekowisata-dan-criteria/, one of the benefits of ecotourism is economic empowerment. Ecotourism involving local communities means increasing the capacity, employment opportunities of local communities. The concept of eco-tourism is an effective method to empower local communities around the world to fight poverty, achieve sustainable development. The focus of thought on economic development through tourism during the pandemic and beyond is by making attractive videos and posters offered through social media at an affordable cost.

Similarly, different yoga trainings are good for children, young people and the elderly. Especially for the elderly, they need softer movements so that they will restore their health from previous illnesses and bring freshness and fitness to their bodies.

3 Conclusion

Be concluded from the title above is: 1) The pandemic situation really makes a lot of people suffer. Mainly on economic issues. One way to calm the mind and reduce the burden of life is through yoga. For this reason, it is necessary to understand sadangga yoga and astang yoga, 2) The influence of yoga is said to be able to increase spirituality if it can balance between emotional intelligence and spiritual intelligence. Because if in everyday life you are not able to
put yourself in an emotional state, it will have fatal consequences in the form of offense, ego centricty and so it becomes less ethical, 3)Efforts made through yoga to increase spirituality in the development of ecotourism during this pandemic are through making videos and posters to practice yoga in areas such as on the beach, mountains and lakesides and broadcast on social media at the same location and price. affordable so that guests or participants get value from the yoga practice. In addition, this paper uses a descriptive qualitative method. Using Social Media Theory.

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[12] https://lingkunganhidup.co/pengertian-ekowisata-dan-kriterianya/
The Legality of The Use of The Pertamini Logo in Denpasar in The Perspective of Law Number 20 of 2016 About the Brand and Geographic Indications

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Abstract. The increasing number of motorcycle users in Indonesia, especially in the city of Denpasar, has also resulted in the use of fuel oil which is better known as "BBM" also continues to increase. The very high demand for fuel is considered a promising business opportunity and can provide huge profits. The desire of business actors to gain greater profits has resulted in business actors doing many things, including supporting the big name of PT Pertamina in its business activities. Business actors do many things to get more profit by using the logo belonging to PT. Pertamina, to lure consumers to buy their BBM, this is what makes Pertamina business actors commit a violation, for example in Denpasar City there are still many Pertamina business actors who use the PT. Pertamina in its business activities, by using the logo belonging to PT. Pertamina illegally can result in legal consequences, because the logo belonging to PT. Pertamina has been registered and cannot be used by any party without the permission of the brand owner. Pertamina's logo and colors are patents owned by PT. Pertamina, the Pertamina logo has been registered with the Directorate General of Intellectual Property (Ditjen KI) of the Ministry of Law and Human Rights (Kemenkumham) and has been officially registered on December 10, 2005. The cause of the use of the PT logo. Pertamina by retail fuel business actors Pertamini is for profit due to the lack of understanding of the people who think that Pertamini is a subsidiary of PT. Pertamina, not strictly speaking PT. Pertamina in taking action against business actors who use the PT. Pertamina without any cooperation in distributing fuel oil.

Keywords: legitimacy; logo; pertamini

1 Introduction

Denpasar City is the capital city of Bali Province which has an area of 12,778 Ha (2.18% of the island of Bali), with 4 (four) sub-districts, 27 villages and 16 urban villages, with a population of 930,600 people, a population density of 7,282.82 /km². Denpasar is the largest city in the Nusa Tenggara Islands and the second largest city in Eastern Indonesia after
Makassar. The growth of the tourism industry on the island of Bali encourages Denpasar City to become a center of business activity, and places Denpasar City as an area that has per capita income and high growth in the Province of Bali.

This of course has an impact on the number of motorized vehicles, both private vehicles and public vehicles owned by residents of Denpasar City. With the increasing number of motorcycle users in Indonesia, especially in Denpasar City, the use of fuel oil, better known as “BBM” also continues to increase. The very high demand for fuel is considered a promising business opportunity and can provide huge profits. The desire of business actors to gain greater profits has resulted in business actors doing many things, including supporting the big name of PT. Pertamina in its business activities.

Business actors do many things to get more profit by using the logo belonging to PT. Pertamina, to lure consumers to buy their BBM, this is what makes Pertamina business actors commit a violation, for example in Denpasar City there are still many Pertamina business actors who use the PT. Pertamina in its business activities, by using the logo belonging to PT. Pertamina illegally can result in legal consequences, because the logo belonging to PT. Pertamina has been registered and cannot be used by any party without the permission of the brand owner.

Pertamina's logo and colors are patents owned by PT. Pertamina, the Pertamina logo has been registered with the Directorate General of Intellectual Property (Ditjen KI) of the Ministry of Law and Human Rights (Kemenkumham) and was officially registered on December 10, 2005.

Based on the explanation of the background, the writer formulates the problem as:

a. What is the legitimacy of using the Pertamini logo on retail fuel oil sellers?

b. What are the factors that cause retail fuel selling business actors to use the Pertamina logo?

2 Research Methods

In accordance with the problems posed, the type of research used in this paper is empirical juridical which in other words is a type of sociological legal research and can also be referred to as field research, namely examining applicable legal provisions and what is happening in reality in society. In this study, the sociological approach of law is used, meaning that in examining the problems raised with facts that are supported by a juridical approach, in other words, in examining the problems studied based on facts in the field and supported by scientific disciplines and regulations that exist in relation to the problem, will be discussed. The approach to law is research on legal products.

Conceptual approach, research on legal concepts such as sources of law, legal functions, legal institutions, and so on. Primary data in this study is data generated through direct interviews with informants, primary data in this study obtained through in-depth interviews (dept interview) to PT. Pertamina, the Department of Industry and Trade of Denpasar City, and the Regional Office of the Ministry of Law and Human Rights of Bali Province. Secondary data is data obtained through literature study in the form of written materials such as textbooks, laws and regulations and data from the agency or institution where the research is related to the problems discussed in the research. Data collection techniques with interviews and documentation.

After the required data is collected, then the data is then processed and analyzed using qualitative data processing techniques. Qualitative data processing is meant to process data according to the facts that occur in the field with quality in the form of sentences that are regular,
logical, coherent and not overlapping which will facilitate understanding and interpretation of the data.

3 Results and Discussion

The Legality of Using the Pertamina Logo on Retail Fuel Oil Sellers

Regarding the company logo, there are two important things, namely the protection of trademark rights and protection of copyrights.

Based on the definition of a brand in Article 1 number 1 of Law Number 20 of 2016 concerning Marks and Geographical Indications, it can be seen that the logo is one of the brand displays. A mark is a sign that can be displayed graphically in the form of an image, logo, name, word, letter, number, color arrangement, in the form of 2 (two) dimensions and/or 3 (three) dimensions, sound, hologram, or a combination of 2 (two) dimensions. ) or more of these elements to distinguish goods and/or services produced by persons or legal entities in the activities of trading goods and/or services.

The trademark rights to the company logo can be registered with the Directorate of Marks and Geographical Indications, the Directorate General of Intellectual Property, the Ministry of Law and Human Rights to obtain the protection of their trademark rights. It can be interpreted that a registered mark can only be used by the trademark owner/registered mark holder or other parties with permission. Not registered in Indonesia or based on a written agreement in accordance with the laws and regulations to use the registered mark or what is commonly referred to as a license. Illegal use of a registered mark without permission from the trademark owner may be subject to criminal sanctions.

According to Sularko, et al, logo or corporate identity is a sign that does not directly sell but gives an identity which in the end is a significant marketing tool, that the logo is able to help distinguish a product or service from its competitors (Sularko, et al, 2008; 6). Logos are usually used by many companies as symbols that are easy to remember by the public and also have meaning for the company itself. The Pertamina logo from time to time has changed many times, the first Pertamina logo established through Government Regulation (PP) No. 27 of 1968 concerning the Establishment of the National Oil and Gas Mining Company (PN. Pertamina) is a symbol of two seahorses facing each other flanking a star, using the dominant colors blue, red and yellow.

Blue color means reliable, trustworthy and responsible. The philosophy or meaning of the symbol contained in each element of the Pertamina logo is that the first is a five-pointed star which means power, energy, or the driving force of enthusiasm in carrying out the task to achieve what is a goal, national ideals, the second is the sea horse which is a symbol of fossils containing oil and has a large source of energy or life force, and the last is the ribbon/banner) which symbolizes the bond that raises unity and determination of company commitment and the colors in the logo have their respective meanings, namely the red color which means tenacity, firmness as well as the courage of the Pertamina company in facing the various difficulties encountered later, the yellow color is a symbol of the noble ideals of the Pertamina company to be achieved through a process of perseverance. and full of confidence, and the blue color is proof of loyalty and respect for the homeland, the state foundation of Pancasila and the basis of the symbol of the 1945 Constitution of the Republic of Indonesia.

Then in 2005 the Pertamina logo underwent a change, precisely on December 10, 2005 at 16:30 WIB, the Pertamina company inaugurated the change of the Pertamina logo to the letter "P" and was officially registered with the Creation Registration Letter No. 028344.

The retail fuel oil (BBM) business activities they run use a registered logo belonging to PT. Pertamina, based on interviews with several Village Heads and Lurah in Denpasar City, Mr. I Komang Adi Widianara as Head of Tegal Harum Village, West Denpasar District, Mr. I Wayan Ariyanta, SH., as Head of Ubung Village, Mr. I Made Paramita, as Village Head Peguyangan Kaja, Mr. I Made Sudana, as Head of Sanur Kaja Village, Mr. I Made Ada, as Head of Sanur Kauh Village, explained that Pertamini did not get a business permit from the village, but there were some villages that gave recommendations for business permits, but not for Pertamini sales but for the store business.

Based on information from Ms. Nyoman Suryani, SE as a representative of Disperindag, on May 7, 2021, stated that "Disperindag has never carried out inspections on Pertamini business actors even though they are illegal, because that is Pertamina's authority."

Please note that the registered logo cannot be used by anyone unless permission is obtained from the brand owner in this case, namely PT. Pertamina. The use of the official logo belonging to PT. Pertamina without permission from the brand owner may be subject to criminal sanctions. Pertamina uses the logo or symbol of Pertamina with reckless capital without a permit and Pertamina is also an illegal business because of the absence of a business license. Legally the Logo belongs to PT.

Pertamini is a logo that has been registered and has been officially ratified on October 10, 2005 at the Directorate of Copyright, Industrial Design, Layout Design of Integrated Circuits and Trade Secrets, Ministry of Law and Human Rights of the Republic of Indonesia. Indirectly, business actors selling Pertamina's Fuel Oil (BBM) have caused losses to Pertamina and consumers. In this case, consumers are harmed because the safety standards provided by Pertamini business actors do not meet SNI (Indonesian National Standards) which can be fatal, namely fires and fuel oil (BBM) sold by Pertamini is not guaranteed for its quality, some even reduce the amount forget more profit.

And if viewed from the material side, Pertamina was deprived of its rights by Pertamini because it used the trademark rights owned by PT. Pertamina, while morally, the public will assume that Pertamini has a cooperative relationship with Pertamina because it uses a logo from Pertamina which will tarnish the name of Pertamina's company as a large international company.

Unit Manager Communication and CSR Mor IV Andar Titi Lestari said that: "Pertamini does not have a permit from Pertamina. According to the regulations, downstream oil and gas business activities must obtain approval from the government. Oil and Gas Law Number 22 of 2001 states that business entities can carry out downstream business activities after obtaining permission from the government. The business license includes processing, transportation, deviation, and trading. All business license points have a charge but market fuel oil (BBM), will be fined with a value of Rp 30 billion". (M.AdamSamudra, 2018)

So, in this case Pertamini is prohibited from using the official logo belonging to PT. Pertamina in its business activities. The legality of the use of the company logo of PT. Pertamina (Persero) against the logo of Pertamini's fuel oil seller trading business is not legally valid and is a violation in which Pertamini does not have permission from PT. Pertamina to use the logo and the official logo belonging to PT. Pertamina (Persero) has been registered with the Directorate General of Intellectual Property which can only be used by the brand owner and cannot be used by anyone unless obtaining permission and a written agreement (license) from the brand owner and if anyone uses the official logo belonging to PT. Pertamina may be subject to criminal sanctions.
Factors Causing Retail Fuel Selling Business Actors Using the Pertamina Logo

In carrying out their business, the Pertamina trading business actors use the official logo belonging to PT. Pertamina, based on several factors, namely:

Business Actor's Intentional Use of the official logo belonging to PT. Pertamina by the Pertamina fuel oil (BBM) trading business actors are motivated by various factors, one of which is the intentional factor of business actors. The fact that happened in the community, the use of the logo belonging to PT. Pertamina by business actors is carried out intentionally and consciously by business actors.

This is illustrated by the results of interviews with several business actors who run their businesses in the Denpasar City area. One of them, the interview the author conducted with Mr. Sujibno on May 5, 2021, regarding the use of the logo in Pertamini's trading business, that Mr. Sujibno knew the logo used in his Pertamini trading business was the official logo of PT. Pertamina. If you look at the facts that occurred based on the results of interviews that have been carried out, then the actions taken by these business actors are carried out intentionally and have their respective goals to be achieved.

The desire of Pertamini's Fuel Oil Trading Business Actor to Get Profit/Profit The business actor's intention to use the logo belonging to PT. Pertamina in its business activities is also driven by various other factors, one of the factors that drives the intentionality of these business actors is the desire of business actors to obtain profits/profits, this is obtained from the results of interviews with several Pertamina business actors, through interviews on 5 May 2021, as one of the shop owners, Mr. Assyarif revealed that this was done in order to increase the profits obtained from the use of the logo belonging to PT. the Pertamina.

Low level of knowledge of Consumers and Business Actors Consumers and Business Actors are the most important parties in conducting a business activity. Everything about business activities involves both parties. The use of the logo belonging to PT. Pertamina by Pertamini Business Actors that occur in the community are strongly influenced by the level of knowledge possessed by Consumers or Business Actors. Knowledge is defined as information that a person has in a specific field.

In this case, which affects the occurrence of the use of the logo belonging to PT. Pertamina by Pertamini Business Actors is public knowledge regarding information related to the use of the Logo or Mark. There are still many people who do not know about the regulations governing logos or brands, this recognition has been found several times in interviews with consumers and business actors, one of which is the confession given by Mr. Jazuli relating to regulations regarding the use of logos. The reason these business actors create a brand or in this case a logo similar to “PERTAMINA” is of course hoping that with this similarity they can earn big profits without spending big on promotions to introduce their production. This is because consumers can be fooled by the similarity of the brand.

4 Conclusion

The legitimacy of the use of the PT. Pertamina (Persero) against the logo of the fuel oil seller trading business is the company logo that has been registered only to be used by the brand owner or other parties based on a written agreement (license) and the use of a registered mark without legal rights, the use of the mark can be subject to criminal sanctions.

In this case, the business actors selling Pertamina's Fuel Oil (BBM) committed a violation and did not have the right to use the logo belonging to PT. Pertamina because there is no permit from Pertamina. Pertamina has the right to prohibit anyone from using the same mark as its
registered mark and can file a lawsuit against Pertamina in accordance with Article 83 of Law Number 20 of 2016 concerning Marks and Geographical Indications.

Factors Causing Retail Fuel Selling Business Actors Using the Pertamina Logo is the intentional factor of business actors to increase profits, because consumers assume that Pertamini is a subsidiary of PT. Pertamina. Besides that, there is also a low level of consumer knowledge and the desire of consumers to avoid queues when buying fuel oil at gas stations. And the absence of firm action from the government in this case PT. Pertamina in taking action against business actors who do not have a cooperative relationship with PT. Pertamina in distributing fuel oil.

References
Effect of Aloe-gel and bignay fruit proportions to acidity, total dissolved solids, and color of Aloe-bignay beverage

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Abstract. The functional beverage made from natural ingredients is in great demand and a trend during the covid-19 pandemic because contributes to health. One of the potential products is the aloe-bignay beverage which is made from aloe-gel and bignay fruit. Aloe-gel contains 75 functional compounds, and bignay is known for its antioxidant, antibacterial, and antidiabetic properties. The aloe-bignay formula determines its characteristics and shelf life. This study aims to determine the effect of aloe-gel and bignay proportion on acidity, total dissolved solids, and the color of the aloe-bignay beverage. This study used a completely randomized design with three replications. The ratio between aloe-gel and bignay (3:1; 1:1, 1:3) on temperature (12±1) °C and storage time of 0, 3, 6, 9, 12, and 15 days, that used to observe the acidity, total dissolved solids, color, flavor, and taste. The results showed that the proportion of aloe-gel and bignay fruit affected the acidity, total dissolved solids, and color of the Aloe-bignay beverage. The best aloe-bignay beverage formula is a 1:1 ratio.

Keywords: aloe vera; bignay; functional beverage; shelf-life, storage

1 Introduction

Functional food innovation is experiencing fast development currently. Stimulated by the requirement for food and beverage that can improve health. A functional beverage made from aloe vera gel and bignay fruit is one product that contains bioactive compounds that have the potential to be developed. Aloe vera is very easy to grow in Indonesia. In the manufacture of beverages, the part used is part of the aloe vera mucilage called the gel (Ozturk et al., 2019) (Parven et al., 2020) (Liu et al., 2021) (Sonawane et al., 2021).
According to (Luh Suriati, Made Supartha Utama, et al., 2020), the components contained in aloe vera gel include water which reaches 99.5% with total dissolved solids 0.49%, fat 0.67%, carbohydrates 0.043%, protein 0.038%, vitamins A 4.594% IU, and vitamin C 3,476 mg. Another agricultural product that is rich in nutritional value is bignay (Lizardo et al., 2015) (Barcelo et al., 2016)(Shariful Islam et al., 2018). The part that is most often processed is the fruit (Hamidu et al., 2018)(Profile & Activity, 2019). Bignay fruit is known to have pharmacological activity as anti-dysentery, antioxidant, anti-cancer, and antidiabetic (Udomkasemsab et al., 2018) (Yusuf et al., 2021) (Aksornchu et al., 2021). Bignay fruit is usually processed into beverages such as syrup, tea, jelly, jam, fermented beverages (wine), coloring agents, and can even be consumed directly because of its sour and sweet taste (Shariful Islam et al., 2018) (Ngamlerst et al., 2019) (Hardinasinta et al., 2020).

Bignay fruit in the Philippines is also known as a fruit that has antioxidant properties and is good for health. Several studies have reported that bignay fruit extract exhibits antibacterial properties (Barcelo et al., 2016), -glucosidase inhibitory activity (Lawag et al., 2012), antidiabetic properties (Lawag et al., 2012) (El-Tantawy et al. 2015) (Aksornchu et al., 2021), and important antioxidant properties (Lizardo et al., 2015) (Ngamlerst et al., 2019)(Yusuf et al., 2021). The formulation of aloe vera gel and bignay fruit into refreshing beverages that provide health effects is a step to diversify beverage products and improve composition (Devianti & Wardhani, 2018)(Suriati et al., 2020)(Yusuf et al., 2021). This method has never existed in previous studies and needs to be done in-depth research.

The weakness in aloe-bignay beverage products is the occurrence of precipitation because the total flavonoid content in bignay fruit is quite high (Hardinasinta et al., 2020). The stability of beverages from aloe vera gel and bignay fruit is a fundamental thing that needs to be considered to extend the shelf life (Suriati & Utama, 2019) (Suriati & Suardani, 2021). To find out the best composition of the health beverage, it is necessary to research the proportion of aloe vera (Aloe barbadensis M.) and bignay fruit (Antidesma bunius) on the quality of the Aloe-bignay health beverage.

Based on this, it is necessary to research the effect of the proportion of aloe vera gel and bignay fruit on some characteristics of Aloe-bignay beverage. The objectives of this study are as follows: To determine the effect of the proportion of aloe (Aloe barbadensis M.) and Bignay (Antidesma bunius L.) to acidity, total dissolved solids, color, flavor, and taste of Aloe-bignay beverage. Determine the best formula for Aloe-bignay beverage products.
treatment combinations. Each treatment was repeated 3 times so that 45 experimental units were obtained.

Research Implementation

Aloe vera gel was extracted from the leaves of the aloe vera plant, which was 1 year old, then the gel was blended for 5 minutes and blanched at 80°C for 5 minutes as well. Optimal ripe bignay fruit with an age of 125 days from flowering, was extracted to obtain a filtrate without pulp. The sugar used as a natural sweetener in this beverage is granulated sugar. Sugar is heated with water until sugar dissolves and boils. The formulation was done by mixing aloe vera gel extract, bignay fruit extract and added 30% sugar. Samples of Aloe-bignay beverage with different proportions, namely the difference between Aloe-gel extract and bignay fruit extract (3:1, 1:1, 1:3) were placed in a chiller with a temperature of 12±1°C. Then observations were made on days 0, 3, 6, 9, 12, and 15.

The pH value of Aloe-bignay beverage was measured with a pH meter by standardizing the pH meter before. Total dissolved solids were measured using a hand refractometer. The beverage is placed on a refractometer prism, then readings are taken. Before and after readings, the refractometer prism was cleaned with alcohol. The refractometer number shows the total dissolved solids content (°Brix). Color, aroma, and taste tests were carried out using a hedonic scale to determine the panelist’s assessment of the sensory value of the resulting product. This organoleptic test on a scale of (5) very much like, (4) like it, (3) like it a little, (2) don’t like it, and (1) don’t like it very much.

3 Results and Discussion

3.1 Acidity

Describes the amount of acid in a substance. An acid is a chemical that gives off hydrogen ions in water and forms salts by combining with certain metals. The acidity value indicates the hydrogen ion concentration which depicts the acidity level. Acidity is measured on a scale called the pH scale. The results of the research on the acidity variable of aloe-bignay beverage showed that the proportion treatment and storage time were non-significant, but the interaction had a very significant influence.

The larger proportion of bignay fruit compared to aloe-gel resulted in a decrease in the acidity value. This is because the content of organic acids and total phenol content in bignay is relatively high and can contribute to increasing the acidity of aloe-bignay beverages (Profile & Activity, 2019).

![Fig 1. pH Aloe-bignay beverage](image_url)
3.2 Total dissolved solids

The components in the fruit consist of water-soluble components, such as glucose, sucrose fructose, and water-soluble proteins (pectin). Total dissolved solids (TDS) are a measure of the dissolved combined content of all inorganic and organic substances present in a liquid in molecular, ionized, or micro-granular (colloidal sol) suspended form. The treatment of aloe-gel and bignay proportions showed a very significant effect on the TDS of aloe-bignay beverages. (Hamidu et al., 2018) argue that the bignay fruits are rich in nutritional components such as carbohydrates, sugars, organic acids, proteins, minerals, and vitamins that effect on TDS of Aloe-bignay beverages.

The interaction between proportion and storage time treatments was non-significant. The proportion of aloe-gel and bignay 1:1 produced a higher TDS than the others. This shows that aloe-gel and bignay synergize to produce higher TDS. TDS 12±1°C storage was relatively stable. The results indicate that anthocyanin and total phenol in bignay fruit juice that contributes to TDS are much more stable during heating (Hardinasinta et al., 2021).

![Fig 2. TPT ('Brix) Aloe-bignay beverage](image)

3.3 Color

Red fruits are good for the eyes, the heart, digestion, and cells. Orange fruits are good for the eyes, your immune system, cells, and the heart. Yellow fruits are good for the skin, eyes, circulation, and immune system. Green fruits help lower cholesterol and are good for your organs. The results showed that the proportions of aloe-gel and bignay treatment, as well as temperature, showed a very significant effect on the hedonic test of aloe-bignay beverage color. The larger proportion of bignay compared to aloe-gel increases the color value of the aloe-bignay beverage.

This is caused by the red color, namely the anthocyanin from the bignay fruit which is added to produce a more attractive color (bright red). Phytochemical analysis of the Antidesma bunius has confirmed the presence of different kinds of flavonoids, terpene, sugar, saponin, tannin, toxic alkaloids, phenolic acids, procyanidin B1, procyanidin B2 and anthocyanins (Shariful Islam et al., 2018). The longer the storage, the lower the color value. This means that storage time results in greater anthocyanin pigment breakdown (Hardinasinta et al., 2021).

<table>
<thead>
<tr>
<th>Table 1. Color, flavor and taste of Aloe-bignay beverage</th>
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<td>Treatment</td>
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<td>Color</td>
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Flavor

Flavor is defined as a complex combination of the olfactory, gustatory, and trigeminal sensations perceived during a tasting. The flavor may be influenced by tactile, thermal, painful, and/or kinesthetic effects. The research result shows that proportion treatment significantly different of the flavor of Aloe bignay beverage after day 3 storage. This is because storage time can degrade the quality of Aloe-bignay drinks and so can its flavor (Butkhup & Samappito, 2008)(Yusuf et al., 2021).

Another study reported that a combination of several herbal extracts resulted in a synergistic effect of its bioactive compounds against the research of diabetes on cells and animals as models. Even phytochemical compounds exhibit favorable effects in various studies in vitro (Yusuf et al., 2021).

Taste

Perceptual discrimination of taste is fundamental to rational choice in many product categories. Taste receptors in the mouth sense the five taste modalities: sweetness, sourness, saltiness, bitterness, and savories (also known as savory or umami). Aloe vera gel is known to be tasteless while bignay has a sweet taste with a strong sour sensation. The results showed that the proportion of Aloe-gel and bignay exerted a noticeable effect after storage of day 6. This is due during storage to the degradation of the flavor component in aloe-bignay drinks. The manufacture of A. vera products such as beverages is vital to the economy and continues to increase from year to year (Sonawane et al., 2021).

In addition, A. vera has been widely used as a source of functional food, especially beverages (Swami Hulle et al., 2017) (Suriati, et al., 2020). Currently, aloe vera juice with a certain mixture is very popular, for example, lemon juice, sherbet, as well as bignay fruit. However, the mucilaginous gel obtained from fresh A. vera leaves have a bitter taste and produce an unpleasant taste sensation. The addition of bignay fruit which has a sweet taste with a sour sensation is an easy technique to reduce the bitter taste of drinks (Sánchez-Machado et al., 2017) (Piayura & Ratchasima, 2021).
4 Conclusion
From the results of the study, it can be concluded that the proportion of aloe vera gel and bignay fruit affects the variable pH, the total dissolved solids of aloe-bignay beverages at all storage times. The best formula of aloe-bignay health beverage products is with a 1:1 proportion or 50% aloe vera gel and 50% bignay fruit extract. Aloe-bignay health beverage is still worth consuming until the 12th day.

References


The Concept of Place Identity in Coastal Areas Based on Threat Prediction of Earthquake with Tsunami Case Study: Mertasari Beach, Denpasar, Bali

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Abstract. The potential for natural and cultural tourism in Bali has occupied the first position as the most favorite tourist destination in the world in 2017, one of which is due to the charm of the coastal area in Denpasar City, Bali, not Mertasari Sanur beach. This is inseparable from the concept of place identity that is applied to human settings, the physical environment and activities as the leading tourism potential. But behind this potential, it turns out that the Mertasari Sanur coastal area holds the threat of an earthquake and a tsunami. Located about 200 kilometers from the meeting of the Australian and Asian plates or known as the megathrust plate, the coast of Sanur and its surroundings is the area most prone to tsunami impacts. Based on this, it is necessary to study further about the concept of place of identity in the Mertasari Beach area which is based on the threat of earthquake and tsunami disaster. This study uses a descriptive approach with the main instrument in the study itself and assisted by a total station measurement tool for existing, drones to get an aerial mapping atmosphere, questionnaires to community tourist respondents and local tourism managers. The result is that in the aspect of continuity with the past, Mertasari Beach is said to be a mel area for local people who build houses for fishing purposes, but now it has become a tourist accommodation area for hotels, villas, restaurants. In terms of place attachment, most tourists have a strong attachment to visiting this place again despite knowing the potential for a tsunami disaster. In terms of perception of familiarity, the Mertasari Beach area is already well known by tourists, although it is still less popular than Sanur Beach and its surroundings. In terms of the commitment of the local community to live and settle in the Mertasari Beach area is very high with 80% choosing to stay. In terms of external evaluation of the beaches around and in Bali, there are 3 uniqueness of Mertasari Beach, namely being able to see the sunrise and sunset in one place, the best location for kite competitions with the characteristics of flat land topography and good wind conditions, as well as the presence of tourist attractions. new on the coast named Taman Inspiration Mertasari Muntig Siokan.

Keywords: earthquake with tsunami disaster; coastal area; place identity
1 Introduction

Bali occupied the first position as the most favorite tourist destination in the world in 2017 beating London (England) in second position and Paris (France) in third position (Kompas, 2017). This predicate is inseparable from the many natural and cultural tourism objects that attract local and foreign tourists to visit Bali, one of which is the charm of the coastal area in Denpasar City, Bali. Of the many coastal areas that have been widely known by the public, there is Mertasari Beach Sanur which has a wide coastal width so that the tourist activities that can be carried out here are very diverse such as the kite festival which involves more than 1000 people, the best place to enjoy sunrise and sunset in Bali , there are gazebos that line the beach, the existence of a Dream Island recreation park, as well as water sports facilities.

In addition, its location is close to I Gusti Ngurah Rai international airport (only 15 minutes by car), a coastal area with white sand with calm and shallow sea waves making it suitable for children to swim, complete infrastructure, a fast dock boat to Nusa Lembongan and Nusa Penida, as well as complete tourist support facilities such as: resorts, hotels and villas, restaurants, seaweed and coral reef cultivation, and local fishing villages are the main attractions of Mertasari Beach Sanur (Sugiharta, 2013).

However, behind the tourism potential that brings tourists to come and travel to the Mertasari coast of Sanur, it turns out that this beach holds the threat of an earthquake and tsunami. Located about 200 kilometers from the confluence of the Australian and Asian plates or known as the megathrust plate, Sanur and Kuta are areas that are potentially the most prone to tsunami impacts (Bali, 2020). Geologists and tsunami experts consider that apart from Sanur beach, Serangan island coast is also at high risk of being affected by future tsunamis because of its topography and land elevation which is relatively parallel to the sea or only as high as 1-2 meters which makes the coastal areas in Denpasar city vulnerable to being submerged in water sea (Sutarja, 2015).

A place can have a person's memory if there has been interaction between humans, physical settings and activities that can form the identity of a place or known as the concept of "place identity". A place can be said to be very important for a person or a group of people because its physical attributes are accompanied by activities in that place. This setting forms the concept of place identity accompanied by the image of a place that is attached to a person's psychology, both residents who inhabit the place and tourists who visit the place (Lalli, 1992). This is what has happened to the architecture and environment in the coastal area of Mertasari Beach, Sanur. The environmental setting and architecture of the coastal area of Mertasari Beach, Sanur, which have been formed naturally and adapted by the local community through typical coastal activities, have become an attraction and magnetic field for tourists so that Sanur beach and its surroundings are known to the world.

However, in addition to being a potential and tourist attraction, the concept of place identity at Mertasari Beach needs to be linked to the issue of the threat of an earthquake and tsunami in the South Bali region, including Mertasari Beach. It is hoped that existing data will be obtained regarding how far the physical settings, environment and activities of tourists, communities and managers have applied the elements of disaster mitigation in their daily lives. The knowledge of the community, local managers and tourists on this disaster issue and how much they want to stay and continue to visit the Mertasari Beach area after learning about the issue of earthquake and tsunami disaster which is predicted to occur in the future. By knowing this, later conclusions can be drawn regarding the interest of tourists, the community and local managers to the existence of Mertasari Beach.
Literature Review

The concept of “place” (place) is based on the interaction between a person, physical setting, and activities that occur at that location (R.B. Ruback, 2008). Some places are considered more important than others because of the physical attributes they have and because of the types of activities that take place in those places. Meanwhile, the concept of "identity" in the context of social psychology has developed an identity process model which is divided into four principles (Breakwell, 1986): self-esteem, self-efficacy, distinctiveness, and continuity. There are five aspects of "place identity" in urban and regional contexts, namely (Lalli, 1992):

- Continuity with one's past. This principle collects the significance of the urban environment for a subjective sense of temporal sustainability. This principle reflects the hypothetical relationship between his biography and the city, symbolizing personal experience. This aspect is in line with the principle of continuity in the Breakwell model.

- Place Attachment. This principle is a feeling of "at home" in the city concerned, namely a sense of belonging or rootedness as described in various literatures. A person is bound to a place through a process that reflects their behavior, cognitive and emotional experiences in the social and physical environment (Bernardo, 2005).

- Perception of familiarity. This perception is the impact of everyday experiences in urban areas. Familiarity is assumed to be the result of one's actions in an urban environment, which in this case is an expression of the success of one's cognitive orientation.

- Commitment. The commitment in question is a commitment to “stay in the city”. This aspect refers to the significance of the city as it is felt by a person for his future.

The four aspects proposed by Lalli (1992) emphasize more on the side of a person. However, basically external environmental factors have a big role in the formation of place identity. Lalli (1992) refers to this aspect as "External evaluation". External evaluation shows an evaluative comparison between the city itself and other cities, with the special character possessed by a place, and the uniqueness of the city as perceived by the people.

The concept of place identity in urban and regional contexts is closely related to city/regional image theory. The image of an area is closely related to the identity of several elements in an area that are characterized and distinctive as identities that can distinguish them from other cities (Purwanto, 2001). The image of the city/region can be created instantly, while the identity takes a long time to form. The identity of the city/region is related to the historical rhythm that has gone through a long process so that the identity of a city cannot be created simply different from
the image of the city. An image requires (Lynch, The Image of The City, 1975): an identity in an object or something that is different from others, a structure or pattern is interconnected between the object and the observer, and the object has meaning for the observer. The elements that make up the image of the city/region are:

Paths, is a path used by observers to move or change places and become the main element because observers move through it when observing the city and along the path other environmental elements are arranged and connected.

Edges, which are boundaries, can be a design, roads, rivers, mountains. Edge has a strong identity because of its clear visual appearance. Edge is a barrier although sometimes there is a place to enter which is the termination of a district or the boundary of a district with another.

Districts, is a part of the city that has a special character or activity that can be recognized by the observer. District has a distinctive pattern and shape as well as district boundaries so that people know the end or beginning of the area. District has the characteristics and characteristics of the area that is different from the surrounding area.

Nodes, are nodes or circles of strategic areas where the directions or activities meet each other and can be changed to other directions or activities, for example traffic intersections, stations, airports, bridges, cities as a whole on a large macro scale, markets, parks, square, a place for a circular motion, and so on. Node is also a place where people have the feeling of 'in' and 'out' in the same place.

Landmarks are visually appealing symbols with attractive placement properties. Usually landmarks have a unique shape and there are differences in scale in their environment.

2 Research Methods

The research approach used in this study is a descriptive qualitative approach. Descriptive qualitative approach describes phenomena based on the point of view of informants, finds various realities and develops a holistic understanding of a phenomenon in a certain context (Hilal, 2013). Qualitative approaches are generally used in inductive descriptions, with assumptions based on social reality, variables that are difficult to measure, complex and interrelated, and the data collected contains an in-depth point of view from the informant (Almalki, 2016).

In this case, more data will be obtained through direct observation to the field to see and analyze existing conditions, both potential and problems related to research, as well as existing measurements with total station tools and image approaches using Google Earth software and drones to map macro positions. building to the surrounding area. In addition, digital questionnaires were distributed in the form of google forms to tourists, local communities and beach managers to obtain 2 aspects of the concept of place identity at Mertasari Beach, namely the concept of place attachment and aspects of commitment to stay in the Mertasari Beach area.

The location of this research is set in the coastal area of Mertasari Beach, Sanur, whose territory stretches from the north to the south. while the locus of this research is in disaster-prone zones and zones that are visited by many tourists and travelers who are in this zone longer than just passing from this place such as the zoning of stalls, restaurants, hotels, seating and spots. photography, docks and spots that are the tourist attraction of Mertasari Beach, Sanur.

Research instruments can be interpreted as the tools needed to collect data. In qualitative research, the main instrument in data collection is the researcher and other people who help the researcher. In this study, researchers collect data by asking, asking, listening, and taking (Afrizal, 2014). The additional instruments needed by researchers in this study include: a basic
map of the coastal area of Mertasari Beach, Denpasar, a digital questionnaire in the form of a
google form, a total station measuring instrument and a laser meter to map in detail the
architecture and coastal environment, stationery and drawings, a camera to document existing
conditions in the field, a computer with a core i7 specification to be able to use 2D Autocad and
3D software in copying measurement results and simulating a complete picture of the location,
and a camera for documenting survey results.

3 Results and Discussion

In making the existing place identity model at Mertasari Beach, it is based on interviews
with informants who are considered to have the most useful information in supporting this
applied product research, such as the Head of Regional Head (Bagha Padruwen Desa Adat)
Intaran, Bendesa Adat and Beach Manager. In addition, questionnaires were distributed in the
form of a digital google form to three types of informants, namely tourists, beach managers and
local communities to find out the informants' perceptions of the potential issue of earthquake
and tsunami disasters in the South Bali region including Mertasari Beach.

In addition, researchers also observed the pattern of people coming to the beach including
their activities on the beach. Furthermore, the results from interviews, questionnaires, and direct
observations in the field are interpreted in the form of a place identity model image based on 5
aspects, namely: continuity with the past, attachment to a place, perception of familiarity,
commitment, and external evaluation. These five aspects will be combined into an existing place
identity model at Mertasari Beach.

3.1 Continuity with The Past

The first aspect collects the significance of the urban environment for a subjective sense of
temporal sustainability. This principle reflects a hypothetical relationship between a person's
biography and a city, symbolizing personal experience. This aspect is in line with the principle
of continuity in the Breakwell model. If you look at the history of the existence of Mertasari
Beach, according to Mr. Wayan Suta as the Manager of the Regional Development Planning
Agency, one of which is the head of tourism management in the Mertasari Beach area, Mertasari
Beach was previously said to be a mel area or an area used by the community to stay or build
temporary houses in the form of semi-permanent because it is close to their source of livelihood,
namely as fishermen.

![Fig 2. The Condition of Sanur Mertasari Beach and Its Surroundings Around 1975](Researcher Documentation, 2021)
The original house from the local community in ancient times until now is on the north side of Jl. Bypass Ngurah Rai which is located quite far from the beach, while in the south Jl. Bypass Ngurah Rai is used as a temporary residence made with semi-permanent buildings such as using wood and bamboo as the main structure. This is done because the sea water is often high tide and reaches the mainland so that it is not possible to make permanent housing along the coast. In addition, the coastal area is used as a place to moor boats and salt farming.

Over time, the increasing number of local residents, plus the presence of migrants living there, caused one by one the residents to build permanent houses on the south side of Jl. Bypass Ngurah Rai. Even though the residents are starting to build near the beach, it is actually still quite far from the beach, which is about 40 meters from the beach. The influence of the fast tourism of Sanur Beach including Mertasari Beach makes along the coast more designated for coastal tourism accommodation such as hotels, villas, inns, restaurants, cafes, and other supporting facilities. There are also Segara Temples and Mangrove Forests on the coast.

The results of the interview with Mr. Suta also mentioned that to prevent the increasing number of coastal areas in Bali including Mertasari Beach being affected by abrasion, a special Bali beach rescue project was carried out in Nusa Dua, Kuta and Sanur which was commanded by the Public Works and People's Housing Office in collaboration with the River Basin Center. Penida started in 2003 until gradually until 2014 sand piling was carried out in the Mertasari Coastal area.

The reclaimed sand dune, called the Stop Pile, is used daily for kite-boarding and other tourist purposes such as music concerts. In addition, on the west side of Stop Pile, a new tourist attraction managed by the local Traditional Village named Taman Inspiration Muntig Siokan was established.
3.2 Place Attachment

Attachment to a place (attachment). This principle is a feeling of "at home" in the city concerned, namely a sense of belonging or rootedness as described in various literatures. A person is bound to a place through a process that reflects their behavior, cognitive and emotional experiences in the social and physical environment (Bernardo, 2005). Mertasari Beach Sanur is one of the beaches favored by both local and international tourists to visit, even in this pandemic condition, foreign tourists can still be found, although not as much as before the pandemic as a result of the closure of international flights at Ngurah Rai Airport. So much beauty is offered on this beach. The wide and spacious coast is used by local people to fly kites, especially during this dry season.

In addition, white sand is preferred by tourists to just sit or bathe on the beach. In addition, there is a Muntig Siokan Inspiration Park tourist attraction in which there are many selfie spots, seating areas both on chairs and in the gazebo in the form of terraced jineng, restaurants, places that can be used to ride horses and camels.

![Image of Mertasari Beach](image)

**Fig 5.** The Beauty of Taman Inspirasi Mertasari Muntig Siokan
Source: Researcher Documentation, 2021

To be able to find out how strong a person's attachment is to Mertasari Beach, a digital questionnaire is distributed via google form with the link [https://forms.gle/asCXADDugYCamEfD7](https://forms.gle/asCXADDugYCamEfD7), which in the questionnaire consists of 3 types of informants, namely tourists, local communities, and managers (people who carry out business activities in the coastal area).

Questions from this questionnaire emphasize more on the informant's knowledge about the threat of an earthquake and tsunami that is predicted to hit the South Bali region, including Mertasari Beach. The aim is to find out how strong the informant's attachment to the location is and knowing the threat of the disaster, also to find out whether the informant still wants to visit Mertasari Beach or not. This is important to know to measure how attractive this place is for tourists, the community and local managers.
Fig 6. Distribution of Questionnaires via Google Form to Tourists at Mertasari Beach
In determining how strong a person's attachment to Mertasari Beach is, the authors look for respondents, namely tourists with a total of 200 respondents taken from the number of tourists who come on the most crowded day, namely Sunday. Respondents were sought in the morning and evening because it was considered that at that time the most tourists visited. Questionnaire statements regarding tourist interest in Mertasari Beach and knowledge about the prediction of the threat of an earthquake and tsunami that might hit the South Bali region, including Mertasari Beach, to see the response of respondents to this regarding how much they want to visit again after the prediction of the disaster threat is known. Tourists were asked several questions related to the issue of the tsunami that occurred and the responses given to the information. The results are as follows:

![Fig 7. Questionnaire Results Based on Age and Likes from Mertasari Beach](Source: Researcher Documentation, 2021)

![Fig 8. Questionnaire Results Based on Tsunami Disaster Issues at Mertasari Beach](Source: Researcher Documentation, 2021)
Based on the graphs of the results of the questionnaire to tourists, conclusions can be drawn regarding the interest of tourists to Mertasari Beach after being conveyed information through questionnaires regarding the threat of an earthquake disaster accompanied by a tsunami threat in the South Bali region including Mertasari Beach, as follows:

Most of the tourists who visit Mertasari Beach are productive, ranging in age from 20-50 years with the highest percentage of 51.4%. There are many reasons tourists visit Mertasari Beach. There are 3 best things that are the main reasons for tourists to visit, namely the attractive and well-ordered beach view, enjoying the beauty of the sunrise and sunset, and playing kites supported by the wind and wide land.

Dominant tourists already know about the predicted threat of an earthquake accompanied by a tsunami in the South Bali region, including Mertasari Beach (as many as 73%). Of the 5-information media, web site media including Google and online newspapers became the most information media obtained by respondents about the issue of an earthquake and tsunami disaster in the South Bali region, including Mertasari Beach, which was 47%.

The majority of respondents are worried about this issue, which is 78%. Although they are worried about the issue of an earthquake and tsunami in the future that might occur at Mertasari Beach, most of the respondents, around 73%, have not given up and have a desire to visit Mertasari Beach again.

Of the many reasons tourists do not give up returning to visit Mertasari Beach, the author summarizes into 6 reasons, namely: a suitable atmosphere for relaxing, beautiful beaches, the best place to travel, strong winds and large land for kite flying, delicious culinary, as well as one of the most beautiful beaches in Bali.

Based on the 7 statements above, it can be concluded that the attachment of tourists to Mertasari Beach is very high as evidenced by the high interest of tourists to visit again. This proves that the charm of Mertasari beach is a magnetic field for tourists because it has provided a strong cognitive and emotional travel experience and makes tourists happy to want to visit again.

3.3 Perception of Familiarity

This perception is the impact of everyday experiences in urban areas. Familiarity is assumed to be the result of one's actions in an urban environment, which in this case is an expression of the success of one's cognitive orientation. In the context of Mertasari Beach, everyday this beach is used as coastal tourism activities including swimming and bathing, canoeing, crossing by sea to Nusa Penida or Nusa Lembongan, tourism in Mertasari Inspiration Park, and supported by other activities such as flying kites, kite and learn to ride a car because it is supported by a large area and conditions that allow for these activities.
Of course, tourists who already know the potential of Mertasari beach, whether introduced by the closest people or from social media, must be very familiar when visiting here. Moreover, Mertasari Beach has a very large stretch of beach sand which is the result of reclamation, so it is not difficult for the beach manager to arrange it. For the spiritual context, it is also very supportive of religious activities such as melasti by local villagers and surrounding villages as well as nganyut activities for Hindus whose families have died and have been cremated, the ashes can be dumped into the sea via this beach.

So, it can be concluded that Mertasari Beach has the most complete tourism potential advantage when compared to other beaches in the Sanur area. The location of Mertasari Beach can also be said to be quite close to Ngurah Rai International Airport, which is only about 14 km or about 24 minutes if taken via Jalan Bypass Ngurah Rai.

In terms of tourist activities staying around Mertasari Beach, hotel accommodation and lodging here are also quite a lot, although not as many as other beaches in the Sanur area. There are several well-known hotels on this beach, namely: Prama Sanur Beach Hotel (5-star hotel), Mercure Resort Sanur and Waka Maya (4 star hotel), Sanur Seaview Hotel (3 star hotel), and other 3 star hotels. In addition, types of lodging such as villas are also mushrooming in the Mertasari Beach area and do not miss the restaurants, cafes, and food stalls located on Mertasari Street and on the Mertasari Coast, which complements tourist accommodation along this beach. Access to and from Mertasari Beach consists of 2 main accesses, namely the Tirta Empul road and the shooter road.

However, the road that is often/commonly traversed by tourists is Jalan Tirta Empul (B) because the location of the road is on the main route, namely Jalan Mertasari (A) and the location of the road which is in the middle to Mertasari Beach and the size of the road is wide so that it can be passed. 2 cars pass. While the Shooting Road (C) is a path that is not commonly traversed because apart from the location of the road which is hidden and not traversed by the main route, it is also because the width of the road is relatively narrow so that it can only be passed by 1 car and 1 motorbike passing each other.
In terms of road access, it is actually quite adequate with the condition of international tourism that has not been opened due to the pandemic but seeing the potential in the future the possibility of access to this beach will be less as a result of the many tourists who may come to Mertasari Beach. Moreover, if it is related to the issue of the threat of an earthquake accompanied by a tsunami, early detection should be possible for everyone to be able to see directly the beach from Jalan Mertasari, not having to be on the coast first. The entire arrangement of the area along Jalan Mertasari is closed by fences or buildings so that from a disaster response perspective it does not support the acceleration of evacuation for people around the coast.
In terms of supporting facilities for beachside tourism, it can be said that it is complete, namely there are gazebos or seats along the vehicle parking lot, there is a large bus, car and motorcycle parking area, toilets, hand washing facilities, showers, and adequate changing rooms, as well as a stall - food stalls selling various types of local specialties. The location of the supporting facilities for beachside tourism is also appropriate and close to each other with the dominant tourist activities on the beach. In terms of the type of building, it has also used semi-permanent buildings, namely only using wooden structures on the poles and roofs.

3.4 Commitment

The commitment in question is a commitment to “stay in the city”. This aspect refers to the significance of the city as it is felt by a person for his future. To find out how high a person's desire is to live in a city, in this case Mertasari Beach, then the same as in the Place Attachment aspect with different informants, questionnaires are distributed to the local community and local tourism managers. This questionnaire was made in digital form with the link https://forms.gle/asCXADDougYC4mFfD7.

The local people who are used as informants are people who live on the coast which according to the local community is said to be the mel area which is taken as a sample of 2-3 informants who represent every road in front of their house that leads to the beach. While the local managers in question are the Bupda Manager and his staff as beach managers, parking attendants, bathroom and dressing room guards, owners of beach stalls, restaurant and hotel employees on the coast of Mertasari Beach.
The local people who are used as informants are people who live on the coast which according to the local community is said to be the mel area which is taken as a sample of 2-3 informants who represent every road in front of their house that leads to the beach. Meanwhile, the local managers in question are the Bupda Manager and his staff as beach managers, parking attendants, bathroom and dressing room guards, owners of beach stalls, restaurant and hotel employees on the coast of Mertasari Beach. The results obtained informants reached one hundred people which is concluded in the picture below.
Based on the 6 statements above, it can be concluded that the commitment of the community and local managers to live in the coastal area of Mertasari Beach is very high even though they are aware of the issue of the earthquake and tsunami disaster in the South Bali region, including in the area. The need for structuring from the side of the area, architecture and environment can certainly minimize casualties in the event of a disaster in the future.

Based on the graphs of the results of the questionnaire to the local community and local managers, conclusions can be drawn regarding the commitment to stay in the coastal area of Mertasari Beach, after being submitted information through a questionnaire regarding the threat of an earthquake disaster accompanied by a tsunami threat in the South Bali area including Mertasari Beach, as follows:

Most of the informants are in the productive age range, which is between the ages of 20-50 years with the highest percentage of 51.4%. Most of the informants were aware of the issue of the threat of an earthquake accompanied by a tsunami in the South Bali region, including Mertasari Beach, which was 54% or half less than the sampling of all informants. Dominant informants or about 89% feel worried after knowing the issue. This is inseparable from most of the informants who have lived in the Mertasari beach area for years and make a living there. Even though the community is aware of the disaster issue and is worried, almost all of the community and local managers want to stay in the coastal area of Mertasari Beach, which is 86%.

There are many reasons why the local community and managers choose to stay in this area even though they already know the issue, namely the comfort aspect of living or working in this place, having lived for a long time and a strong sense of belonging, easy access to public facilities, tourism and health, high land prices in Denpasar which made informants reluctant to move and elements of attachment to local customs. Efforts that have been made by the informant in anticipation of disasters from an architectural and environmental perspective include making an attic above the house, building a multi-storey residence / high ground floor height, orientation of the house facing the beach, planting tall trees including mangrove forest, construction of breakwaters, coastal embankments and evacuation signs.

Based on the 6 statements above, it can be concluded that the commitment of the community and local managers to live in the coastal area of Mertasari Beach is very high even though they are aware of the issue of the earthquake and tsunami disaster in the South Bali region, including in the area. The need for structuring from the side of the area, architecture and the environment can certainly minimize casualties in the event of a disaster in the future.

3.5 External Evaluation

The four aspects proposed by Lalli (1992) emphasize more on the side of a person. However, basically external environmental factors have a big role in the formation of place identity. Lalli (1992) refers to this aspect as "External evaluation". External evaluation shows an evaluative comparison between the city itself and other cities, with the special character possessed by a place, and the uniqueness of the city as perceived by the people. Based on this aspect, the author tries to present a comparison between the surrounding beaches, namely Sanur Beach, beaches in different areas such as Kuta Beach and other beaches in Bali.

The result is that there are 3 unique or distinctive characteristics that characterize Mertasari Beach which distinguishes it from other beaches that make tourists more interested in visiting it, namely:

Can see sunrise and sunset in one place. It's quite rare that there are beaches in Bali that can see the process of sunrise and sunset in one place. This is what can be found at Mertasari Beach, Sanur. By standing on the platform containing the gazebo or standing in the stop pile area and the pier, anyone can see the sunrise and sunset. It could be that this experience is the only
experience that can be obtained by tourists visiting Mertasari Beach by seeing the sunrise and sunset without being hindered by anything from the three spots. This is what can be used as something that makes someone feel special about Mertasari Beach which is part of the external evaluation and of course feels increasingly attached to this place (place attachment) and it may be that not a few tourists want to stay and live in this place, namely aspects commitment. These three aspects make Mertasari beach have its own identity that is second to none in terms of views and sunrises and sunsets.

**Fig 16. The Uniqueness of Getting Sunrise and Sunset at Mertasari Beach**

Source: Researcher Documentation, 2021

A good kite-boarding place with wide land and wind characteristics as well as a supportive atmosphere for a large-sized kite race. It could be that apart from Padang Galak Beach, this place is one of the best places in terms of land area, the character of the strong coastal winds, the relatively flat contours make kite-boarding activities can be carried out optimally without any obstacles. When compared to Padang Galak Beach as a place to ride a kite, this place can be said to be better because apart from the flat land in terms of contours, a large parking area, as well as the number of food stalls and culinary delights are also the main factors that this location is a favorite for tourists and tourists, local people in terms of kiteboarding.

Moreover, kite festivals are also often held here. Recently, the largest kite in Bali named "Nagaraja" was raised on Mertasari Beach and broke the 2017 MURI Record as the largest and longest kite in Indonesia, which was witnessed by thousands of people who packed Mertasari Beach, Sanur. Indirectly this has become one of the marketing of Mertasari Beach tourism which makes it even more viral and famous despite the current covid 19 pandemics, it could be that in the future this beach will become one of the most favorite tourist beaches in Bali.

**Fig 17. Stop Pile as Strategic Place for Kite Competition**

Source: Researcher Documentation, 2021
There is a new tourist attraction called Taman Inspiration Mertasari in which there are many tourist activities, so it is suitable for holding gatherings or other big events. With the icon of a pair of swings containing the words "Deam Island", as well as the many tourist activities in one place make Mertasari Inspiration Park more attractive to visit.

Fig 18. The Uniqueness of the Mertasari Muntig Siokan Inspiration Park Taman
Source: Researcher Documentation, 2021

4 Conclusion

Based on the results of research that has been presented before, the concept of identity of the place of Mertasari Beach is based on the prediction of the threat of earthquake disaster accompanied by a tsunami that hit the South Bali region including the area which is based on 5 aspects as follows:

Continuity with the past. Mertasari Beach was previously said to be a mel area or an area used by the community to stay or build temporary houses in the form of semi-permanent because it is close to their source of livelihood, namely as fishermen. The original house from the local community in ancient times until now is on the north side of Jl. Bypass Ngurah Rai which is located quite far from the beach. The coastal area is used as a place for mooring boats and salt farming. Over time, one by one the residents built permanent houses to the south of Jl. Bypass Ngurah Rai with a distance that is still quite far from the beach, which is about 40 meters from the beach. Along the coast, it is more intended for coastal tourism accommodation such as hotels, villas, inns, restaurants, cafes, Segara Temples and Mangrove Forests.

Place attachment. In determining how strong a person's attachment to Mertasari Beach is, the authors look for respondents, namely tourists with a total of 200 respondents taken from the number of tourists who come on the most crowded day, namely Sunday. The conclusion is that the majority of tourists already know and feel worried about the predicted threat of an earthquake accompanied by a tsunami in the South Bali region including Mertasari Beach, but most of the respondents do not give up and have the desire to return to Mertasari Beach on the grounds that the atmosphere is suitable for relaxing, beauty. beaches, the best places to travel, strong winds and vast land for kite flying, delicious food, and one of the most beautiful beaches in Bali. This proves that the charm of Mertasari beach is a magnetic field that makes the interest of tourists to visit again high.
Perception of familiarity. In terms of tourist activities staying around Mertasari Beach, hotel accommodation and lodging here are also quite a lot, although not as many as other beaches in the Sanur area. Access to and from Mertasari Beach consists of 2 main accesses, namely the Tirta Empul road and the shooter road. Road access is actually quite adequate with the condition of international tourism which has not been opened due to the pandemic but seeing the potential in the future the possibility of access to this beach will be less as a result of the large number of tourists who may come to Mertasari Beach.

Moreover, if it is related to the issue of the threat of an earthquake accompanied by a tsunami, early detection should be that everyone can see directly the beach from Jalan Mertasari, not having to be on the coast first. In terms of supporting facilities for beachside tourism, it can be said that it is complete, namely there are gazebos or seats along the vehicle parking lot, there is a large bus, car and motorcycle parking area, toilets, hand washing facilities, showers, and adequate changing rooms, as well as a stall - food stalls selling various types of local specialties.

Commitment. The commitment to stay in this area is carried out by distributing questionnaires to local communities and local tourism managers. The result is that most of the informants are aware of the predicted threat of a tsunami disaster that may hit Mertasari Beach in the future, although most are worried about the issue, but most of the informants are committed to staying in this area.

External Evaluation. In terms of comparison with other coastal environments, Mertasari Beach seems special because it can see the sunrise and sunset in one place, a good kite boarding place with the characteristics of wide, flat land and wind that supports kite competitions at national and international levels, as well as the existence of a new tourist attraction called Taman Inspiration Mertasari in which there are many tourist activities so that it is suitable for holding gatherings or other big events with the icon of a pair of swings containing the words "Dream Island".

References

Socio-Cultural Transformation of The People of Nusa Penida

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Abstract. Human and community culture invariably move in a dynamic way following the development of human intellect. The only difference is regarding how fast or slow the changes occur. In a context like Nusa Penida, in advance of its development into a tourism destination, its people’s lives depended on the seaweed sector as a mainstay of livelihood. During 2015-2019, it experienced very rapid development in the tourism sector. The development was driven by its tourism potential. As a result, transformation took place in the people’s lives. In connection with this condition, this study reveals the factors that cause the transformation from the seaweed farming period to the tourism service period and describes the changes that occur. To achieve these goals, Sztompka’s Theory of Social Change is used as a theoretical basis in examining the object of this study. This study employs a qualitative method with a historical approach. The main type of data is qualitative data which is supported by quantitative data. Data collection was carried out by means of observation and in-depth interviews with a number of informants. Data analysis was carried out in a qualitative descriptive manner. The results showed that the socio-cultural transformation in Nusa Penida was caused by two driving factors such as internal and external factors. Internal factors include factors that come from within the community itself, including the community’s desire to change. This is triggered by the existence of very strong external conditions. The production of seaweed farming is decreasing because in turn it is abandoned by farmers. The involvement of the ruling elite related to the Klungkung Regency Government’s policy on tourism and the role of social media as a channel of information is very large in making changes. The changes having occurred can be seen from the development of infrastructure in the socio-cultural sector and the opening of wider new job opportunities.

Keywords: Nusa Penida; socio-culture; transformation

1 Introduction

Nusa Penida is an archipelago located in the southeast of the island of Bali. Administratively, the island appears as one of the sub-districts in Klungkung Regency. It has undergone changes, especially in the area of livelihood of the local community. As is the case in Bali in general, most of the people of Nusa Penida work in the dry land agricultural sector (moor). In addition to the hilly areas, Nusa Penida has a potential marine area, especially in the north-eastern coast. Fishing activities are the main livelihood of the local inhabitants.
Around 1982, Nusa Penida entered a new era in a type of agricultural livelihood sector, namely seaweed cultivation. In the 1990s the seaweed cultivation was growing rapidly. At that time, seaweed became the mainstay of the livelihood of the people of Nusa Penida. Such a condition, in turn, caused major changes in the economic life of the community that had never been experienced in previous times.

In subsequent developments, new trends emerged. Nusa Penida entered the era of tourism. Tourism of the island began in 2014 and was marked by the opening of the first Nusa Penida Festival in 2014. From 2015 to 2019 the tourism developed rapidly. This is evidenced by the increasing number of tourist visits to Nusa Penida (BPS Kabupaten Klungkung, 2017). The presence of tourism has shifted the seaweed farming sector to the tourism service sector. The dynamics of the life of the people of Nusa Penida from the seaweed farming period to the tourism sector led to a transformation of work, both as actors and as workers.

Transformation refers to changes and shifts, both in form, nature, and function. Kistanto (2018: 169) interprets socio-cultural transformation as a major and comprehensive change in the form of community characteristics from one situation to another. In such a situation, the question that then arises is what are the factors causing the socio-cultural transformation in Nusa Penida from the agricultural period to the tourism period? What are the forms of the changes that occur?

**Literature Review**

Sztompka states that society is constantly changing at all levels of its internal complexity. The change is seen as something dynamic and not linear. Social change in general can be interpreted as a process of shifting or changing the structure / order in society, including more innovative mindsets, attitudes, and social life to get a better life. At the macro level, economic and political changes occur; meanwhile, at the mezo level changes in groups, communities, and organizations occur and at the micro level itself changes in individual interactions and behavior occur. Society is not a physical force (entity), but a set of interrelated processes (Sztompka, 2011:6).

Here are several factors that cause changes in human society and culture to occur, such as internal/endogenous factors and external/exogenous factors. In the internal factors, change starts from the community itself in that there is the will or desire of the community to experience changes. There is a willingness of community members to abandon the elements of the old culture and social system and begin to switch to using elements of the new culture and social system. Endogenous processes develop the potential or tendencies involved in the changing reality. Exogenous factors are reactive. This process responds to external pressures, stimuli, and challenges. The existence of profile ideas/image of great people as motivators and social movements (Sztompka, 2011:19-20).

Lauer (2003:3-8) states that social change covers all aspects of social life because all aspects of social life are constantly changing. Change is normal and proceeds in different directions at different levels of social life and at different levels of rapidity. Abdulsyani (2002:163) states that social change is a change in culture and human behavior in society from certain circumstances to other circumstances. Social changes taking place in society, according to Abdulsyani (2002:167), have several forms: (1) evolutionary changes and revolutionary changes. Evolutionary changes represent social changes that occur in a slow process, over a long period of time, and without any particular will from the society concerned. Meanwhile, revolutionary changes are changes that take place quickly because they have been planned or without any prior planning. Revolutionary changes are often preceded by tensions or conflicts within the community concerned. These tensions are difficult to avoid, and many can even be controlled until they turn into acts of revolution.
(2) Planned changes and unplanned changes. Planned changes refer to changes to social institutions based on careful planning by the parties who want these changes. Planned change is best done in communities that previously had the desire to make changes but were unable to do so. Unplanned changes represent changes that take place against the will and beyond the control of society. These unwanted changes usually lead to more conflicts that are detrimental to the lives of the people concerned (Abdulsyani, 2002: 170).

2 Research Methods

The method used to conduct this research is a qualitative method with a historical approach. The historical approach seeks to reconstruct past phenomena. Data were collected using in-depth interviews and observation. Interviews were conducted using snowball sampling technique. Interviews were conducted first with key informants and then continued with the following informants. These actions had been carried out in sequence until the saturation point, and validity of the extracted data were obtained. Observations were made in areas that previously served as centers for seaweed development and other infrastructure sectors. In addition to primary data, secondary data are also used. Secondary data were collected from the results of a review of the relevant literature and journal articles. The data were analyzed in three stages, namely classification, reduction, and drawing conclusions. The results of data analysis are presented in a qualitative descriptive manner (Moleong, 2000).

3 Results and Discussion

3.1 Factors Causing Changes

External Factors

(1) Decrease in seaweed production. Condition of the marine environment is very dependent on weather conditions. Climate change, which can affect human activities in managing and utilizing the marine natural environment, occurred. Several natural phenomena that are unfavorable to the seaweed farming community occurred, which had an impact on the decreasing amount of seaweed production in Nusa Penida. This can be seen from the record of the amount of seaweed production in the last five years (2013-2017) which was increasingly decreasing (Bali Provincial Marine and Fisheries Service, 2018).

In 2013 total production reached 145,597 tons; in 2014 it reached 84,336 tons; in 2015 it reached 107,209 tons, in 2016 it reached 100,856 tons, and in 2017 it reached 597.71 tons. A drastic decrease occurred in early 2017 to reach 99%. To date, seaweed plants are only produced in Suana Village; meanwhile, in other villages such as Toyapakeh, Ped, Kutami Kaler, Batununggul, which were previously quite productive centers for seaweed cultivation, this stretch of seaweed is no longer found.

The decline in production occurring was caused by the unfavorable natural carrying capacity. Extremely erratic global weather greatly affected the growth of seaweed. Weather that is too hot and too cold with strong winds - especially in August to September - causes seaweed to not thrive. The production period lasts quite a long time and even reaches almost 70 days compared to what is usually done in that only for one month to 44 days the harvest can be done. Many farmers complain that their seaweed is damaged, rotting, and falling off. In addition, there are schools of fish that eat seaweed, pests that attach to the seaweed such as bulung kawat (yellow sea urchins), and bulung hitam (black sea urchins).
As a result, there is a continuous decline in seaweed production. Meanwhile, land area is decreasing both in water areas and on the coast. Previously, the total area used by seaweed farmers was 164.30 Ha (Dinas Perikanan dan Kelautan Kabupaten Klungkung, 2003). It was recorded that until 2018 there were only 4.6 hectares of land in Suana Village with the number of cultivators of 87 seaweed farming households (Dinas Ketahanan Pangan dan Perikanan Kabupaten Klungkung, 2020). In addition, the declining selling price of seaweed also causes farmers to be less enthusiastic about pursuing the cultivation of these plants. Most of the farmers left their cultivated land and turned to work in the tourism service sector.

(2) The role of ruling elite. Other external factors that are no less important as the driving forces for the change are the role of the elite or the profile of big people as agents of change; in this case is the role of the local government of Klungkung Regency. Elite represents a group that excels in status and power (Suzanne Keller, 1995: 123). With the power possessed, leadership is born both socially and non-socially.

At the social level, the elites gain power because they have special specializations in accordance with the services provided. By Keller they are called the determining elites (Suzanne Keller, 1995: 43). Elite as a minority group controls the power to function as a decision maker in development, while the community functions in the process of the development. The role of the elite is quite decisive in motivating the community with their bright ideas or thoughts, which are able to drive changes in society.

The involvement of the elite in social change in Nusa Penida - in this case the formal elite as rulers, namely the government and its staff - is evident in the policy of the Klungkung Regency Government. This policy is in accordance with Article 11, No. 1 letter a of the 2013 Klungkung Regency Regional Regulation concerning the Klungkung Regency Spatial Plan. As referred to in Article 7 letter d of the regulation, the development of the Nusa Penida tourism area is carried out through the extension of effective tourism area blocks to encourage the acceleration of the function of the area as a Tourism Strategic Area. The regional regulation refers to the Bali Provincial Regulation No. 2 of 2012 concerning Balinese Cultural Tourism which is realized based on the principles of benefit, kinship, balance, sustainability, participatory, sustainable, fair and equitable, democratic, equality and unity imbued with religious values of Hinduism by applying the Tri Hita Karana philosophy.

Through the implementation of the Klungkung Regency Regional Regulation on Spatial Planning, there were implications for changes in the vicinity of seaweed cultivation centers, especially those located in Ped Village. To convert a coastal area that was previously a location for seaweed cultivation into a tourism development area, a well-organized environment is needed. The structuring is mainly related to the destruction of the huts previously built by the seaweed farming community as a place to lodge and store the seaweed harvest. Likewise with the area where seaweed is drying when grass cultivation activities are in progress.

According to a statement from one of the Kelian Dusun in Ped Village, in the initial process - before the rows of huts were destroyed - mediation between the relevant agencies had first been carried out, in this case between the Klungkung Regency Government and local seaweed farmers as the owners of the huts. From the mediation conducted among the seaweed farmer groups, an agreement was reached. Each seaweed farmer’s hut got compensation of 25 million rupiah.

As a result, these rows of huts are no longer found because the coastal area is already filled with tourism supporting facilities that have been built such as small villas, cafes, restaurants, and bars. In addition, the area in question is also used as an open space which will be used by tourists to enjoy the panoramic view of the white sandy beach. The phenomenon of land
conversion in coastal areas (beach) provides a strong impetus for the community, especially the seaweed farming community to switch professions to new fields in the tourism sector.

(3) The role of social media. Social media appears an institution or agency that acts as a pioneer or agent of change. This is manifested in writings or news distributed via the internet as online information. The presence of social media as a means of communication and information among the public has the capability of disseminating information widely and can be accessed by the public quickly. The information provided by the media can directly affect the mindset and behavior patterns of people in interpreting the social systems that exist in society (Rini, 2011: 47).

Social media has also appeared as one of the external factors that drives social change in Nusa Penida. In Nusa Penida, young people are very aggressively using social media as a promotional event to introduce tourist attractions existing in the area to the wider community. They are the first to disseminate information through websites. Natural tourism objects having been previously unknown to the community outside Nusa Penida then became famous and even became a favorite for visitors. This is certainly inseparable from the role of social media as a means of information.

In turn, social media directly becomes a channel of change. The changes taking place slowly are responded quickly by the community. They are very interested in tourism. The crowds of tourists visiting to Nusa Penida have a big influence on seaweed farmers to switch professions to the tourism service sector.

**External Factors**

The people’s ideology. Ideology refers to a guideline for achieving the desired goals. It includes expectations about something that is considered the most valuable in life. There are values that drive people to always strive to improve life. Some of the external factors mentioned above lead to changes in the mindset, attitude, and mentality of the people of Nusa Penida. Views on the nature of life began to shift, in that, this life must change.

In the midst of the increasingly high demands for living needs, the social situation and conditions of the people in the surrounding environment deliver strong support to the shift in the people’s field of work to the glittering tourism sector. This growing tourism stimulus has generated a response among seaweed farmers who are slowly but surely starting to leave their jobs as seaweed farmers that have been engaged for decades. They assume that with the development of tourism, people’s lives become more modern. Villages become crowded with tourist visits, traffic is also busy, transportation becomes smooth, people’s houses become better, less productive land becomes productive, and agricultural products have a high selling value. Such life values permeate the life of this society.

Seeing the unfavorable external conditions for the activities of seaweed farmers, optimistic views or attitudes towards tourism emerged. This condition has encouraged the seaweed farming community to no longer be enthusiastic about working on their cultivated lands. In turn, seaweed becomes extinct because it is abandoned by farmers and replaced by tourism activities that are starting to develop.

**3.2 Socio-Cultural Changes**

Social change is a change in culture and human behavior in society, from certain circumstances to other circumstances (Abdulsyani: 2002:163). These changes involve changes in the form of material (tangible) and non-material (intangible).

**Infrastructure development**

Infrastructure development in rural areas is an integral part of national development. In addition, infrastructure development also plays a role as a stabilizer that can increase rural
economic growth. The structuring of the infrastructure sector in Nusa Penida starts from the coastal area, which includes the construction of infrastructure and facilities such as the Roro ship dock, roads, health, and education.

a. The Structuring of the beach area

The condition has resulted in changes to the location that previously served as a center for seaweed cultivation. The most drastic changes occurring are environmental changes, such as land conversion. Before tourism developed in Nusa Penida, the most prominent in the coastal area of seaweed cultivation centers were the buildings of seaweed farmers’ huts (Suwendri, 2005). These huts functioned as a place to store dried seaweed, as a storage tool for production, as a temporary shelter/residence during seaweed farming activities, and as a place to carry out daily activities for seaweed farmers who live far from the coast (area of hills).

Based on a field study conducted prior to this study, it was found that along the seaweed production center, the rows of huts that previously crowded the beachfront of the seaweed cultivation center have now been demolished and then leveled and arranged to be used as a place for the construction of tourism supporting facilities such as bungalows, lodging, cafes, restaurants, and open spaces on the beach. Likewise in hilly areas, the existence of accommodation slowly penetrates, annexing farmers’ land. People are competing to build tourism accommodation, like mushrooms in the rainy season as if out of control; something that was never imagined before.

b. Improvement of land roads and ease of sea crossings

Other infrastructure changes are getting better, such as the existence of land traffic, which previously was narrow, destroyed, and with holes, but has since been expanded to tourist objects and is better. Nusa Penida Subdistrict encompasses an archipelago separated by the Badung Strait. As an area that is separated by waters, the presence of sea transportation is very important. Before the existence of modern means of transportation such as KMP Nusa Jaya Abadi (Roro Ship) and fast boats, the people of Nusa Penida in their daily life used crossing facilities such as traditional jukung with outboard engines. This traditional transportation is indeed safer because it makes use of a kantih (balancing device), but it takes longer, up to about 1.5 to 2 hours, depending on weather conditions and ocean currents.

In line with the high mobility of the population of Nusa Penida leaving and entering Nusa Penida, the need for modern, faster and safer sea transportation is very much urgent for the community. Today, the presence of the Nusa Jaya Abadi Roro Ship is very appropriate, especially for people who want to bring four-wheeled or two-wheeled vehicles. Passengers who carry a lot of goods usually use trucks and pick up vehicles. Likewise, passengers who want to enjoy the sea view more along the way, roro boats are the right choice. The ship departs from Padangbay port to the ship’s dock located in Banjar Mentigi. On the other hand, people who want a faster crossing can choose the availability of other sea transportation such as fast boats which are passing over and again through the waters of the Badung Strait to and from Nusa Penida.

c. Development in the sector of public health

The availability of infrastructure in the health sector is now experiencing development. In advance of tourism development, there was only one polyclinic located in Sampalan subdistrict, Nusa Penida. Then, along with the increasing population and the increasing needs of the community in the health sector, in the next development, namely in 2017, the first hospital in Nusa Penida was built and named Rumah Sakit Umum Daerah Gema Santi located in Banjar Nyuh Kukuh of Ped Village, West Nusa Penida District (BPS Klungkung Regency, 2020).

Building upon information in the field, before becoming a class D regional general hospital, the hospital has been open since 2017. While improving to prepare human resources such as the
medical team, on March 20, 2020 the hospital was inaugurated by the Regent of Klungkung I Nyoman Suwirta.

d. Expansion of the sector of education

The Klungkung Regency Government seeks to improve the quality of human resources in its area through expansion and equal distribution of opportunities to obtain quality education. In Nusa Penida in particular, two high schools have been established, namely SMAN 1 Nusa Penidama dan SMA Satu Atap (SMA Satap). The SMA Satap is located in hilly areas such as in Klumpu Village and Tanglad Village, Nusa Penida District.

In addition to building a high school, the Klungkung Regency government has also established a vocational high school, namely SMKN 1 Nusa Penida (SMKN 1) located in Banjar Nyuh Kukuh, Ped Village, the Sub-district of Nusa Penida. The school was opened in 2016. According to information from the principal, the school had actually been started in 2012. While waiting for the construction to be completed, learning activities were temporarily carried out in another school building with the status of borrowing a building. The vocational school opens four study programs. Among these study programs, the most attractive to students is the tourism study program, namely hospitality and catering.

This is certainly motivated by the surrounding environmental conditions which are increasingly moving towards tourism development. The existence of this vocational high school in the Nusa Penida area is very appropriate. The government of Klungkung Regency and Bali Province has provided economic convenience for the sons and daughters of Nusa Penida. The local community strongly supports the government’s idea in the field of education.

Opening up new job opportunities

a. Accommodation service provider

For the community (seaweed farmers) who have adequate economic capacity such as the need for land that is already available for the construction of tourism facilities, both those obtained from ancestral heritage or by buying themselves or in collaboration with capital owners, of course there are different ways of looking at business opportunities in the field tourism. Nusa Penida tourism actors always strive to create comfort for tourists visiting tourist destinations in their area so the tourists’ stay period can be longer. One of them concerns the provision of accommodation services such as renting out lodging, means of sea transportation such as fast boats and renting cars or motorbikes.

Accommodation is not only owned by local residents (krama banjar) but also owned by people outside the village of Nusa Penida (tamiu). In 2018 there has been a rapid development in the field of accommodation and sea transportation. There are 313 villas and hotels, 32 sea transportation facilities, 25 diving businesses, 131 restaurants, 30 bars, 17 restaurant businesses, 17 spas (Sudipa, et al., 2020: 61).

b. Working as labor/employee in the tourism industry

To be absorbed in the tourism sector, of course, adequate education and special skills are required. Based on information obtained from several informants who were previously seaweed farmers in the Village of Ped, they are interested in working in the tourism services sector because there are new job opportunities. They are tempted by getting a steady income every month. Most of them graduated from general high school and vocational school in hospitality and catering. In terms of age, they are on average 40 years old and under. They become workers in one of the restaurants owned by residents from outside Ped Village.

c. Rent car driver

Among young people (a family environment of seaweed farmers), there is a feeling of being more prestigious when working as a transportation service provider and at the same time as a driver. Armed with only modest but communicative English, they were able to take their guests
on tours to natural tourism objects and spiritual tourism located in the western and eastern parts of Nusa Penida Island. Based on field studies, it was found that the income earned from being a tourism driver reached 10 to 15 million rupiah per month.

d. Working as a construction worker

Among seaweed farmers, people aged 45 years and over do not have skills in tourism, nor do they have sufficient capital to engage in tourism. Therefore, they prefer to work as daily laborers or workers in the construction of tourism facilities which are being intensively built by their owners. The results obtained are quite decent. In every day they can get a wage of 100 to 150 thousand rupiah. There are also seaweed farmers who return to farming as before, namely cultivating arable land that has been neglected for a long time and there are also raising livestock such as poultry, cows, and pigs as a side job.

4 Conclusion

Socio-cultural transformation of the community of Nusa Penida from agriculture to the tourism service industry sector is caused by internal and external factors. In fact, changes that move from external factors originating from outside the community are more dominant, providing a strong impetus to bring about change. The most obvious material/physical changes, especially in the field of infrastructure development, were followed by the expansion of job opportunities for the community. People who are not involved in the tourism service sector lose their jobs due to land conversion for the benefit of tourism commodification. People having no access to work in the tourism service sector should be given facilities in the form of business capital in the livestock sector such as raising poultry, cattle, and pigs or other business capital, so they feel like they have never lost their jobs.

References

The Implementation and The Impacts of Bali Governor Regulation No. 1 of 2021 Regarding Balinese Fermented Drinks and/or Local Distillation (Case Study on Arak Producer in Bali)

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Abstract. One of the regional potentials owned by the Province of Bali is a traditional Balinese drink, namely Balinese wine. Besides being used as a means of traditional ceremonies, this Balinese arak drink is also favored by the public and tourists, both local and international. The Provincial Government of Bali issued Governor Regulation Number 1 of 2020 concerning Management of Balinese Fermented and/or Distilled Drinks, one of which regulates Balinese Traditional Drinks, namely Balinese wine. Previously, this regulation was not possible because in Presidential Decree No. 39 of 2014, a typical Balinese drink, in this case arak, was included in the negative investment list. However, with a strong penetration, the Bali Provincial Government was finally able to create a legal umbrella for arak artisans on the Island of the Gods. This study examines the implementation and impact of the implementation of Pergub Bali Number 1 of 2020 both from the side of policy makers and from the side of the arak craftsmen themselves. The method used in this research is qualitative method. The results of this study from the implementation side show that the Provincial Government of Bali has provided a legal umbrella to protect the arak craftsmen but in terms of the perceived impact on the arak craftsmen, including economically, it still has not had a significant impact on their income, in addition to the regulatory side, Arak craftsmen still experience difficulties in the distribution and licensing process of the arak drink products they produce.

Keywords: arak; implementation; local distillation

1 Introduction

The central government has provided legal legality to regional governments through the Law of the Republic of Indonesia Number 32 of 2004 concerning Regional Autonomy as the basis for the implementation of regional government in a broad, real and responsible manner
according to the situation and conditions of regional objectives. This is in line with the spirit of autonomy which is expected to help socialize various government policies.

To run a good local government and based on the Law of the Republic of Indonesia number 32 of 2004 concerning the implementation of regional government, it is an important point for the Bali Provincial Government in organizing and regulating its region from the various regional potentials it has. One of the regional potentials owned by the Province of Bali is a traditional Balinese drink, namely Balinese wine. Besides being used as a means of traditional ceremonies, this Balinese arak drink is also favored by the public and tourists, both local and international. However, before 2020, the arak craftsmen in the province of Bali have always had difficulties in marketing the Balinese arak drink products, considering that this traditional Balinese drink does not yet have legal protection. In terms of circulation, the positive impact of this Balinese arak is the creation of regional development, but from a negative point of view, those who consume it can damage the order of social life itself.

Only in early 2020, the Bali Provincial Government issued Governor Regulation No. 1 of 2020 concerning Governance of Balinese Fermented and/or Distilled Drinks, one of which regulates Balinese Traditional Drinks, namely Balinese wine. Previously, this regulation was not possible because in Presidential Decree No. 39 of 2014, a typical Balinese drink, in this case arak, was included in the negative investment list. However, with a strong penetration, the Bali Provincial Government was finally able to realize legal protection for arak artisans on the Island of the Gods. Not a single region in Indonesia out of 34 provinces has been able to penetrate this. The main charge of the Bali Provincial Government is to promote Balinese culture to make Bali respectable. Because if managed properly, will provide tremendous benefits. As is the case with Balinese wine, because there are many farmers or craftsmen involved in its production.

Apart from the facts in the community that show the key role of arak and tuak drinks in the social and cultural life of the Balinese people, several studies of the drink sales system do indicate that this legalization will benefit the local community. The production of wine and palm wine in Bali developed as part of Hindu civilization. Tuak is a drink whose water is tapped from coconuts or palm trees. The freshly tapped palm wine is sweet and non-alcoholic. When allowed to stand, the palm wine will ferment and contain alcohol. Arak comes from distilled palm wine. The alcohol content varies up to 40%, depending on the length of the distillation process. Tuak and wine are an important part in the implementation of the Bhuta Yadnya religious ceremony, which is a ceremony that aims to maintain the balance of nature so as not to interfere with human activities. In each of these ceremonies there is an activity of spilling wine and palm wine simultaneously onto the ground called metetabuh. This ceremony can be done on a small scale and on a large scale. On a small scale, the ceremony is held in the residents' yards whenever deemed necessary, while on a large scale, the Bhuta Yadnya ceremony is held the day before Nyepi Day at major intersections in each district capital in Bali.

Arak also has a social function, namely building togetherness and strengthening kinship bonds in society. Arak is often used as a symbol of the beginning of the relationship between besan. When the two families of the bride and groom meet, the father of the bride and groom toasts and drinks wine together to mark the family in question as close relatives. In addition, a number of villages in Bali do have a tradition of drinking arak and tuak which is held in conjunction with the implementation of religious ceremonies in the family, clan, or village environment. For example, the community tradition of drinking arak accompanies the metetah (tooth cutting) and wedding ceremonies in Karangasem Regency, Bali. The local government has so far legalized the use of arak for religious ceremonies. What is not allowed is for commercial purposes. However, with the new regulations, the use of arak for commercial
purposes is allowed by involving local partners in the form of cooperatives. This is important considering that the illegal marketing of arak is currently detrimental to small farmers.

A number of studies show that wine producers generally live in poor agricultural areas. They are mostly farmers who cultivate coconut and palm trees which are used as raw materials for palm wine and arak. The farmers are located in the Merita Village area in Karangasem Regency and Bondalem Village in Buleleng Regency. Research in 2015 showed that the income of arak maker in Bondalem Village was only IDR 1.25 million per month. In this study, it is described that a producer is only able to produce 5 liters of wine per day. If one month is equal to 30 days, then the production of arak in one producer is 150 liters per month. If averaged, then the farmers get a wine price of Rp. 9,000 per liter. Even though the market price can reach Rp. 70,000 per liter. Farmers get low prices from arak collectors who always set the lowest possible price on the grounds that they have to sell it on the black market and have to mess with law enforcement. Through the new regulation, farmers are expected to have higher bargaining power to get a fair price for their beverage products.

Based on the above background, researchers are interested in conducting research on “Implementation and Impact of the Implementation of Bali Governor Regulation Number 1 of 2020 concerning Governance of Balinese Fermented Drinks and/or Distillation (Case Study for Arak Craftsmen in Bali Province)”.

Policy Implementation Theory

According to Mazmanian and Sabatier in Subarsono (2015:94-99), there are three groups of variables that affect the success of implementation, namely: (1) the characteristics of the problem (tractability of the problems); (2) Characteristics of statutory policies (ability of statute to structure implementation); (3) Environmental variables (nonstatutory variables affecting implementation).

The characteristic of the problem is the level of technical difficulty of the problem in question. Therefore, the nature of the problem itself will affect whether or not a program is easy to implement. The level of diversity of the target group. This means that a program will be relatively easy to implement if the target group is homogeneous. On the other hand, if the target group is heterogeneous, program implementation will be relatively more difficult, because the level of understanding of each member of the target group on the program is relatively different.

The proportion of the target group to the total population. A program will be relatively difficult to implement if the target covers the entire population. On the other hand, a program is relatively easy to implement if the number of target groups is not too large. The scope of the expected behavior change. A program that aims to provide knowledge or is cognitive will be relatively easy to implement than a program that aims to change people's attitudes and behavior.

The policy characteristics of this Law mean that the clearer and more detailed the content of a policy will be, the easier it will be to implement because it is easier for implementers to understand and translate it into concrete actions. On the other hand, the ambiguity of policy content is a potential for distortion in policy implementation. How far the policy has theoretical support. Policies that have a theoretical basis have a more stable character because they have been tested, although for certain social environments there needs to be modifications. The size of the allocation of financial resources to the policy. Financial resources are a crucial factor for any social program. Each program also requires staff support to do administrative and technical work, and monitor the program, all of which cost money. How big is the linkage and support between various implementing institutions?

Program failures are often caused by a lack of vertical and horizontal coordination between agencies involved in program implementation. Clarity and consistency of existing rules in the implementing agency. The level of commitment of the apparatus to policy objectives. How
broad is the access of outside groups to participate in policy implementation. A program that provides broad opportunities for the community to be involved will receive relatively little support than a program that does not involve the community.

The policy environment, among others, shows the socio-economic conditions of the community and the level of technological progress. People who are open and educated will be relatively easy to accept reform programs compared to people who are still closed and traditional. Likewise, technological advances will help in the process of successful program implementation, because the program can be socialized and implemented with the help of modern technology. Public support for a policy that provides incentives is usually easy to get public support. Attitudes of constituency groups. Voter groups in the community can influence policy implementation in various ways, including voter groups can intervene in decisions made by implementing agencies through various comments with a view to changing decisions.

**Governor of Bali Regulation Number 1 of 2020 concerning Governance of Balinese Fermented Drinks and/or Distilled Drinks**

The Governor of Bali, Wayan Koster, has again issued a pro-people policy based on local wisdom in the form of a Governor's Regulation that regulates the Governance of Balinese Fermented Drinks and/or Distillation. This Governor Regulation has been approved by the Ministry of Home Affairs, which was promulgated on January 29, 2020. This Pergub consists of IX Chapters and 19 Articles. The scope of the Governor's Regulation includes protection, maintenance, and utilization; business partnership; promotion and Branding; guidance and supervision; community participation; administrative sanctions; and funding. This regulation is issued to protect, maintain, develop, and utilize Balinese fermented and/or distilled beverages including Balinese Tuak, Balinese Brem, Balinese Arak, Artisanal Products, and Balinese Brem/Arak for Religious Ceremonies. Mainly in supporting sustainable economic empowerment based on culture in accordance with the vision of Nangun Sat Kerthi Loka Bali.

This Governor Regulation aims to utilize Balinese fermented and/or distilled beverages as an economic resource to improve the welfare of Balinese manners. In addition, strengthening and empowering artisans of raw materials for Balinese fermented and/or distilled beverages. Realizing the management of raw materials, production, distribution, control and supervision of Balinese fermented and/or distilled beverages. Establish production standardization to ensure the safety and legality of Balinese fermented and/or distilled beverage products, as well as protect the public from food that does not meet quality and safety requirements.

### 2 Research Methods

The method used in this study is a qualitative research method with a descriptive approach. The focus of the research is on the implementation and impact of Bali Governor's Regulation No. 1 of 2020 concerning Governance of Balinese Fermented and/or Distilled Drinks where the object is arak craftsmen who are also part of the resource persons in this study. The informants in this study were 10 people, including: the Provincial Government of Bali in this case the Governor of Bali, Head of the Bali Province Industry and Trade Service, Balinese Arak Craftsmen with a total of 4 people (Karangasem Regency, Tri Eka Buana Village, Tabanan in Basangbe Marga Village, Buleleng in Les Village, Tejakula and in Jembrana in Pergung Village, Bali Tourism Actors with a total of 4. Data collection methods were carried out by observation, documentation and interviews.
3 Results and Discussion

3.1 Implementation of the Implementation of the Bali Governor Regulation No. 1 of 2020

Based on the results of interviews with the Provincial Government of Bali through the Governor of Bali that the background for the issuance of this regulation is the existence of complaints from several arak craftsmen who complain that they are not safe in producing arak, besides that this regulation is one of the implementations of the vision of Nangun Sat Kerthi Loka Bali which One of the priorities in this vision is the development of Balinese food. Where in terms of food, Bali Province has so many unique potentials such as tuak, berem and arak which are traditional Balinese drinks. The natural products in the area should be used by the community for their daily livelihoods.

One of the efforts that the government has made to communicate this regulation is through socialization, officially announcing the enactment of this governor's regulation and inviting arak craftsmen from all over Bali. With this gubernatorial regulation, it is hoped that craftsmen will feel safe and comfortable in producing so that it will generate an area for expansion of their business, and from an economic point of view, the value will increase, and more people will engage in the business of arak craftsmen. Because it is one of the people's economies whose perpetrators are individuals, in this case the government through the Cooperative Service facilitates the formation of cooperatives for arak craftsmen.

So that the cooperative can become a center for the distribution of tuak and arak and is easier to monitor. After forming a cooperative, the government will be able to facilitate with the help of KUR (people's business credit) business capital which is expected to assist in the management and marketing of arak so that it can become a source of livelihood that can improve people's welfare. However, in terms of arak craftsmen, based on the results of interviews with several arak craftsmen in Karangasem Regency, they still do not know about this Pergub, this shows that the socialization of this Pergub must be carried out thoroughly by involving the Regency Government and local village officials.

3.2 Impact of the Implementation of Bali Governor Regulation No. 1 of 2020

Based on the results of interviews with several arak craftsmen in Bali, said that the business as a wine craftsman is a hereditary tradition that must be preserved and the process of making wine has its own uniqueness. Regarding the impact of this regulation, it has not been felt significantly because this regulation is still ambiguous, and its implementation has not been maximized. The existence of a pandemic like today, as well as the uneven distribution in every area that has cooperatives that are able to accommodate the production of arak from farmers, causes farmers to still sell their arak in stalls or private individuals, so the distribution process expected by the governor has not been implemented.

In addition, the regulations made only cover the arak farmers/craftsmen who used to sell arak in secret but are now safe. Existing government regulations do allow the sale of the arak through cooperatives but the price and profit itself will be determined by the cooperative itself, but it would be better if farmers sell it themselves so that the price and profit can be felt by themselves, so that the significant impact is still not felt.
4 Conclusion

The implementation of the Bali Governor's Regulation Number 1 of 2020 concerning Governance for Balinese Fermented and/or Distilled Drinks has been carried out well, with the aim of protecting the arak artisans in Bali. This is in line with the vision of the Bali Provincial Government, namely Nangun Sat Kerthi Loka Bali which aims to protect and maintain traditions that have been passed down from generation to generation. However, from the socialization of the Gubernatorial Regulation, it is still felt that it is not running effectively, considering that there are still many wine craftsmen who do not know about this Pergub. Regarding the impact felt for arak craftsmen, it is still not significant, it's just that arak craftsmen who used to sell arak illegally can now legally distribute their wine to cooperatives, but the distribution of cooperatives is still not evenly distributed in every area where the community is.

The suggestion that can be submitted by researchers is that the Bali Provincial Government in collaboration with the Regional Government, especially areas where many people are wine craftsmen, such as Karangasem, Buleleng, Tabanan, Jembrana and Klungkung Regencies carry out more socialization related to Bali Governor Regulation Number 1 of 2020. In addition, the Provincial Government of Bali through the Department of Industry and Trade and the Department of Cooperatives, so that cooperatives can get excise stamps under government supervision so that standards and quality are really maintained. In addition, it is also hoped that they will not be too dependent on the company but allow the cooperative to operate independently while still being under government supervision and facilitated by the BPOM so that the content of the arak is investigated related to whether it is suitable for consumption or not.

References

The Role of Readiness Technology Optimism Influences the Use of Mobile Computing Devices Among Students

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Abstract. Technology has transformed each organization in today’s world, including services, manufacturing and retailing sector. Education sector has also adopted the latest technology to provide the state of art education services to students. Students are using mobile computing devices to learn the latest knowledge. Still in developing countries there is low intention to use technology among university students due to lack of readiness and difficult technology platforms to use the pressure of peer groups also influencing the usage of technology among students. Current Research Bridge the gap by examines the influence of perceived ease of use, subjective norms on technology readiness. That further led to improve intention to use mobile computing devices. Data were collected using closed ended questionnaire. Items adopted from literature. Population were students studying in public sector universities of Punjab, Pakistan. Survey was done to collect data from 400 respondents, where 230 were collected and 30 were partially filled. SEM (Structure Equation Modelling) technique was to statistically test the data by using the smart PLS 3 software. The results found significant between perceived ease to use and technology readiness optimism. However subjective norms influence on technology readiness optimism not supported. That provides depth inside of developing countries context. Moreover, mediation path between perceived ease to use, technology readiness optimize and intention to use was supported, that provide guidelines to the universities management to conduct seminars & training programs to improve technology readiness among students.

Keywords: Subjective Norms; Perceived ease to use; Technology readiness optimism; intention to use technology; Technology adoption model (TAM) theory

1 Introduction

Technology plays inevitable role in the lives of human. In this era human cannot imagine surviving in this life without the technology. In the whole segments of life either in education, industrial sector, banking sector, and agricultural sector even in all operations of life the technology can make them possible. The tangible and non-tangible benefits of the businesses are now dependent the role and availability of the technology advancement. A lot of involvement likewise in the rapidness of the efficiency and effectiveness of the operations,
meeting the demands of the customers, security development, and trade development all are dependent on the technology advancement. If people compare this life even the one decade ago cannot imagine the advancement of the information. The infrastructure of the technology made the boost accuracy level of the information.

In a single example like banking sector in a world millions of transactions and their accuracy level and the record maintained of these transactions are possible due to the involvement of the technology. The major thing in the adoption of the technology is that people’s behavior in the acceptance of the attitude in the general impression in the decision-making authorities. The adoption of the technology is totally dependent the citizens acceptance. There are two main things in the variation of the decision making in the adoption of the perceived useful. (Hashim, 2018)

Now humans want to live on another planet is only due the involvement of the technology.

A person lives in a country and can access to the whole world is only due to the advancement and involvement of the technology. A business that operations in one country and make the (Scherer, 2018) access in the whole world is possible only due to the involvement of the technology advancement. The cash flows, maintain of the working capital and the cash inflows and outflows are only possible and dependent the role of the technology. Employees that are working in one unit or at the single segment of the business and make transactions to access at the whole world fully dependent on the usages of the technology. The whole portfolio of the business tools from the level of the raw material to the finishing of the goods or selling of the goods and arranging of the meetings and maintain the record depending on the technology involvement. Now in the technology advancement the concept of the cloud computing on the base of internet is introduced and the software and the whole information available and accessible on the demand and the better utilization of the sources. (Ayesha et al., 2020).

This technology of the cloud computing is rapidly growing on the supportive and availability of the major educational materials without any cost to the other people. This is a very good source in the reduction of the barriers in the building of the technology. It is with the collaboration and interaction with the other peoples, and this is available in in source of social supportive context. Likewise, in the overcome of the problem of the language barrier this is a very good thing that can be available without any language barrier. In the whole world the major thing in the rapid growth of the educational level increases the motivational level of the other citizens. The whole world admits that without the awareness of the role of education in cannot be in the list of the more justice ways,

Education plays a vital role in the rapid growing of the any country and connects all the countries on a single platform. The education and the technology both are parallel that are in the thing that a technology without education cannot survive and cannot maintained its standards. On the other side education without the usage of the technology cannot be in the list of the development standards (Based et al., 2017).

The things that both things are integral in the maintain and enhancement of the standards both roles of the things are inevitable. The other thing is that without the acceptance both things the usages of the technology and rapid increasing the growth level cannot be able to include in the list of developed countries. Pakistan is one of the supreme bulbous countries in the world especially about the enthusiasm and the very good role of their citizens. The role of Pakistani citizens in every field of life is very good especially in the sports, science and technology, agriculture perspective its role is very good. In other words, the role of Pakistan in the Asian countries is supposing as a backbone. The indispensable thing in the area of military Pakistan is also more prominent and the successful achievements in the different fields like in the healthy activities the Pakistan is considered the higher potential.
In the round about more than six thousand Pakistani good engineers are working at the key positions of the world level. The roles of technology in the education or in the other any field is judged by the various theories that are in the more useful likewise in the technology acceptance model including various variables are more used in the explaining on the variables. Subjective norms are in the perceived and the affective deeds of the society that are in the adoption and using of the technology readiness model in the TAM model in the indication of the different scenario. The normative thing in that the behavior of the adoption is in that perceived perspective, and their motivation to comply with those people's views.(Kim et al., 2019)The relationship between the technology readiness and the intention to use is scholarly in the means of the contradiction context.

Some scholars said that the self-involvement is fully depending on the adoption and usages of the technology likewise in the contradiction opinion in the previous segments as in the usage of the TAM technology acceptance model 3 and its dimension included in the subjective norms and the intention to use is fully depending.(Nugroho & Andryzal Fajar, 2017) According to the study user’s decision of adopting the cloud technology leads by the user’s perceived risk and subjective norms which have a significant impact on the trust intention and cloud adoption. Any corporation who is thinking to give information security to their users in cloud technology must know cloud environment is not only affected by technical problems it has also affected by non-technical elements for example organizations users command knowledge, attitude, and behavioral control on the data which is stored in the company’s cloud.

Besides, users' aim to believe in cloud technology is also contingently affected by the perceived risk which is linked with their knowledge and subjective norms which they adopted from their social networks it does just not depend on or directly impact by their attitude, perceived risk, and subjective norms against the cloud. perceived ease (PE) and perceived security (PS) are critical to whether e-filing users intend to use it. There's no relationship between the people's perception of usefulness and the degree to which they used electronic filing.

Secondly, ease usability could not possibly impact the intent to use of e-filing could not be mediated by the presence of relevant information technology. DJP as a portal for electronic filing services will only improve the quality of e-filing, and efficiency. In other words, both factors have been shown to increase the propensity for WPs to e-file for taxes. Perceived utility and perceived ease of use of belief have a substantial positive impact on the intent to implement m-commerce. If potential customers adopt m-commerce, they will only do so when it is useful and convenient for them, which furthers adoption. It's hoped that this research would identify the critical factors of two beliefs. New research suggests that self-efficacy has a positive impact on perceived user e-interaction, meaning that consumers with increased self-efficacy find it easier to use m-commerce channels.

2 Research Methods

2.1 Theoretical Framework

The research framework of current study as shown in Figure 1 depict the subjective norms, perceived ease to use and intention to use as technology readiness variables while subjective norms and intentions to use. Furthermore, technology readiness optimism item as a mediator amongst the association of subjective norms and intention to use and relationship of perceived ease of use and intentions to use behavior.
2.2 Data Collection and Sampling
Data is collected based on a closed-ended questionnaire by distributing the questionnaires in the target population. The target respondents are the students that are studying in the various institutions of Punjab, Pakistan. The sample size was 119 using the G power technique and the 95% is the confidence interval level and the medium size is 0.16. Moreover, in the literature the some studies were in the context by using the content survey basis. In the quantitative study and for to get the study more generalize the questionnaire of 400 were distributed among the public and private sector educational institutes of Punjab, Pakistan. From the total of 400 the responses of 230 collected where 2=30 were partially filled and rejected. 200 valid responses further carried on for statistical analysis to calculate the hypothesis.

2.3 Instrument development
The instruments were adopted from the different studies in order to measure the variables that are as shows in figure 1 the variables that are the subjective norms, perceived ease to use, technology readiness and intention to use. The scale that is used bases on the five-point Likert scale 1 for SD (Strongly Disagree) 2D (Disagree) 3. N (Neutral) 4. A (Agree), 5 SA (Strongly Agree)

Table 1. Operationalization of variables

<table>
<thead>
<tr>
<th>Variables</th>
<th>Items</th>
<th>AVE</th>
<th>CR</th>
<th>References</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intention to use</td>
<td>4</td>
<td>0.723</td>
<td>0.878</td>
<td>Hashim, H. (2018)</td>
</tr>
<tr>
<td>Technology readiness optimism</td>
<td>4</td>
<td>0.631</td>
<td>0.910</td>
<td>Hashim, H. (2018)</td>
</tr>
<tr>
<td>Perceived ease of use</td>
<td>4</td>
<td>0.753</td>
<td>0.900</td>
<td>Hashim, H. (2018)</td>
</tr>
<tr>
<td>Subjective norm</td>
<td>4</td>
<td>0.733</td>
<td>0.890</td>
<td>Hashim, H. (2018)</td>
</tr>
</tbody>
</table>

2.4 Statistical tool for data analysis
Smart PLS 3.0 research analysis software has been used to test the hypothesis. SEM Structure equation modelling technique has been used in this study to test the hypothesis. Following data analysis techniques has been used in this study the SEM, demographic analysis the analysis of CR and the AVE go make and suitability of the results in order to prove this study.

3 Results and Discussion
3.1 Respondent Profile
In the demographic analysis the male participation in the questionnaire is 53% and the female participants are 47%. The frequency level 18-25 years is 25% and in the age level 26-32 frequency is 40% and 15% frequency in the age of 33-40, 30% frequency level in the age
holders of 40 years and above. In the respondents demographic analysis, the 30% are the participants that are bachelor and 40% are in the master level degree program. 15% are the MS/MPhil holders and 15% are the PhD holders. Majority 60% of the respondents are having experience more than 3 years and 10% are that experience is 2-3 years and and 30% of the respondents having experience less than one year.

3.2 Assessment of measurement model

Sixteen items are used to portion five concepts in the present study, and that contains the outer model where items detailed as indicators while builds are denoted as latent variables. Confirmatory Composite Analysis (CCA) is accomplished through Partial least squared structural equation modelling (PLS-SEM) using SmartPLS software (Hair et al., 2020) for measurement model as shown in Figure 2. All constructs are reflective as adopted through nonfiction and in thoughtful measurement model the gauges to measure internal consistency by composite reliability (CR), the convergent validity of latent variable through average variance extracted (AVE).

![Measurement Model](image)

**Fig. 2. Measurement Model**

The results of this study as in the above table each loading value of AVE is greater than 0.40 on the same side the CR value of each construct is also greater than 0.50 that shows and proves that the model is convergent valid.

<table>
<thead>
<tr>
<th>Construct</th>
<th>Items</th>
<th>Loadings</th>
<th>CR</th>
<th>AVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intention to use (IU)</td>
<td>IU1</td>
<td>0.802</td>
<td>0.885</td>
<td>0.720</td>
</tr>
<tr>
<td></td>
<td>IU2</td>
<td>0.902</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>IU3</td>
<td>0.838</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perceived Ease of Use (PEU)</td>
<td>PEU1</td>
<td>0.787</td>
<td>0.883</td>
<td>0.654</td>
</tr>
<tr>
<td></td>
<td>PEU2</td>
<td>0.854</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>PEU3</td>
<td>0.776</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>PEU4</td>
<td>0.814</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Subjective Norm (SN)</td>
<td>SN2</td>
<td>0.724</td>
<td>0.782</td>
<td>0.544</td>
</tr>
<tr>
<td></td>
<td>SN3</td>
<td>0.760</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>SN4</td>
<td>0.728</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Technology Readiness optimism (TRO)</td>
<td>TRO1</td>
<td>0.716</td>
<td>0.823</td>
<td>0.537</td>
</tr>
<tr>
<td></td>
<td>TRO2</td>
<td>0.704</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>TRO3</td>
<td>0.785</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Discriminant validity measured in the present study by using Fornell and Larcker's criterion, which is a well-known method to measure how constructs are distinct from each other in a model. Fornell and Larcker (1981) criterion stated that the square root of AVE comes in diagonal place, and it should be higher than the other constructs correlation values. Moreover, the results in Table 4 show that all diagonal values are higher than the corresponding correlation values which reflects the model is highly discriminant valid.

Table 4. Discriminant Validity Matrix using Fornell and Lacker’s Criterion

<table>
<thead>
<tr>
<th></th>
<th>IU</th>
<th>PEU</th>
<th>SN</th>
<th>TRO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intention to use (IU)</td>
<td>0.848</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perceived Ease of Use (PEU)</td>
<td>0.694</td>
<td>0.809</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Subjective Norm (SN)</td>
<td>0.391</td>
<td>0.393</td>
<td>0.738</td>
<td></td>
</tr>
<tr>
<td>Technology Readiness optimism (TRO)</td>
<td>0.68</td>
<td>0.59</td>
<td>0.312</td>
<td>0.733</td>
</tr>
</tbody>
</table>

3.3 Structural Model

The inner model comprises the relationships between constructs, including exogenous and endogenous, which is also termed as a structural model. In this study, two constructs attitude and Intention to use are endogenous while others are exogenous there are four direct relationships which are hypothesized from H1 to H4 as mentioned in literature section above. The bootstrapping procedure has been adopted to approximate normality by taking subsample and measure structural model using variance-based PLS-SEM technique through SmartPLS software as shown in Figure 3.

![Fig.3. Structural Model](image)

3.4 Assessment of Structural Model

Table 5 shows that all results of all direct relationships of current study. Hypothesis 1 proposed that perceived usefulness is significantly associated with Attitude. Figure 3 and Table 5 demonstrates a significant positive association between perceived usefulness and Attitude towards E-learning at ($\beta = 0.408$, $t = 6.057$, p-value < 0.05) supporting hypothesis 1. Hypothesis 2 postulates that Perceived ease of use has a significant influence on Attitude. Figure 3 and Table 5 demonstrate a significant association between Perceived ease of use and Attitude towards E-learning at ($\beta = 0.355$, $t = 4.758$, p-value < 0.05) supporting hypothesis 2. Hypothesis 3 articulated that Subjective Norms has significant association with intentions to use E-learning.
Figure 3 and Table 5 demonstrate a significant association between Subjective Norms and intentions to use E-learning at ($\beta=0.410$, $t=5.737$, $p$-value $<0.05$) supporting hypothesis 3.

<table>
<thead>
<tr>
<th>Table 5. Hypothesis Testing (Direct Relationships)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Hypothesis</strong></td>
</tr>
<tr>
<td>----------------</td>
</tr>
<tr>
<td>H1</td>
</tr>
<tr>
<td>H2</td>
</tr>
<tr>
<td>H3</td>
</tr>
</tbody>
</table>

3.5 Mediation Analysis

Existing study exploited the bootstrapping method to scrutinize the incidental effects suggested by where a solitary inferential test of indirect effect is required. The bootstrapping analysis results shown in Table 6 represents the indirect effect ($\beta=0.376$) is significant with a $t$-value of 6.951 of hypothesis 5. The indirect effect confidence interval bias-corrected [LL=0.274, UL=0.478 does not straddle a zero in between indicating that technology readiness has significantly mediated the relationship between perceived usefulness and intention to use supporting the hypothesis 5. While the indirect effect ($\beta=0.064$) is significant with a $t$-value of 2.278 of hypothesis 4. The indirect effect confidence interval bias-corrected [LL=-0.016, UL=0.130 does not straddle a zero in between indicating that SN has significantly mediated the relationship between perceived ease of use and intentions to use supporting the hypothesis 5.

<table>
<thead>
<tr>
<th>Table 6. Hypothesis Testing (Indirect Relationship)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Hypothesis</strong></td>
</tr>
<tr>
<td>----------------</td>
</tr>
<tr>
<td>H4</td>
</tr>
<tr>
<td>H5</td>
</tr>
</tbody>
</table>

4 Conclusion

This study is cross sectional and data is collected in just in one shot of time. Future study can be in the longitudinal perspective by comparing the panel data. This study has a few limitations that this is conducted only in the one providence of the pakistan the largest one that Punjab, Pakistan. This can be adding the other TAM model variables in the comparative way between the moderation the culture of the other countries.
References


Characteristics of Fermented Rice Straw with Several Types of Probiotics and Fermentation Time for Cow Feed

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Abstract. Rice straw has great potential as a feed ingredient for cattle, especially when it is difficult to get forage ingredients in the dry season. To get good quality feed from rice straw, it is necessary to use a fermentation process using probiotics. The purpose of this study was to compare the quality of straw fermented using several types of probiotics and the length of the fermentation process. The method that will be used in achieving these goals is the experimental design method. Completely Randomized Design (CRD) factorial pattern consisting of 2 factors, namely: factor I type of probiotic (P) consisting of EM4 (P1), Bio Bali Tani (P2), and Rumino bacillus (P3), and factor II the length of fermentation time (T), namely: 1 week (T1), 2 weeks (T2), 3 weeks (T3), and 4 weeks (T4), where each treatment combination was carried out repeated 3 times. The results showed that the type of probiotic had a significant effect (P<0.05) on the quality of fermented straw, where Bio Bali Tani (P2) showed the best results in crude protein content (CP), water content, and crude fiber. While the fermentation time at week 4 was significantly the best crude protein (CP) (P<0.05), but the 1-week fermentation time was significantly the lowest (P<0.05) the quality of fermented straw. The interaction between the types of probiotics and the length of time of fermentation only occurred at the highest crude fiber content at P2T2 (the interaction between the Bio Bali Tani probiotics with a fermentation time of 2 weeks), and the lowest at the interaction P1 with T4. From this research, it can be concluded that the type of probiotic and the longer the fermentation process affect the quality of fermented straw, where the probiotic Bio Bali Tani produces the best quality.

Keywords: fermented rice straw; fermentation time; probiotics; quality

1 Introduction

The development of ruminant production in Indonesia is influenced by several aspects, one of which is the difficulty of fulfilling the availability of forage in a sustainable manner both in quality and quantity. Utilization of agricultural waste feed, especially rice straw is one way to meet basic feed needs for livestock. Rice straw production varies, which can reach 12-15 tons...
of fresh straw per ha once harvested, or 4-5 tons of dry straw per ha depending on the location and type of plant variety used (BPTP Jawa Barat).

In general, agricultural waste including rice straw has a high crude fiber content and low protein is a limiting factor in feeding cattle. Entering the dry season, the supply of forage is getting less and less, so the use of agricultural waste, especially rice straw as feed material is quite high in rearing cows in Bali which causes the nutrient content and nutrient fulfillment to be lower (Sudita, 2019). Cattle rations with the composition of natural grass and unfermented straw have lower crude protein and energy content and higher crude fiber (Sudita, et al., 2015).

The use of high crude fiber, besides being able to reduce easily digestible components, also causes a decrease in the activity of enzymes that break down food substances, such as enzymes that help digest carbohydrates, proteins and fats (Parrakasi, 1991). Therefore, to increase the nutritional value of agricultural waste, a process that can include physical, chemical, and biological processes is needed, among others, by means of fermentation technology. Kompiang et al. (1994), the technology to improve the quality of feed ingredients is by fermentation.

In general, all fermented end products usually contain compounds that are simpler and easier to digest than the original ingredients. Fermentation in straw is largely determined by the type of probiotic (fermenter) and the length of fermentation time. Probiotics of the EM-4 type have been widely used in the community for various purposes in the fermentation process. Currently, various other types of probiotics have been developed, such as Rumino bacillus, and Bio Bali Tani which have the same function, so it is necessary to do research to get the best quality of fermented rice straw with different lengths of time.

2 Research Methods

The design used in this experiment was a completely randomized design (CRD) with a factorial pattern. The first factor is the treatment of 3 types of probiotic ingredients, namely EM-4 (P1), Bio Bali Tani (P2), and Rumino bacillus (P3), while the second factor is the length of fermentation time, namely T1 (1 week), T2 (2 weeks), T3 (3 weeks), and T4 (4 weeks). Each treatment was repeated 3 times so that 36 experimental units were obtained. The dose of probiotic treatment in the fermenter solution was made the same, namely 1 liter of probiotics: 10 liters of water + 1 liter of molasses which was sprayed into 1 ton of rice straw. Rice straw that has been sprayed with a fermenter, then fermented in a tightly closed plastic barrel (in an anaerobic atmosphere) according to the length of fermentation time.

The fermentation process was carried out at the experimental station of the Faculty of Agriculture, University of Warmadewa for 1 month in April 2021. Followed by an analysis of the chemical quality of fermented straw in the laboratory of the Faculty of Agriculture, University of Warmadewa. While the crude protein analysis test was carried out in the laboratory of the Faculty of Animal Husbandry, University of Udayana Denpasar.

3 Results and Discussion

Dry matter (DM) has a negative relationship with the water content of a material, where the lower the DM content of the material, the higher the water content. This can be seen in Table 3.1, in treatment P2 the dry matter content was the lowest (P<0.050) but the water content was the highest. With a higher water content, it is easier to digest feed ingredients in the digestive tract, especially in the rumen.
Table 1. Quality of Fermented Straw with Probiotics and Different Length of Time

<table>
<thead>
<tr>
<th>Treatment</th>
<th>Dry Matter (DM (%))</th>
<th>Moisture Content (%)</th>
<th>Ash Content (%)</th>
<th>Crude Fiber (CF (%))</th>
<th>Crude Protein (CP (%))</th>
</tr>
</thead>
<tbody>
<tr>
<td>P1</td>
<td>20.78a</td>
<td>79.22b</td>
<td>26.61a</td>
<td>24.75b</td>
<td>6.38b</td>
</tr>
<tr>
<td>P2</td>
<td>18.98b</td>
<td>81.04b</td>
<td>26.34a</td>
<td>27.97c</td>
<td>6.91c</td>
</tr>
<tr>
<td>P3</td>
<td>20.84a</td>
<td>79.16a</td>
<td>27.09a</td>
<td>26.23a</td>
<td>5.62a</td>
</tr>
<tr>
<td>T1</td>
<td>23.93c</td>
<td>76.07b</td>
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Explanation: Numbers followed by the same letter on the same factor mean that they are not significantly different (P>0.05) in the 5% BNT test.

P1: Probiotic EM4, P2: Probiotic Bio Bali Tani, P3: Probiotic Rumino bacillus
T1: Fermentation time 1 week, T2: Fermentation time 2 week, T3: Fermentation time 3 week, and
T4: Fermentation time 4 week

Rice straw has a very high dry matter (DM) content (70-80%) and low water content (20-30%) (Kompiang, 1996), so it is still bulky. With the fermentation process the dry matter content (DM) can be reduced to 19-24% and the water content to 76-81% (Table 3.1), it will be able to increase the digestibility of feed ingredients in the rumen by microbes. Purnomohadi (2006) stated that the results of straw fermentation research using RCBI (Rumen Cellulolitic Bacterial Incubation 30%) got a decrease in DM from 91.2% to 81.53%.
3.2 Crude Fiber and Ash Content
Crude fiber in the form of cellulose in feed ingredients is very important in the digestive process by microbes for the fermentation process in the rumen to produce free fatty acids (volatile fatty acid / VFA) as an energy source for livestock through a mutualistic symbiotic process between microbes and livestock. The use of different probiotics in the fermentation process, the average ash content is the same between P1, P2 and P3, but the longer the fermentation time can reduce the ash content but not significantly different (P> 0.05) where T4 (4 weeks fermentation) shows the results the lowest. Ariani (2011) from the results of fermentation research using MOL found that the longer the fermentation time the lower the ash content, but the dry matter and organic matter increased.

When viewed from the crude fiber content, the use of probiotics Bio Bali Tani (P2) was significantly (P<0.05) the highest compared to treatments P1 (EM-4) and P3 (Rumino bacillus). Higher crude fiber will also increase organic matter in feed ingredients, so the digestibility of feed ingredients also increases (Winedar, 2006 and Kusuma Dewi, et.all., 2012). With the longer fermentation time, the more concentrated crude fiber, the crude fiber content increased (Fajarudin et.all., 2014), as shown in Table 3.1 treatment T1 showed significantly lower results (P<0.05) than T2, T3, and T4.

The interaction between types of probiotics and the length of time of fermentation on crude fiber shows that each factor influences each other, where P2 (Bio Bali Tani) and 2 weeks of fermentation (T2) the crude fiber content is significantly higher (P<0.05) compared to the combination treatment. others, while the lowest was at P1T4. Crude fiber content will be related to the physical properties of feed (Reksohadiprodjo, 1996) and physical properties are closely related to the level of degradability and fermentability in the rumen (Sutardi, 1997).

3.3 Crude Protein (CP)
Although cattle are able to synthesize protein in the body, the source of N present in the protein in feed ingredients is still needed for the formation of microbial bodies in the rumen as a source of protein for livestock. From the results of the study in Table 3.1, in general, fermentation of straw can increase protein in all probiotic treatments (P1, P2, and P3) and the longer the fermentation time, the higher the protein content. The increase in the amount of protein in the straw was influenced by the type of probiotic used, such as Purnomohadi’s (2006) study using Rumen Cellullolitic Bacterial Incubation (RCBI) 30% was able to increase protein from 4.1% to 9.01%. Aminah (2005) stated that straw fermentation using cassava was only able to increase protein to 5.54%. Several other researchers (Ariani, 2011., Fajarudin et.all., 2014) confirmed that straw fermentation was able to increase organic matter and digestibility.

In this study, it was seen that the difference in probiotics in the rice straw fermentation process had a significant effect (P<0.05) where P2 treatment was significantly higher than other treatments, while the lowest was in P3 treatment. This is because the type of bacteria of each probiotic is different, so the ability to ferment and reproduce is also different. With more bacteria growing in the P2 treatment, the amount of protein is also higher which comes from the microbial body itself. When compared with the statement of Purnomohadi (2006), the highest amount of crude protein in the P2 treatment (6.91%) was still lower, but when compared to Ariani’s (2011) study which only reached 5.54% it was still higher. Thus, it can be said that the level of crude protein content in fermented straw is largely determined by the type of probiotic used.

When viewed from the length of the fermentation time, it is also very influential on the crude protein content where the longer the fermentation time, the higher the average total crude protein in the straw. At week 4 (T4) the highest and significantly different (P<0.05) compared to T1
and T2 (Table 3.1). This is in accordance with the statements of Karlina (2008) and Sukaryani (2016) which state that the length of fermentation time affects the amount of protein, ADF and NDF content. Mustofa, et.al., (2020) stated that the production of VFA and NH3 in fermented ammonium cobs increased at a 2% commercial starter level with four weeks of curing time. The longer the fermentation time in rice straw, the number of microbes that breed is also increasing, as a result the protein content in fermented straw is also higher which comes from the body of dead bacteria. Thus, the higher the protein content, the higher the amino acid content in the straw feed ingredients, especially the amino acids methionine and lysine.

Although the type of probiotic and the length of time of fermentation in rice straw had a significant effect (P<0.05), but the results of statistical analysis of treatment combinations did not occur interaction. However, the interaction of P2T4 treatment (Probiotic Bio Bali Tani with 4 weeks fermentation time) showed the highest protein content, which was 7.61%.

4 Conclusion

From this research it can be concluded that: The quality of rice straw can be improved by performing fermentation using various types of probiotics/fermenters with a certain length of time. Types of probiotics affect the high and low quality of fermented rice straw, especially the content of dry matter (DM), crude fiber, and crude protein. The best results of rice straw fermentation using Bio Bali Tani probiotics reached 6.91% crude protein content. The length of time of fermentation also affects the quality of fermented rice straw, with a fermentation period of 4 weeks the highest protein content reaches 6.80%. The interaction between the treatment of probiotic types and the length of time only occurred in the crude fiber content, while the dry matter, ash content, and crude protein content did not occur.

References


Educational Development and Sexual Networking and HIV/AIDS Prevention in Male Sex Couples (MSM) in Denpasar City

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Abstract. Background: Cases of HIV/AIDS in MSM (Men who have sex with men) in Indonesia from year to year has increased significantly. Bali is the province that has a high number of the HIV/AIDS cases, and among many areas therein, Denpasar is the city having the highest cases. Sexual networking and prevention of HIV/AIDS in MSM in Denpasar have not been reported in depth, so the present researcher examines in depth the prevention of the disease in MSM in the city. Objective: This study aims to explore sexual networking and HIV/AIDS prevention among MSM couples in Denpasar City. Method: This study uses a qualitative research design with a phenomenological approach to explore more deeply the sexual networking and HIV/AIDS prevention in MSM in Denpasar City. Determination of informants in this study is carried out using purposive sampling technique. In-depth interviews are conducted to 10 MSM couples who are productive and communicative in the area. After the data from the field is collected, the analysis is conducted thematically. Results: Health education with the peer education method is very effective in increasing knowledge and attitudes, there are differences in knowledge and attitudes in the group that is given health education and the group that is not given health education. Most of the respondents found a network of sexual partners through social media and some of them had sexual intercourse with their partners in groups to feel the sensation. These sex offenders always wear condoms during having sex with both permanent and non-permanent partners. In addition, they routinely take HIV tests at health care centers and apply the PrEP method in an effort to avoid HIV/AIDS. Conclusion: Increased education and assistance for MSM needs to be organized so that high-risk behaviors during sexual intercourse are reduced.

Keywords: Denpasar, HIV/AIDS, MSM, prevention

1 Introduction

Indonesia is the fifth developing country in Asia that has a high risk of HIV/AIDS (Human Immunodeficiency Virus)/ (Acquired Immune Deficiency Syndrome). (1) HIV is a virus that causes AIDS being capable of causing death. The virus attacks the human immune system and weakens the body’s ability to fight all kinds of diseases that attack it. (2) The HIV epidemic has
been a serious problem and challenge to public health in the world, both in developed and developing countries.

MSM or men having sex with men is one of the groups at high risk of being infected with HIV/AIDS. The prevalence of MSM in different countries varies widely. In 2008 there were 25.6% in Mexico, 31.8% in Jamaica, and in 2005 there were 28.3% in Bangkok. (3) (4) In Indonesia, since 2011, MSM cases have increased significantly, from 5% to 8%. (5) Based on the mathematical modeling of the HIV epidemic in Indonesia during 2010-2025 using demographic data, behavioral and epidemiological data on the main population by the National AIDS Commission is projected that there will be a significant increase in HIV cases in all MSM groups. (6)

MSM’s sexual behavior is classified as risky when, for instance, performing anal sex without condoms and lubricants. (7) Epidemics in most industrialized countries have focused on MSM, and studies conducted in sub-Saharan Africa have found evidence of a high HIV epidemic among MSM. However, the existence of the MSM group is like an iceberg phenomenon, only a small part of which is successfully reached, while the others remain hidden and are unwilling to reveal that they are MSM or disincline to declare themselves as MSM. (8)

Bali is a province that ranks fifth with the highest number of HIV and AIDS cases in Indonesia. As of October 2013, the proportion of AIDS cases among homosexuals in the province reached 336 cases. (9) Meanwhile, the estimated number of People with HIV AIDS (PLWHA) of MSM was 949. The estimated number of MSM in Bali province in 2014 was 14,098. The highest MSM estimate was in Denpasar City, which was 5,910. (1) The purpose of this study is to reveal sexual behaviors and HIV/AIDS prevention in MSM in Denpasar City.

2 Research Methods

This research used the exploratory sequential mixed design (Cresswell & Clark, 2018). With this method, both qualitative and quantitative approaches of data collections were applied while considering the richness of the site. In the first phase, in order to find the lessons taught in the subject of public speaking, the data were gathered from documents of syllabus, books and the power point presentations used in the classrooms. Secondly, observations to the class were conducted to find out the classroom activities.

Lastly, to gather information on how the respondents conceive their learning experience, a survey in which questions were generated from the documents and observations was distributed. Creswell (2012, 2014) suggests surveys to elicit opinions, attitudes, emotions, beliefs, perception, and behaviour from the respondents. However, since surveys may suffer from potential self-reporting issues, the analysis is complemented with open-ended questions which were part of the survey. Those questions were analyzed using Thematic Analysis (Braun & Clarke, 2006).

This study uses a qualitative design with a phenomenological approach to explore more in-depth the sexual networks and HIV/AIDS prevention in MSM in Denpasar City. In this study, determination of informants was carried out using a purposive sampling technique. The participants in this study were MSM in Denpasar City. Participants selected in this study had several inclusion criteria, such as productive age between 18-45 years old, willing to be an informant, able to communicate well and willing to provide information needed by researchers.

The sample size in qualitative research is taken according to the needs of the researcher, namely 10 informants at a maximum. The selection of informants was carried out through snowballing, in that, the selection of samples was carried out in stages, starting from the
informants proceeded to all MSM who became sex partners and then proceeded to the next level of sex partners, according to the sexual network having been built. Primary data were collected through in-depth interviews with the aim of exploring deeper into risky sexual behavior and HIV/AIDS prevention in MSM using thematic analysis.

3 Results and Discussion

3.1 Educational Development

The results showed that there was an influence of intervention (peer educator), so it was necessary to develop and socialize the peer educator method more broadly for preventive and promotive efforts in preventing STIs and HIV/AIDS in the MSM group. This effort requires a readiness in human resources, especially the staff of health workers in charge of the area of resocialization. In addition to the readiness of resources at the government level, continuous guidance is also needed in the socialization of the use of peer education methods among NGOs, and a mentoring system for PE in carrying out their functions as role models so that goals can be achieved better, especially in the prevention of STIs and HIV/AIDS.

Health education with the peer education method is very effective in increasing knowledge and attitudes, there are differences in knowledge and attitudes in the group that is given health education and the group that is not given health education.

“The development of education through peer activities is very useful for the prevention of STIs and HIV/AIDS for the MSM group.” (AG, 29 years old)

3.2 Sexual Intercourse Behavior

Most of the respondents searched for networks of sexual partners through social media. Sexual intercourse behavior carried out by MSM in Denpasar is through anal sex, kissing or licking all parts of their partner’s body, deep kissing, and rectal licking. The following are statements from the respondents on it.

“We got to know each other from social media, like Facebook.”
“I prefer anal, kissing and licking my partner’s body to his rectum. I also enjoy deep kissing.”
(AA, 35 years old)

During sexual intercourse, MSM prioritizes variety and sensation to get sexual satisfaction, such as having sex in a group, using arousal drugs and performing violent acts on their partner’s body during sexual intercourse. The following are statements from respondents about it.

“During sexual intercourse in a group, I used to have drugs. We consisted of up to 40 people. Then, we set up a session to have sex. But now, I never do it again.” (DD, 31 years old)

“After having taken the arousal drug, I can achieve multiple orgasms. It’s Poopers. The price ranges from 350-400 thousand rupiah. It’s small in size but expensive. Hence, people rarely buy it. The drug is taken by inhaling it. After inhaling it, my sex drive immediately increases.”
(FN, 28 years old)

“During sexual intercourse, I often do violent actions on my partner’s body, especially when I’m on top. I enjoy strangling my partner’s neck. It is very enjoyable, and he also really enjoys.”
(JR, 30 years old)

The high-risk sexual behavior experienced depends on the consistency of condom use, the number of sexual partners and the respondent’s gender role during sexual intercourse. The results of in-depth interviews show that in having sex with the same gender, the MSM group prioritized variety and sensation to get sexual satisfaction. Respondents often resort to violence
or get physical violence to get a different sexual sensation from the sexual intercourse they are having. Respondents admitted that the sexual violence committed or obtained was in the form of physical violence such as being beaten, or parts of their bodies tied with ropes. Respondents also obtained sexual satisfaction if they experienced multiple orgasms, for this reason respondents took arousal-enhancing drugs. The use of arousal drugs was also carried out when they had sex parties with more than 10 participants. Anal sex is a sexual activity carried out by MSM to achieve sexual satisfaction, but it is very dangerous because the anus contains a lot of disease-causing bacteria. The assertive partner will perform rimming (oral-anal) and fisting (inserting a finger or fist into the anus), which then causes injury and inflammation of the infection in the anus, to satisfy the receptive partner. (10)

3.3 Number of Sexual Partners

Some respondents only have 1 regular sexual partner. However, there are still MSM who have more than 1 sexual partner and receive payment for sexual intercourse. The following is a statement from the respondent on it.

“I have sex only with partner. He is a foreigner, from dari Melbourne. Actually, we had arranged to get married but because of COVID-19 we had to postpone it.”
    (JK, 33 years old)

“I have sex only with current partner. We have become loyal to each other. He’s a sugar dady.”
    (AG, 29 years old)

“Apart from my wife, I also have sex with other people. Sometimes, I still want to have sex with the same gender with mine. I’ve even been paid for having sex with someone much older than me. He was 50 years old. We knew each other through social media. I wanted to do it because I got money. It was 500,000 rupiah.”
    (FN, 28 years old)

For respondents who are married, the tendency to have sexual intercourse with their same sex is caused by variations in having more active sex. The following is a statement from the respondents regarding it.

“Sometimes when bored with my wife, I look for an MSM partner to have sex with. They are my old friends. However, we only do oral activities and kissing, I think when having sex, male partners are more aggressive than female.”
    (KM, 30 years old)

In this study, some respondents only had one permanent sexual partner, although there were still MSM who had more than one sexual partner and received payment for sexual intercourse. The greater the number of sexual partners, the more likely it is that random sex acts will increase and lead to infection with diseases such as STIs and HIV. (11) The large number of sexual partners is also influenced by the pattern of internet media access to find sexual partners. The existence of a permanent partner allows the possibility for MSM to have other sex partners. An MSM on average had several sexual partners and a relatively less than one year courtship. Because their relationship contains intimacy, they refer to their partners as boyfriends. The MSM group also found the influence of more than one sexual partner on HIV infection. (12)

3.4 Consistency in the Use of Condoms during Sexual Intercourse

Most of the respondents always use condoms when having sex with permanent or non-permanent partners. Their knowledge of the function of condoms is also very good. The following is the respondent’s statement on it.
"I always have condoms on, both when having sex permanent or with my affair. It’s for preventing infectious diseases, right? Having a condom on also keeps the genitals clean because during anal, feces usually stick to the genitals.”
(FN, 28 years old)
"I do have condoms on during having sex to avoid HIV.”
(DD, 31 years old)
There are still a small number of respondents who only use condoms during sexual intercourse. It is because respondents feel lazy to buy condoms or condoms are unavailable. Where available, MSM partners always use condoms during sexual intercourse. Respondents relied on condoms from their partners only. The following is the respondent’s statement about this.
"I sometimes don’t wear condoms. I feel lazy to buy it. Especially because of Covid-19, I don’t have much money. But when my boyfriend brings condoms, we use them. It’s actually important to avoid diseases.”
(JR, 30 years old)
Most of the respondents always wear condoms when having sex with permanent or non-permanent partners. Their knowledge of the function of condoms is also quite good. However, there are still a small number of respondents who only occasionally wear condoms during sexual intercourse. This is because they are lazy to buy condoms or condoms are unavailable. Men who have sex with men are a population at high risk for HIV and AIDS. Therefore, it is necessary to be consistent in the use of condoms during sexual intercourse. One of the factors of unprotected anal sex is MSM which prioritizes pleasure in sexual intercourse. In addition, MSM who pay for sex services often pay more if they do not use condoms.
3.5 HIV Test
Most respondents take routine HIV tests at health service centers, namely at Puskesmas 2 Kuta or at Klinik Bali Medika. They do it 1 to 2 times a year. The following is the respondent’s statement on it.
"I take HIV tests regularly. It’s every 6 months at Puskesmas 2 Kuta.”
(KM, 30 years old)
"I always take an HIV test. It’s once or twice a year at Klinik Bali Medika.”
(JK, 33 years old)
Prevention of HIV and AIDS infection can be done through HIV status checks at Voluntary Counseling and Testing (VCT) and Provider Initiated Testing and Counseling (PITC) services. Until 2011, there were 46 HIV test services in Bali Province, spreading across public and private hospitals as well as community health centers. In this study, most of the respondents took routine HIV tests at health service centers, namely at Puskesmas 2 Kuta or at Klinik Bali Medika. They took the test 1 to 2 times a year. Factors having a statistically significant relationship to HIV testing behavior are type of residence and history of STIs. History of STIs is the most influential matter on HIV testing behavior in MSM in Bali Province. Respondents with a history of STIs classified as high risk tend to be 3 to 4 times more likely to take an HIV test compared to respondents with a history of STIs classified as low risk.
3.6 Efforts Made to Avoid HIV/AIDS
Most respondents use condoms during sexual intercourse in an effort to avoid HIV/AIDS. There are some respondents who apply the PrEP or Pre-Exposure Prophylaxis method, namely by taking ARVs regularly before contracting the HIV virus. The following is the respondent’s statement regarding this matter.
"One way to avoid HIV is to use a condom."
(AA, 35 years old)
"I apply the PrEP method. I take ARVs before I will contract HIV. It’s in pill form. I consume it every day."
(JR, 30 years old)

Most respondents use condoms during sexual intercourse in an effort to avoid HIV/AIDS. There are some respondents who apply the PrEP or Pre-Exposure Prophylaxis method, namely by taking ARVs regularly before contracting the HIV virus. PrEP is a combination of 2 ARTs (tenofovir and emtricitabine). It serves to help prevent the transmission of HIV in people who have a high risk of contracting HIV. With the high number of new cases in Indonesia that continues to increase, PrEP can be a prevention strategy that can help reduce the number of new cases of HIV transmission in Indonesia. (17) Although PrEP has not been officially implemented in Indonesia, there are already some who have implemented it. The implementation of PrEP in developing countries such as Indonesia requires careful preparation. Large budgets are required to cover the high costs of providing PrEP. In addition, the readiness of health services and the availability of adequate and trained human resources are required for the successful implementation of the PrEP.

4 Conclusion

In sexual behavior, most MSM in Denpasar City prioritize variety and sensation during sexual intercourse and do sexual intercourse in group to get sexual satisfaction. In an effort to prevent HIV/AIDS, the sexual intercourse offenders routinely take HIV tests at health care centers. Most respondents wear on condoms and apply the PrEP method during sexual intercourse in an effort to avoid HIV/AIDS. Increased education for MSM to carry and use condoms whenever and wherever during sexual intercourse needs to be organized. MSM needs to be educated so that high-risk behavior during sexual intercourse can be reduced, in addition to providing guidance for them.

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References
Strategies For Increasing Plant Productivity in Dry Land Indonesia

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Abstract. Dry land is one of the conditions found in Indonesia. At least this potential is estimated at 76 million hectares to become productive land. This study aims to formulate a strategy to increase the productivity of dry land in Indonesia. The data sources of this study used primary data: observations, questionnaires and expert discussions, as well as secondary data: data processing, library studies and government data. This research method uses IFE EFE to identify the factors of dry land conditions in Indonesia, SWOT analysis is used to formulate strategies to increase productivity. The results showed that 10 strategies were formed consisting of strategies for strengthening farmer institutions, integrated training strategy on a regular basis for dry land farmers, design and manufacture of irrigation systems, strategy for the formation of integrated information design, motivational strategy through the pilot of successful farmers in dry land management, strategy for improving the technology transfer approach through agricultural extension workers, strategy of mentoring program for the application of new technology for farmer groups, pilot land strategy using suitable planting methods and varieties on dry land, strategy for cooperation with universities in the Independent Campus Learning Program (MBKM), strategies to build a literacy culture. The results of this study can be concluded that there are factors that need to be improved in increasing the productivity of dry land in Indonesia, which consists of the active role of farmers, community leaders, government policies and regulations, and collaboration with universities.

Keywords: Dry land; productivity; strategy; SWOT.

1 Introduction

The dynamics that occur in the community which include population growth and regional development patterns that continue to increase every year cause land conversion or commonly called land conversion is unavoidable. Based on data from the Ministry of Agriculture of the Republic of Indonesia (2019), Indonesia's productive land has decreased by 5% every year, with an area currently of 78,483.70 ha. Meanwhile, non-productive land in Indonesia tends to be stable with an area of 239,481.20 ha.

Land is one of the natural resources that has the potential to be developed as optimally as possible to increase local revenue (PAD). The form of agricultural land in Indonesia is divided into two types, namely dry land and wet land. Agricultural development in dry land is
expected to be able to make a real contribution to agriculture in Indonesia. Most of the paddy fields in Indonesia were originally the result of clearing dry land areas. Many dry lands that were originally used for forests and plantations have now been used as rice fields. Dry land is a stretch of land that has never been flooded or flooded most of the time of the year. The use of dry land for agriculture in Indonesia is generally grouped for yards, fields/gardens/fields, grasslands, plantations, woody plants, and uncultivated land. Dry land that has not been cultivated is still extensive, which is accompanied by a low crop index, this indicates that some of the land has not been managed properly [1].

Management of dry land resources is one solution in improving human welfare. Dry land resources with all the components in them including soil, rocks, slopes, water, and biota must be managed properly in order to obtain optimal and sustainable benefits between their uses. Some dry land management can be realized through several aspects: dry land as the main support system for human life, the use of land resource technology, policies, institutions/institutions, and spatial planning for its utilization.

Problems in dry land management vary in each region, both technical and socio-economic aspects. However, with the right strategy and technology, these problems can be overcome. In terms of area, the potential for dry land is high, but there are biophysical and socio-economic problems that must be overcome to increase productivity in a sustainable manner. Several actions to overcome the biophysical limiting factors of land include management of soil fertility, soil conservation and rehabilitation, and efficient management of water resources. Soil fertility management is not limited to increasing chemical fertility, but also physical and biological soil fertility. This means that the management of soil fertility is not enough just to apply fertilizer, but also needs to be accompanied by the maintenance of the physical properties of the soil so that a good environment is available for plant growth, the life of soil organisms, and to support various important processes in the soil [2].

Production constraints in dry land are the physical condition of the land (relatively shallow soil depth, sloping slopes, drought), weak technology/application of conservation techniques and socio-economic (lack of capital to apply recommended technology). As a result of these physical, technological and socio-economic constraints, land productivity continues to decline so that the number of poor people continues to grow [3]. Therefore, proper dry land management that leads to a sustainable increase in production is absolutely necessary. One of the efforts that can be done to solve the problems faced by farmers in dry land is to develop farming technology that is in accordance with local conditions. Dry land management technologies that are commonly used include: water conservation and the use of organic matter and will be more meaningful if integrated with livestock farming, because in its implementation land and water conservation will be guaranteed sustainability if integrated with livestock [4].

According to Wahyunto and Shofiyati [5] dry land is one of the resources that has great potential for agricultural development, both food crops, horticulture, plantations and livestock. In addition, dry land is one of the potential resources that are owned as the basic capital of development in the region, so that increasing dry land productivity is increasingly needed in the current era of development. The purpose of this study was to develop a strategy to increase the productivity of dry land through internal and external factors approach.

2 Research Methods
This research was conducted in May 2021 – August 2021. The study used primary data sources: observations, questionnaires and expert discussions, as well as secondary data: data processing, library studies and government data. This research method uses IFE EFE to identify the factors of dry land conditions in Indonesia, SWOT analysis is used to formulate strategies to increase productivity.

SWOT analysis is used to determine the internal factors (strengths and weaknesses) and external factors (opportunities and threats) that are being faced. According to Rangkuti [6] SWOT analysis is a useful analysis to obtain the right strategy formulation. SWOT analysis has several advantages, including this analysis model is able to detect every weakness and strength of an institution so that it is useful in minimizing the impact or consequences that will occur in the future [7]. External internal factor analysis is a SWOT analysis method that can be used to identify internal and external factors that exist in the research object environment. Furthermore, it can be known internal and external factors and how they affect the object of research.

3 Results and Discussion

<table>
<thead>
<tr>
<th>Internal Factor</th>
<th>Rating</th>
<th>Weight</th>
<th>Rating x Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strength Factor</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Availability of large dry land</td>
<td>4</td>
<td>0.25</td>
<td>1</td>
</tr>
<tr>
<td>Availability of Human resources as labor</td>
<td>3</td>
<td>0.25</td>
<td>0.75</td>
</tr>
<tr>
<td>Personal land ownership</td>
<td>3</td>
<td>0.13</td>
<td>0.39</td>
</tr>
<tr>
<td>The role of community leaders as information centers</td>
<td>3</td>
<td>0.12</td>
<td>0.36</td>
</tr>
<tr>
<td>Weakness Factor</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low information transfer capability</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
</tr>
<tr>
<td>Low technology transfer capability</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
</tr>
<tr>
<td>Unfavorable environmental conditions</td>
<td>2</td>
<td>0.05</td>
<td>0.1</td>
</tr>
<tr>
<td>Total</td>
<td>1</td>
<td></td>
<td>2.8</td>
</tr>
</tbody>
</table>

Based on the analysis of internal factors in table 1, it is found that the strength factor of Availability of large dry land has the highest weight of 1. Availability of large dry land available in Indonesia is dry land owned by individuals or conversion of new land clearing. Of the 191.9 million ha of land in Indonesia, the largest land cover is primary forest on dry land (mineral soil) around 20.0% and secondary/selective logging forests around 19.7%, and 15.5% abandoned land. While the largest agricultural land is dry land mixed with shrubs/mixed gardens around 14.2%, upland only 5.3%, plantation 6.6% and rice fields 4.1% [8]

While the weakness factor of Low information transfer capability, Low technology transfer capability, Unfavorable environmental conditions has a weight of 0.1, indicating that the weaknesses possessed by farmers are these three factors. This is in accordance with the research of Mulyono and Munibah [9] which explains that rice fields, markets and information sources must be optimized to encourage the success of food crop farming.
Table 2. External Factors

<table>
<thead>
<tr>
<th>External Factor</th>
<th>Rating</th>
<th>Weight</th>
<th>Rating x Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development of agricultural land processing technology</td>
<td>3</td>
<td>0.15</td>
<td>0.45</td>
</tr>
<tr>
<td>Development of research results on dry land</td>
<td>3</td>
<td>0.15</td>
<td>0.45</td>
</tr>
<tr>
<td>Government program on potential land management</td>
<td>4</td>
<td>0.2</td>
<td>0.8</td>
</tr>
<tr>
<td>Availability of potential new springs</td>
<td>3</td>
<td>0.15</td>
<td>0.45</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Threats Factor</th>
<th>Rating</th>
<th>Weight</th>
<th>Rating x Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information on dry land management with unclear sources and proven results.</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
</tr>
<tr>
<td>Panic in receiving information</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
</tr>
<tr>
<td>Professional trends that affect the changing profession of young farmers.</td>
<td>2</td>
<td>0.15</td>
<td>0.3</td>
</tr>
<tr>
<td>Jumlah</td>
<td>1</td>
<td></td>
<td>2.35</td>
</tr>
</tbody>
</table>

Based on the analysis of internal factors in table 2, it is found that the opportunity factor, namely the Government program on potential land management, has the highest value with a value of 0.8. The government as a driver of agricultural development with its policy of providing agricultural technology as well as facilities and infrastructure such as holding intensification procurement [10].

While the threat factor, professional trends that affect the changing profession of young farmers has the highest weight of 2.35. Various reasons for the declining interest of young workers in the agricultural sector are mainly the image of the agricultural sector which is less prestigious and unable to provide adequate compensation. This stems from the relatively narrow average tenure of farming land. Another reason is that the perspective and way of life of young workers has changed in the era of the development of postmodern society as it is now. For young people in rural areas, the agricultural sector is increasingly losing its attractiveness [11].

Table 3. Matrix SWOT

<table>
<thead>
<tr>
<th>IFAS &amp; EFAS</th>
<th>Strength (S)</th>
<th>Weakness (W)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1. Strength Factor</td>
<td>1. Low information transfer capability</td>
</tr>
<tr>
<td></td>
<td>2. Availability of large dry land</td>
<td>2. Low technology transfer capability</td>
</tr>
<tr>
<td></td>
<td>3. Availability of Human resources as labor</td>
<td>3. Unfavorable environmental conditions</td>
</tr>
<tr>
<td></td>
<td>4. Personal land ownership</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5. The role of community leaders as information centers</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Opportunities (O)</th>
<th>Strategi (SO)</th>
<th>Strategi (WO)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Development of agricultural land processing technology</td>
<td>1. Strategy for strengthening farmer institutions</td>
<td>1. Strategy of mentoring program for the application of new technology for farmer groups</td>
</tr>
<tr>
<td>2. Development of research results on dry land</td>
<td>2. Integrated training strategy on a regular basis for dry land farmers</td>
<td>2. Pilot land strategy using suitable planting methods</td>
</tr>
<tr>
<td>3. Government program on potential land management</td>
<td>3. Design and manufacture of</td>
<td></td>
</tr>
</tbody>
</table>
The results of the SWOT analysis in Table 3 show that there are 10 strategies formed based on the conditions arranged in the table of internal factors and external factors. The 10 strategies are:

a. SO strategy
   Strategy for strengthening farmer institutions, Integrated training strategy on a regular basis for dry land farmers, Design and manufacture of irrigation systems.

b. ST strategy
   Strategy for the formation of integrated information design, Motivational strategy through the pilot of successful farmers in dry land management, Strategy for improving the technology transfer approach through agricultural extension workers.

c. WO strategy
   Strategy of mentoring program for the application of new technology for farmer groups, Pilot land strategy using suitable planting methods and varieties on dry land.

d. WT strategy
   Strategy for cooperation with universities in the Independent Campus Learning Program (MBKM), Strategies to build a literacy culture.

The learning process in the Merdeka Campus is one of the most essential manifestations of student-centered learning. Learning in the Merdeka Campus provides challenges and opportunities for the development of innovation, creativity, capacity, personality, and student needs, as well as developing independence in seeking and finding knowledge through realities and field dynamics such as ability requirements, real problems, social interaction, collaboration, self-management, performance demands, targets and achievements. Through a well-designed and well-implemented independent learning program, students' hard and soft skills will be formed strongly.

The Independent Learning Program - Merdeka Campus is expected to be able to answer the challenges of higher education to produce graduates who are in accordance with the times, advances in science and technology, the demands of the business and industrial world, as well as the dynamics of society. Directorate General of Higher Education, Ministry of National Education, Indonesia (2020).

4 Conclusion

Strategies for improving Indonesia's dry land require multiple roles from the farmer sector, community leaders, government research institutions and universities. Each sector has a role in increasing dryland productivity. The role of each sector is key in implementing the
strategies that have been arranged in an effort to increase the productivity of dry land in Indonesia. Conclusions should answer the objectives of the research. Tells how your work advances the field from the present state of knowledge.

References
Farmer Motivation in The Maintenance and Marketing Of Bali Cows In Kecamatan Abian Semal Badung, Indonesia

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Abstract. This study was conducted to determine the motivation of breeders in maintaining and marketing Bali cattle in Abiansemal District, Badung. Explorative research was performed through a survey with a combination of qualitative and quantitative methods. Balinese cattle breeders who sold cows in Selat and Ayunan villages in Abiansemal Subdistrict in Badung Regency were included as respondents. The research location was chosen deliberately (purposive sampling). Fifty respondents were selected on the basis of breeders who raised and marketed Bali cows. The instrument used as an interview guide to help obtain answers from respondents was a structured and closed questionnaire with open questions. Qualitative and quantitative data were used. Qualitative data included respondents’ characteristics and breeders’ motivation in maintaining and marketing Bali cattle. Results revealed that farmers mainly raised cattle because livestock could be sold in times of financial needs and allocated as savings (as much as 48%), utilizing existing agricultural waste as much as 25% to fill spare time as much as 17% and increasing farmer income by only 7%. This is because cattle farming in Bali is generally carried out as a side business, and livestock is used as savings once it is sold when farmers need large amounts of funds. The respondents were also motivated to sell calves because of the need for school fees for children (54%), traditional ceremonies (18%), and house repair costs (14%). Although the 9-year compulsory school fee has been freed by the government, school fees remain the main reason for selling calves because the awareness of the respondents to send their children to a higher education level is very high.

Keywords: Bali cows; marketing; motivation

1 Introduction

Breeders sell their cows when they are in immediate need of large funds. However, the selling price is relatively cheap because the price determinant lies with intermediary traders. This phenomenon happens because breeders have insufficient knowledge about marketing their
livestock products, especially the price of Bali cattle. Cattle is maintained by community farmers, and most of them are small scale with ownership of one to three heads (Astiti, 2018). This business is usually integrated with other farms, used as savings or considered a hobby and determinants of community social status (Astiti, 2000).

The livestock sector is a series of continuous activities that aim to develop the capacity of the farmers’ community so that they can independently carry out the business of raising Balinese cattle. For example, the Bali cattle farming sector in Abiansemal District has potential for increasing the production of Bali cattle, increasing income and welfare, meeting the nutritional needs of the community, creating job and business opportunities and motivating breeders to participate in Bali cattle breeding activities (BPS, 2020). Marketing is one of the activities of entrepreneurs or producers in terms of selling products to generate profits.

An increase in income encourages farmers to raise more cattle. In addition, it will encourage breeders to carry out maintenance more efficiently. As a result, the cattle population in Bali indirectly increases as desired by the government. However, the income obtained by farmers is still far from their expectations. The price received by farmers is still relatively low, so their share is also low. Sukanaata et al. (2010) showed that breeders only receive about 63%–69% of the final price given to consumers. As for benefits, cattle farming does not provide a decent profit if all the sacrifices incurred by farmers are considered economically. Such business conditions lead to a weak bargaining position for farmers in the Bali cattle marketing system and are often used by cattle traders/dealers/middlemen. Effective ways should be developed to improve the marketing system and increase farmer–livestock incomes. One of the efforts to improve the Balinese cattle marketing system is to change the farmer–livestock mindset. Raising Bali cattle is not only a savings account but also a business with a steady income every month. The selling price of Bali cattle should be increased by cutting the route of Bali cattle trading so that marketing cost efficiency can be achieved.

The success of a cattle breeding business cannot be separated from the marketing system, so the first step of a variety of problems faced in cattle marketing in Bali, amongst others: inappropriate marketing policies, market structures that tend to lead to monopsony markets, long market chains, game weighing, smuggling, buying and selling of cattle expenditure quotas, inadequate supervision, in addition to the low entrepreneurial spirit of breeders. Therefore, this condition must be improved to enhance the welfare of breeders.

Motivation and internal and external factors, such as age, education level, farming experience, number of family dependents, courage to take risks, livestock ownership and land area, influence the progress and decline of beef cattle farming (Luannase et al., 2011). For these reasons, the motivation to raise Bali cattle, its marketing and its effect on the income of farmers from their cattle business should be studied fundamentally to determine (i) the reasons for raising Bali cattle, (ii) the farmers’ motivation to market Bali cows and (iii) the farmers’ share on Bali cattle sales.

2 Research Methods

2.1 Research design

In this explorative research through a survey, qualitative and quantitative methods were combined, but a quantitative approach, which is a systematic approach that corresponds to reality (real system), was mainly used in problem solving. In the Balinese cattle calf marketing system, marketing functions, marketing channels, cost structure, cost and marketing margin, farmer’s share and market structure, behavior and implementation are analyzed. In practice,
Balinese cattle farming and Balinese cattle calf marketing involve behavioral and institutional aspects that are sometimes difficult to quantify, but these aspects must be considered. Therefore, apart from using a quantitative approach, a qualitative approach was applied in this study to enrich the discussion so that this research would be sharper and relevant to related problems in the field.

2.2 Location and time of research

This research was conducted in Abiansemal Subdistrict in two villages, namely, Selat Village and Ayunan Village, where Balinese cattle breeders marketed their cows, and in Beringkit and belantik animal markets. The research location was chosen purposively (purposive sampling) on the basis of the largest Balinese cattle population amongst 18 villages in Abiansemal District and close to the Beringkit animal market. This research was conducted in June 2020.

2.3 Data and data collection

The types of data used in this study could be divided into two. (i) Qualitative data included ideas, views and problems faced by Balinese cattle breeders in Bali in terms of production and marketing. They also included views and ideas from cattle, Dutch and government traders. (ii) Quantitative data were in the form of the number of Bali cattle breeders in Bali and data on costs and investments in Bali cattle farming. Motivation to raise and sell cows, a marketing agency used in marketing cows.

The sources of data used in this study could be divided into three: (i) primary data obtained directly at the research location via an interview using an instrument in the form of a questionnaire or a list of questions prepared previously according to the problem and research objectives, (ii) secondary data from recording data, and (iii) documents sourced from Badan Pusat Statistik and agencies relevant to this research.

2.4 Population and sample

The population of Balinese cattle breeders who marketed their cows is located in two villages, namely, Selat Village and Ayunan Village, in Abiansemal Subdistrict. This population could provide data and information on the motivation of breeders to maintain and market Bali cattle. The sample of breeders was taken by purposive sampling (intentionally) and composed of as many as 50 respondents.

2.5 Data and research instrumental

Data were taken in the form of primary and secondary data. Primary data were obtained by directly observing activities and conducting interviews with instruments in the form of questionnaires or a list of questions prepared previously in accordance with the problems and objectives of this study. Secondary data were collected through documents or data covering the motivation of breeders in producing and marketing Bali cows.

Instruments or measuring instruments are essential for research activities because data or information relevant to research objectives can only be obtained with good instruments or measuring instruments. As such, measuring instruments must have high validity and reliability. Answers were provided by respondents on the basis of the questions asked or chose alternative answers available on the questionnaire. Qualitative and in-depth explanations that were not included in the questionnaire but were closely related to the research problem were asked using open-ended questions as an interview guide, and the results were recorded.
3 Results and Discussion

Abiansemal Subdistrict in Badung Regency consists of 18 villages, including Selat and Ayunan, which were chosen deliberately as research locations because of the large number of cattle breeders in these villages. Abian Semal Subdistrict has an area of 69.01 km²; geographically, it has the following territorial boundaries: north of Petang Subdistrict, south of North Denpasar District, east side of Gianyar Regency and west side of Tabanan Regency (BPS, 2020), which is an area with a great potential for the development of Bali cattle kept in a village or a group pen.

This potential is supported by fertile soil conditions that favour the growth of agricultural crops and abundant fodder throughout the year. With this fertile agricultural area in Abiansemal Subdistrict, agricultural production is high, so agricultural waste can meet animal feed needs. Agricultural businesses support livestock businesses by providing forage feed. According to 46% of the respondent farmers, Bali cattle is mainly raised because livestock is allocated as family savings after it is sold when the family needs large amounts of funds. Another reason is to utilise existing agricultural waste (as much as 26%), to fill spare time (as much as 16%) and increase the income of farmers (only 12%). The complete data regarding the motives of breeders in raising cattle are presented in Table 1.

The majority of breeders who use livestock business as savings run their business as reasonably as possible without having an orientation to increase profits or amount of maintenance. Farmers feel that their livestock business provides sufficient economic benefits to the family without having to spend considerable time in maintaining it. With this motive, Balinese cattle farming has constantly grown, that is, it is performed by smallholder breeders with an average number of two to three cows (Astiti et al. 2016).

Table 1. Motive for raising cattle in Selat and Ayunan villages

<table>
<thead>
<tr>
<th></th>
<th>Selat village</th>
<th>Ayunan village</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>As savings</td>
<td>13 (52%)</td>
<td>10 (40%)</td>
<td>23 (46%)</td>
</tr>
<tr>
<td>Utilization of</td>
<td>6 (24%)</td>
<td>7 (28%)</td>
<td>13 (26%)</td>
</tr>
<tr>
<td>agricultural waste</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Take advantage of</td>
<td>4 (16%)</td>
<td>4 (16%)</td>
<td>8 (16%)</td>
</tr>
<tr>
<td>free time</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Increase income</td>
<td>2 (8%)</td>
<td>4 (16%)</td>
<td>6 (12%)</td>
</tr>
<tr>
<td>Total</td>
<td>25 (100%)</td>
<td>25 (100%)</td>
<td>50 (100%)</td>
</tr>
</tbody>
</table>

In Selat Village, 52% of farmers raised Bali cows and developed their cattle business because raising cattle is easier than raising other livestock. It is a hereditary activity and can be sold at any time when they need large funds in the sense that it can be used as savings. This observation was supported by Sukanata and Yuniati (2016). Luanmase et al. (2011) indicated that breeders tend to run a Bali cattle business and want to increase their business as savings (81.63%).

Furthermore, farmers mentioned that raising beef cattle is easier than raising other livestock because they have been accustomed to the cattle business for a long time, and cows often cultivate rice farmland. As such, raising cattle is beneficial to transmigrant agricultural lands. On the contrary, local breeders consider the cattle business to be normal (83.67%) and a side
business that can help the family’s urgent economic needs in some instances. In addition, the cattle business is considered normal because cows are abandoned in grazing fields all day without any supervision.

Another motive for raising cattle is to take advantage of 16% of free time in Selat and Ayunan villages because raising cattle is only a part-time cropping activity when most Balinese cattle is not the main livelihood in the sense that the main livelihoods of Balinese cattle breeders are rice farming, construction workers, agricultural laborers and others. This phenomenon was supported by Abidin et al. (2018), who indicated that the need for living expenses, including school fees for children, ceremonies, house repairs and daily consumption costs, is increasing daily, but this increase causes respondents to sell their cows. Of the 50 interviewed respondents, 52% sold cows because of the need for school fees for the children.

Although the 9-year compulsory school fee has been freed by the government, school fees remain the main reason for selling cows because the awareness of the respondents to send their children to a higher education level is high, with the hope that the respondents’ children will live a more decent life, be able to compete in a more relevant work, have a better life than their parents and be able to raise the dignity of their family. The second dominant reason is ceremonial cost (18%).

Traditional ceremonies in Bali, including Galungan, Kuningan and Piodalan holidays in village temples (puseh, village and dalem temples), Saka New Year celebrations (Nyepi), weddings, tooth-cutting ceremonies, greetings and otonan, are often carried out. All these religious and traditional ceremonies are costly, so cows that could have been kept to be more mature and more expensive had to be sold to obtain the funds needed. Another motive to market cows is the need for house repair costs 14% due to lack of availability of 10% feed and 4% lack of stables. The availability of pens is important to protect cattle from climate threats and loss or to prevent cattle from being stolen.

Table 2. Motives to market cows

<table>
<thead>
<tr>
<th>Motives to market cows</th>
<th>Selat village</th>
<th>Ayunan village</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Person (%), Person (%)</td>
<td>52</td>
<td>52</td>
<td>52</td>
</tr>
<tr>
<td>School fees</td>
<td>13</td>
<td>52</td>
<td>26</td>
</tr>
<tr>
<td>Ceremony cost</td>
<td>5</td>
<td>20</td>
<td>9</td>
</tr>
<tr>
<td>House repair costs</td>
<td>4</td>
<td>16</td>
<td>7</td>
</tr>
<tr>
<td>There is no feed</td>
<td>2</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td>There is no cage</td>
<td>1</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>25</td>
<td>100</td>
<td>50</td>
</tr>
</tbody>
</table>

Fig. 2. Cattle marketing motive, (a) Selat village, and (b) Ayunan village
4 Conclusion

Bali cattle is raised to produce calves that can be sold at any time when funds, in addition to family savings, are needed by utilizing agricultural waste, spending free time and increasing family income. In marketing Bali cattle calves, breeders should sell their calves directly to other breeders, but they should sell through groups if they have to sell through marketing agencies.

References

Identification of Resort Hotel Architecture in Ubud Tourism Area

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Abstract. The development of an area into a tourism area has an influence on the spatial, economic, and social life of the community. Hotels are one of the tourist accommodations that play an important role in tourist areas. Ubud is famous for its unique arts and culture that are integrated into the daily life of its people. The development of Ubud into a tourism destination has led to the emergence of tourism accommodations such as inns, restaurants, galleries, and travel agencies. Lodging in the parawista area of Ubud is divided into several types, such as homestays, villas, bungalows, and five-star resort hotels. Resort hotels are one of the types of lodging that consume the most land, because there are various types of facilities offered. The existence of five-star resort hotels in the Ubud Tourism Area certainly contributes to regional income and provides employment for the surrounding community. In addition to the positive impact, the existence of a hotel resort also has a negative impact, namely there are many land use experts and indications of environmental damage. In previous research, it has been found that the distribution pattern of hotels in the Ubud Tourism Area and the factors that influence it. In this study, it will be further investigated how the architectural pattern and the impact on the physical environment in the Ubud Tourism Area will be investigated. So that later the results of this study can be used as a reference by the local government to make regulations and spatial planning of tourism areas. The research approach uses a descriptive qualitative approach that describes the phenomenon as it is, data collection techniques consist of, observation, interviews and literature studies from the relevant agencies.

Keywords: architectural identification; environmental impact; resort hotel

1 Introduction

Hotels are one of the tourist accommodations that play an important role in tourist areas. According to Webster, a hotel is a facility that provides rooms to stay, food and drinks, and other services to the public (Fonny, 2008). There are various types of hotels in Indonesia such as city hotels, business hotels, art hotels and resort hotels. In tourist areas with attractive natural beauty and cultural uniqueness, there are hotels with resort types. The development of an area into a tourism area has an influence on the spatial, economic, and social life of its people.
Various kinds of tourist accommodation have sprung up in proportion to the high number of tourist visits to the area.

Ubud is a tourism area located in Gianyar Regency, Bali Province. Ubud is famous for its unique arts and culture that are integrated into the daily life of its people. Art and culture are contained in the religious ritual life of the Ubud community. In addition to art and culture, Ubud also has natural potential such as green rice fields and trees that are still beautiful on the edge or river cliffs, as well as a still rural environment. These potentials attract domestic and foreign tourists to come to Ubud. According to Picard (2006: 120), in contrast to beachfront resorts in Bali, Ubud attracts tourists who see Bali more in the image of rural settlements with the artistic life and religious rituals of its people.

The development of Ubud into a tourism area cannot be separated from the role of artists who give a new color to the development of cultural arts in Ubud. Names such as Walter Spies, Rudolf Bonnet played an important role in the development of tourism in Ubud through the medium of painting. The development of Ubud tourism began in 1976 when electricity began to enter the village, then grew rapidly in the early 1980s (Putra, 2014: 3). At that time, tourism accommodation began to appear, such as lodging, restaurants, galleries, and travel agencies. By 1994 Ubud had grown, in terms of the availability of tourism accommodation, to 2200 rooms from 450 rooms in 1981, or about 7 percent of the hospitality capacity on the island of Bali (Picard, 2006:124).

Lodging in the tourist area of Ubud is divided into several types, namely, homestays, villas, bungalows, and five-star resort hotels. Ubud is even the location of famous star resorts such as Ubud Hanging Garden, Four Seasons, and Maya. The existence of five-star resort hotels in the Ubud Tourism Area certainly contributes to regional income and provides jobs for the surrounding community. In addition to the positive impact, the existence of a hotel resort also has a negative impact, namely there is a lot of land conversion and environmental damage. Couteau (in Sukawati, 2004:6) in his writings reveals that the tourism industry clearly has an impact on the agrarian sector, especially the problem of land conversion as an effort to meet the demands of tourism infrastructure and facilities.

Based on the initial observations made, it was found that land use for hotel facilities reached the riverbank area. It is interesting to investigate further, whether the use of the land is in accordance with the applicable river border regulations, and what impact it has on the surrounding environment. When viewed from the architectural style, hotels in Ubud were originally tropical architectural style with a pyramid-shaped alang-alang roof, combined with natural stone, wood on the walls and interior. The landscape arrangement is also very interesting because it is inspired by a traditional Balinese garden with lotus plants and some traditional sculpture artwork.

However, if you look at its development in the last few years, there are many modern architectural-style hotels that are in stark contrast to the surrounding environment in the Ubud Tourism Area. The materials used are mostly steel, iron, and concrete with industrial themes. The development of the architectural style of the hotel is very interesting to investigate further, whether the architectural style of the hotel in the Ubud Tourism Area is currently still relevant to the identity of Ubud with tropical architecture characteristics with local materials or has undergone a shift.

Thus, it is very interesting to investigate further. Researchers will look in detail at the architectural characteristics of hotels in the Ubud Tourism Area, both in terms of architectural style and in terms of space utilization. Furthermore, researchers will see what impact it has on the physical environment around it. This becomes very important because if we do not pay
attention to environmental damage, it cannot be avoided and Ubud will lose its tourism architectural iden

**Literature Review**

The definition of a hotel according to the Hotel Pricitors Act in (Sulatiyono, 1999: 5) is a company managed by its owner by providing food, drinks, and room facilities for sleeping to people who are traveling. The definition of a hotel according to the Webster New World Dictionary is a building that provides lodging services, food, drinks, and other services for the public that are managed commercially, especially for tourists (Lawson, 1988). While the understanding contained by Grolier Electronic Publishing Inc. (1995) which states that, the hotel is a commercial business that provides a place to stay, food, and other services to the public. Based on some of the explanations above, it can be concluded that a hotel is an accommodation that provides lodging, eating, drinking, and general services as well as other facilities that meet the requirements of comfort and are managed commercially.

**2 Research Methods**

This study applies a qualitative research method with an inductive approach and uses a naturalistic paradigm. The naturalistic paradigm is used because the research is carried out in a reasonable situation as it should be. Qualitative method is a method that emphasizes the procedures for using tools and techniques in the field of research that is oriented to the natural paradigm (Moleong, 1989:124). Understanding qualitative methods according to Bogdan and Taylor (in Moleong, 1989: 125), is intended as a research procedure that produces descriptive data in the form of written words, pictures or verbal from the observed object.

**3 Results and Discussion**

**3.1 Star Hotels in Ubud Tourism Area**

In this section, identification of the distribution of five-star hotels in the Ubud Tourism Area is carried out. Based on data obtained from the Gianyar Regency Investment and One Stop Service Office for the last four years (2017-2020), there are 79-star hotels that extend or create new tourism business registration marks. The hotel consists of 22 five-star hotels, 27 four-star hotels, and 30 three-star hotels. So, the most hotels in that period were three-star hotels, in second place the most were four-star hotels and the least were five-star hotels. For more details about the number of star hotels in the Ubud Tourism Area, see the following diagram.

![Fig 1. Star Hotels in Ubud Tourism Area](image-url)
There are several distribution patterns of star hotels in the Ubud Tourism Area. Three-star hotels tend to form clusters and linear patterns following the main road in the center of Ubud. Four-star hotels tend to form a diffuse pattern, mostly located on the outskirts of Ubud. Five-star hotels also have a diffuse pattern with locations near the center of Ubud and the outskirts of Ubud.

Four-star hotels and star hotels do not form a linear pattern because access or main roads are not a determining factor in choosing their location. The main consideration factor for four-star and five-star hotels is the natural potential that will be the main attraction in addition to the completeness of the facilities. The distribution pattern of star hotels in the Ubud Tourism Area can be described as follows:

Fig 2. Distribution Pattern of Star Hotels in Ubud Tourism Area

3.2 Identifikasi Arsitektur Hotel Berbintang di Kawasan Pariwisata Ubud

In this sub-discussion, we identify the architectural style applied by star hotels in the Ubud Tourism Area. Based on initial observations, there are several things that are used as references to identify the architecture of five-star hotels in the Ubud Tourism Area, namely, Design Themes, Roof Shapes, Materials, Mass Patterns, and Mass Orientation. It is also adapted to the theory and method of architectural design.

Drawing conclusions on the architectural style is carried out by researchers directly with the interpretation method from survey results in the field or the internet and does not calculate in detail. Because the research method has been explained in this study, the researcher has an important role in each object that is used as a research case. Identification is done based on the hotel class, namely 3-star hotels, 4-star hotels, and 5-star hotels. It aims to get an idea of the architectural style of the hotel based on its class.

3-Star Hotels

In this sub-discussion, the architectural style of three-star class hotels is identified based on the data presented in the previous sub-discussion. Parameters used as reference in identifying are Theme, Roof Shape, Material, Mass Pattern, and Mass Orientation. For more details on the identification of architectural styles at three-star hotels in the Ubud Tourism Area, it will be explained in the following table.
<table>
<thead>
<tr>
<th>No</th>
<th>Hotel Name</th>
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<th>Modern</th>
<th>Tropis</th>
<th>Plana</th>
<th>Limasan</th>
<th>Plit</th>
<th>Wood</th>
<th>Concrete</th>
<th>Single</th>
<th>Many</th>
<th>In Site</th>
<th>Out site</th>
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<tbody>
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<td>6</td>
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<td>8</td>
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<td>9</td>
<td>Villa Puri Artha</td>
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<td>11</td>
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<td>13</td>
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<td>Bliss Bungalow</td>
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<td>19</td>
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</table>
Based on the table above, it can be seen the architectural style trend of three-star hotels in the Ubud Tourism Area. The explanation will be divided based on the parameters used by the reference to identify the architectural style, namely,

a. Theme

Based on the data above, it can be concluded that most or 70% of three-star hotels apply the traditional Balinese theme, the remaining 30% apply the tropical modern architectural theme. So, it can be concluded that based on the theme of three-star hotels in the Ubud Tourism Area, they still pay attention to local architecture which is identical to traditional Balinese architecture.

b. Roof Shape

Judging by the shape of the roof of the main building, most of the three-star hotels in the Ubud Tourism Area have a pyramid roof shape with a percentage of 67%. The rest of the roof has a flat apat shape by 10% and a plana roof by 7%. This shows that the roof shape of a three-star hotel in the Ubud Tourism Area still pays attention to the shape of the roof of the surrounding settlements and also takes into account the local climate with high rainfall.

c. Material

Judging by the dominance of the material used, most or 53% of three-star hotels in the Ubud Tourism Area use concrete materials and the remaining 47% use wood materials. The influencing factor is the high cost of wood material than concrete in a three-star hotel. Wood
material also requires high maintenance costs. So that in the Ubud Tourism Area, more three-star hotels use concrete materials rather than wood.

d. Mass Pattern
Judging by the number of people, most or 77% of three-star hotels in the Ubud Tourism Area have a large number of people or spread out. The remaining 23% have a single mass count. So the character of the number of three-star hotels in the Ubud Tourism Area is that there are many separate masses on the site. The basic consideration is to maximize the potential of gardening on the site combined with the cool and natural atmosphere of the Ubud climate.

e. Mass Orientation
In terms of mass orientation, most of the three-star hotels in the Ubud Tourism Area or 70% of the mass orientation point to the outside of the site. The basis for consideration is the potential view that is outside the site/surrounding environment. Meanwhile, 30% of three-star hotels in the Ubud Tourism Area have a mass orientation of the building into the site, because they do not have potential views around the site and utilize artificial gardens on the site.

4-Stars Hotel
In this sub-discussion, the architectural style of four-star class hotels is identified based on the data presented in the previous sub-discussion. As explained in the previous sub-discussion, several things that are used as references are Themes, Roof Shapes, Materials, Mass Patterns, and Mass Orientation. For more details about the identification of architectural styles in four-star hotels in the Ubud Tourism Area, it will be explained in the following table.

<table>
<thead>
<tr>
<th>No</th>
<th>Hotel Name</th>
<th>Theme</th>
<th>Roof Shape</th>
<th>Material</th>
<th>Amount Mass</th>
<th>Orientation Mass</th>
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</thead>
<tbody>
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<td>3</td>
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<td>4</td>
<td>Tanah Merah Resort</td>
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<td>5</td>
<td>Temuku Ubud Villas</td>
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<tr>
<td>6</td>
<td>The Sungu</td>
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</tbody>
</table>
Based on the table above, it can be seen the trend of architectural style of four-star hotels in the Ubud Tourism Area. The explanation will be divided based on the parameters used by the reference to identify the architectural style, namely,

a. Theme

Based on the data above, it can be concluded that most or 63% of three-star hotels apply the traditional Balinese theme. The remaining 37% apply the theme of modern tropical architecture. So, it can be concluded based on the theme, four-star hotels in the Ubud Tourism Area still pay attention to local traditional architecture which is identical to traditional Balinese architecture.

b. Roof Shape

Judging by the shape of the roof of the main building, most of the four-star hotels in the Ubud Tourism Area have a pyramid roof shape with a percentage of 56%. The remaining 26% flat roof and 18% plana roof. This shows that the roof shape of a three-star hotel in the Ubud Tourism Area still pays attention to the shape of the roof of the surrounding settlements and also takes into account the local climate with high rainfall.

c. Material

Judging by the dominance of the material used, most or 62% of four-star hotels in the Ubud Tourism Area use concrete materials and the remaining 38% use wood materials. The influencing factor is that wood is more expensive than concrete in a four-star hotel. So that more four-star hotels use concrete materials.

d. Mass Pattern

Judging by the number of people, most or 74% of four-star hotels in the Ubud Tourism Area have a large number of main masses or spread out. The remaining 26% have a single mass amount. So the character of the number of four-star hotels in the Ubud Tourism Area is that there are many separate masses on the site. The basis for consideration is to maximize natural lighting and ventilation as well as the potential view on the site.

e. Mass Orientation

In terms of mass orientation, most of the four-star hotels in the Ubud Tourism Area or 89% of the mass orientation point to the outside of the site. The basis for consideration is the potential view that is in the environment around the site. Meanwhile, 11% of four-star hotels in the Ubud Tourism Area have a mass orientation of the building into the site, because they do not have the potential for views outside the site.

5-Star Hotels

In this sub-discussion, the architectural style of five-star class hotels is identified based on the data presented in the previous sub-discussion. As explained in the previous sub-discussion, several things that are used as references are Themes, Roof Shapes, Materials, Mass Patterns, and Mass Orientation. For more details about the identification of architectural styles in five-star hotels in the Ubud Tourism Area, it will be explained in the following table.

<table>
<thead>
<tr>
<th>No</th>
<th>Hotel Name</th>
<th>Theme</th>
<th>Roof Shape</th>
<th>Material</th>
<th>Amount Mass</th>
<th>Orientation Mass</th>
</tr>
</thead>
<tbody>
<tr>
<td>27</td>
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</table>

Table 3. Identification of Five Star Hotels Architecture style
<table>
<thead>
<tr>
<th></th>
<th>Resort Name</th>
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<tbody>
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<td>2</td>
<td>Ayung Resort Ubud</td>
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<tr>
<td>3</td>
<td>Puri Wulandari A Budique Resort &amp; Spa</td>
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<tr>
<td>4</td>
<td>The Garcia Ubud</td>
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<tr>
<td>5</td>
<td>Maya Ubud Resort &amp; Spa</td>
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<td>6</td>
<td>KAMAN DALU Resort &amp; Spa</td>
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<td>7</td>
<td>Amandari</td>
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<td>8</td>
<td>Tanadewa Ubud</td>
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<td>9</td>
<td>The Royal Pita Maha</td>
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<td>10</td>
<td>Kuwarasan</td>
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<td>11</td>
<td>Komaneka</td>
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<td>12</td>
<td>Komaneka Hotel Tanggayuda</td>
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<td>13</td>
<td>Royal Kamuela</td>
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<td>14</td>
<td>Natya Resort Ubud</td>
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<td>15</td>
<td>The Kayon</td>
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<tr>
<td>16</td>
<td>Kayuman is Ubud Private &amp; Spa</td>
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<tr>
<td>17</td>
<td>Hotel Visesa</td>
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</tbody>
</table>
Based on the table above, it can be seen the architectural style trend of five-star hotels in the Ubud Tourism Area. The explanation will be divided based on the parameters used by the reference to identify the architectural style, namely,

a. Theme

Based on the diagram above, it can be concluded that most 54% of five-star hotels apply the Traditional Balinese theme. The remaining 46% apply the theme of modern tropical architecture. So, it can be concluded that based on the theme of four-star hotels in the Ubud Tourism Area, they still pay attention to local traditional architecture which is identical to traditional Balinese architecture. Judging by the shape of the roof of the main building, most of the five-star hotels in the Ubud Tourism Area have a pyramid roof shape with a percentage of 86%. The remaining 9% flat roof and 5% plana roof. This shows that the roof shape of a three-star hotel in the Ubud Tourism Area still pays attention to the shape of the roof of the surrounding settlements and also takes into account the local climate with high rainfall.

b. Material

Judging by the dominance of the material used, most or 54% of five-star hotels in the Ubud Tourism Area use wood materials and the remaining 46% use concrete materials. The influencing factor is that five-star hotels are the highest-class hotels, so the high cost of wood material is not a barrier.

c. Mass Pattern

Judging by the number of people, most or 82% of five-star hotels in the Ubud Tourism Area have a large number of main masses or spread out. The remaining 18% have a single mass amount. So, the character of the number of five-star hotels in the Ubud Tourism Area is that there are many separate masses on the site. The basis for consideration is to maximize natural lighting and ventilation as well as the potential view on the site.

d. Mass Orientation

In terms of mass orientation, all five-star hotels in the Ubud Tourism Area have a mass orientation towards the outside of the site. The basis for consideration is the potential view that is in the environment around the site.
4 Conclusion

Based on the discussion and analysis conducted, the following conclusions can be drawn. Based on the theme, most of the three-star and five-star hotels apply the traditional Balinese theme, while the four-star hotels mostly apply the modern tropical theme. Based on the roof shape, most of the five-star hotels in the Ubud Tourism Area use a pyramid roof shape. Based on the use of materials, three-star and four-star hotels mostly use concrete materials, while most five-star hotels use wood. Judging by the mass pattern and mass orientation, almost all five-star hotels in the Ubud Tourism Area have a large mass pattern with an orientation outside the site.

References
[16] Surat Keputusan Menteri Perhubungan RI No.PM10/PW.301/Phb-77
Strategic Management in Community-Based Ecotourism Development at Taman Beji Griya Punggul

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Abstract. The community-based ecotourism of “Taman Beji Griya” was opened for the first time in 2017. The attractions that are presented include waterfalls and cave combined with malukat and tirthayatra rituals. The success of the manager in developing ecotourism cannot be separated from the strategic management carried out. This study was conducted using qualitative methods through observation, interviews, and document studies. Data analysis uses interpretive descriptive techniques through the stages of data reduction, data presentation and verification. Based on this method, this study found four strategic managements that has been carried out by the manager. Environmental scanning is done by exploring the advantages and disadvantages of ecotourism objects to be developed. The strategy formulation was carried out collectively by involving all members of the Griya Gede Manuaba Punggul family. The strategy implementation is carried out in stages based on the consideration of the resources owned by the manager. Evaluation and control are carried out regularly every month, both in terms of object quality, service quality and finance. This management is carried out continuously so that the quality of tourism objects can be improved gradually.

Keywords: Development, Ecotourism, Strategic Management

1 Introduction

Bali is an international tourist destination that is so famous all over the world. Bali tourism transformed into the backbone of Bali's economy. However, the Covid-19 pandemic since the end of 2019 has had a significant impact on the sustainability of the Bali tourism industry. Data from the Central Statistics Agency (2021) shows that the impact of the pandemic has made the Bali tourism sector lose 8 million foreign tourists with a spending value of US$ 8.8 billion with an average calculation of US$ 1,100 per person per visit. The data confirms that the mass tourism industry that has been developed in Bali has proven to be less resistant to sudden changes in the global situation. This implies the importance of developing alternative tourism that can overcome the weaknesses of the tourism industry, one of which is ecotourism.

According to Arida (2017) and Wood (1999), the idea of ecotourism emerged from criticism of the paradigm of mass tourism which tends to be exploitative to the environment and natural resources. The ecotourism paradigm has also been adapted by the government with the
issuance of the Minister of Home Affairs Regulation (Permendagri) No. 33 of 2009 concerning Guidelines for Regional Ecotourism Development. This regulation defines ecotourism as nature tourism activities in responsible areas by taking into account elements of education, understanding, and support for natural resource conservation efforts and increasing local community income. One of the phenomena of ecotourism development in Bali that attracts researchers to make it the object of this research study is the community-based ecotourism “Taman Beji Griya” located in Punggul Village, Abiansemal District, Badung Regency.

Preliminary studies show that “Taman Beji Griya” is managed by extended family of Griya Gede Manuaba Punggul. This ecotourism object combines natural resources, that is waterfalls and the “Kereb Langit” cave with Hindu religious traditions, namely tirthayatra and malukat. This object first opened in 2017 and tourist visits are relatively consistent and even increase from time to time. The development of this object does not change its manifest function as a beji merajan Griya Gede Manuaba Punggul. On the other hand, the development of ecotourism has a positive impact on the preservation of nature and the environment, as well as providing added value economically. The success of the manager in developing this ecotourism object certainly cannot be separated from the strategic management carried out.

According to Wheelen and Hunger (2003), strategic management includes four basic elements, as follows. First, environmental scanning is carried out on the external environment to observe opportunities and threats, as well as the internal environment to see strengths and weaknesses. Second, strategy formulation is the development of a long-term plan to determine effective management based on the opportunities and threats of the external environment that are assessed based on internal strengths and weaknesses. Strategy formulation includes determining the mission, goals to be achieved, developing strategies, and establishing policy guidelines. Third, strategy implementation is the strategic management process and its policies in action through the development of programs, budgets and procedures. The process includes a change in the overall culture, structure and management system of the organization as a whole. Fourth, evaluation and control is the process of monitoring activities and their results by comparing the actual performance with the expected performance.

Based on the problems above, researchers are interested in revealing the management strategy of community-based ecotourism development in “Taman Beji Griya”. This study focuses on the four elements of strategic management mentioned by Wheelen and Hunger (2003) above, i.e., environmental scanning, strategy formulation, strategy implementation, and evaluation and control. Thus, this study can be useful as a reference for the development of ecotourism, especially in Bali and generally in Indonesia.

2 Research Methods

This study uses qualitative methods with data collection techniques including observation, interviews, and document studies. In this study, several aspects observed include accessibility, the natural and social environment around the object, infrastructure and facilities, tourist activities, the process of malukat, and the expression of tourists in various activities. Interviews were conducted on the management, community leaders around ecotourism objects, employees, and tourists. The study of documents used since the attempt to find the problem included in the selection of relevant concepts and theories. Data analysis was carried out by descriptive-interpretative method through three stages as proposed by Miles and Huberman (1992), namely data reduction, data display, and verification.
3 Results and Discussion

The word strategy comes from the Greek ‘strategos’ which means a way of leading the military to conquer and win wars. In general, the definition of strategy is a means of achieving goals. According to Assauri (2013:75), strategy formulation is related to decision making in order to face competition in an interdependent life so that the strategy is prepared by estimating the behavior of one another. In particular, the strategy provides a formulation of what is to be achieved, how to map out the competitive arena faced, and how to implement it based on the allocation of resources so that it can take every environmental opportunity and generate competitive advantage. Hamel and Prahalad (in Umar, 2010:17) define strategy as an action that is incremental (always increasing), continuously, and carried out according to the point of view of what customers expect in the future.

In general, strategic management can be interpreted as a series of policies or actions that are carried out continuously, taking into account the opportunities, threats, resources, and capabilities possessed at each stage of planning, organizing, actuating and monitoring to achieve goals. Observation of the external and internal environment is the initial process of the concept of strategic management followed by planning to determine the direction and goals in an activity. Organizing involves the allocation of resources and potentials to synergize in carrying out the planned activities. The direction and implementation of activities is always guided by the plans that have been set. Supervision is the last stage which includes monitoring and evaluation activities to improve the next program of activities so that the planned goals are achieved properly (Umar, 2010:18-20). Management strategic is needed in the development of ecotourism because in principle every ecotourism is in the realm of competition with other ecotourism objects so that competitiveness determines its existence in the future.

Environmental Scanning

At first the ecotourism object of “Taman Beji Griya” was the beji merajan Griya Gede Manuaba Punggul and was also used by the surrounding Hindus to ask for holy water (tirtha) during dewa yadnya or pitra yadnya. The idea to develop ecotourism in beji griya emerged in early 2017, when Ida Bagus Eka Giriartha (‘Gus Eka’) decided to quit his job and wanted to become an entrepreneur. His motivation to develop beji griya as ecotourism was inspired by other malukat places in Bali. He considers that beji griya has great potential for it. So after that, he began to explore the potentials that can be developed, both internally and externally. The initial potential found from the object was the beji located in the “Kereb Langit” cave and the palinggih of Ratu Niang Sakti. Gus Eka thinks that these potencies are not enough to build an attractive malukat place. This became a challenge that might threaten the continuation of the planned development of the ecotourism object, which made Gus Eka hesitate to take further action.

On the instructions of Ida Pedanda Gde Buruan Manuaba, a religious ceremony was held for Ratu Niang Sakti to ask for instructions on the next steps to take. During the ceremony, Ida Pedanda Gde Buruan Manuaba received a magical clue (pawisik) namely “yeh” (water) and “abing” (cliff). Ida Pedanda and Gus Eka continued to convey the meaning of the pawisik. Finally, the answer of the pawisik was found around March 2017. It turned out that there was a large water channel from the top of the cliff that was clogged with dirt and shrubs. After that, several members of the Griya Gede Manuaba Punggul family, assisted by a number of sisyas, began to clean that. After the bushes along the water channel were cleared, it turned out that there was large water heading towards the cliff and gave rise to a very beautiful waterfall.

With those potencies, the plan to develop beji griya as an ecotourism object was continued. However, the manager is faced with another internal weakness, mainly the lack of funding.
sources to develop the object. To overcome these weaknesses, the management decided that the develop this tourist attraction step by step. This decision is taken so that the funds disbursed to build and develop ecotourism objects can be fulfilled according to their strengths, as well as to test visitor responses. Through gradual development, especially on the core objects, such as the Ratu Niang Sakti temple, waterfalls, and the Kereb Langit cave, it turns out that the community’s response is very positive which is shown by the presence of visitors every day.

Based on the description above, it can be found that environmental scanning is the first element of strategic management in the development of community-based ecotourism “Taman Beji Griya”. Environmental scanning on the opportunities and threats dimension is directed to explore the availability of objects that have the potential to be used as tourist attractions, such as beji griya and waterfalls. Meanwhile, the environmental scanning on the strengths and weakness dimension includes the financial strength of managers and visitor responses.

**Strategy Formulation**

The strategy formulation begins with determining the long-term goal of ecotourism development, that is building ecotourism that provides added economic value without losing its religious function as a beji (Gus Eka, interview 3 April 2021). In principle, the development of community-based ecotourism relies on the available resources by involving the participation of the surrounding community. In this case, the strategy formulation of the “Taman Beji Griya” development includes five basic elements of community-based ecotourism, i.e., attractions, facilities, accessibility, amenity, community participation, and networking (Ace, 2017:50). The five elements are used as a framework for reviewing the strategy formulation carried out by the “Taman Beji Griya” manager.

Tourist attractions developed in “Taman Beji Griya” are natural and spiritual tourism (tirtayatra and malukat). Providing the beautiful and attractive place for malukat is the main target of strategy formulation to developing some tourist attractions in this object. Therefore, the development strategy plan is directed at arranging and beautifying the objects that are the main attractions, such as around the palinggih Ratu Niang Sakti, the Kereb Langit cave, and the Taman Beji Griya waterfall. This strategy was chosen based on the consideration of the superior potential of “Taman Beji Griya”. In the SWOT analysis, optimization the superior potential is the right strategy to overcome various weaknesses (David, 1993).

In accessibility dimension, the manager plans access to locations that are easily accessible by tourists. Access to the location can be reached using four-wheeled vehicles by utilizing the district highway in Punggul Village, as well as the village road (Pekandelan Street) in Banjar Trinadi. For this reason, the manager appeals to the people of Banjar Trinadi to take advantage of the road. Furthermore, the management also provides a parking area on land owned by the griya which is about 200 meters from the location of the object. After from the parking lot, the access road to the location utilizes the reorganized subak road so as to reduce the risk of visitors slipping when crossing the road. On this trip, tourists can enjoy the atmosphere of the rice fields, as well as jogging.

This ecotourism development plan is also directed at developing the facilities needed by tourists when visiting these objects. In this case, there are several facilities that are planned to be developed further, such as a parking area, locker room, toilets, changing room, and coffee shop. On another aspect, the management also provides various facilities such as scarves (senteng) and malukat offerings for tourists. The physical facilities are related to the amenity dimension. In the long-term, development plan is to provide wizard services that support the convenience of tourists in enjoying activities at the venue. According to Suwantoro (2004:48), amenities are more likely to be provided by tourist service providers, such as the hospitality of employees who work at tourist attractions, as well as other facilities needed by tourists to
support their comfortable travels. In this regard, the management wants to equip employees with English skills, as well as to build a positive attitude in dealing with various tourist characters.

The participation of local communities is also being the main subject in the development of community-based ecotourism “Taman Beji Griya”. Given that community-based ecotourism must be born from, by, and for the local community. In this case, the management also plans to involve the participation of the community around the object, especially the sisya griya, as employees so that ecotourism is able to create jobs. In other words, the long-term goal of developing ecotourism is to increase economic value, maintain religious and environmental functions, and create jobs for the surrounding community.

In the networking dimension, the ecotourism development plan for Taman Beji Griya prioritizes social media networks. This cannot be separated from the potential of the ecotourism object which is Instagram-able with attractive spots for tourists to take pictures. In addition, the massive use of social media in contemporary society is also potential as a tourism promotion. On a different aspect, the development of networks with related parties, such as the Regency Tourism Office, sub-district and village governments, and other stakeholder to increase the capacity and quality of this ecotourism.

**Strategy Implementation**

Strategy implementation in the development of ecotourism at “Taman Beji Griya” is carried out according to the long-term plan drawn up, that is ecotourism by combining aspects of nature tourism and religious tourism. The development began in April 2017 after the waterfall was discovered and confirmed to flow continuously. In the aspect of tourist attractions, the first step is clean up around the core area, such us around the palinggih Ratu Niang Sakti’s, waterfalls, and the Kereb Langit cave, as well as adding by some ornaments. The goal is for tourists to feel comfortable when malukat, enjoy the beauty of the area, and get interesting spots to take selfies.

The manager also compiles rules regarding the malukat procedure so that visitors get certainty about the correct procedure. In addition, someone is also assigned to guide the malukat process from one place to the next. This guide can also be asked for help to take pictures so that every visitor activity can be captured with camera shots. The procedures for malukat in that place are as follows, (a) Asking permission at the palinggih Ratu Niang Sakti; (b) malukat in “Kereb Langit” cave; (c) malukat under the waterfalls and visitors are expected to shout as loud as possible with the aim of removing all mental burdens, so that later they feel calm; (d) malukat at pancoran Badawang Nala; and (e) pray at palinggih Ratu Niang Sakti.

Strategy implementation in the aspect of community participation is carried out by strengthening cooperation with the surrounding community. The management always employs local peoples in terms of building facilities on site, such as builders and stone carvers, as a form of management's commitment to involve the local community. Strategy implementation at the network level is an integral part of the management's efforts to promote the “Taman Beji Griya” to the wide community. In this aspect, the manager is more likely to use social media networks, especially Facebook and Instagram for promotion. This network helps managers to promote for free because many visitors upload pictures on social media about their activities.

Various models of these strategy implementation have proven to be successful in improving the image and quality of ecotourism at “Taman Beji Griya”. This is evidenced by the increasing number of visits, both from local and foreign tourists. Most of the local visitors are Hindus who are aiming for malukat, as well as enjoying its natural beauty. However, there are also some from outside Bali, such as from Jakarta, Bandung, Surabaya, and others. Meanwhile, many foreign tourists come to this place for malukat, not just enjoying its natural beauty (Gus Putra, interview 21 April 2021). With various implementations of these management strategies, most of these ecotourism development plans can be realized.
Evaluation and Control

The various patterns of development carried out by the management of “Taman Beji Griya” cannot be separated from the evaluation and control of the realities faced in the field. For example, the construction of a locker room, which had actually been planned, was finally accelerated due to input from visitors, so it had to be made a priority scale. Based on the evaluation results, the coffee shop which is managed directly by the management is not developed optimally or it can be said that it is just a way because from the evaluation results, not many visitors drink at the coffee shop. However, Gus Eka (interview 20 April 2021) remains optimistic that the coffee shop will be more advanced in the future because ways are constantly looking for ways to optimize it.

Evaluation and other controls are also related to the economic value of the object because it relates to employee salaries and other operational needs. This financial problem is crucial because visitors are not charged a special rate. Considering that the management avoids the commercialization of the object, so they have to look for other alternatives to access its economic value. In this case, the rental of senteng, kamen, locker room, and sales at the coffee shop are the only sources of income for the management. On the other hand, the malukat offerings are completely left to the employees who work at the venue. This means that the management must optimize other aspects to access the economic value, without commercializing and commodifying the sacred value of the ecotourism object. How to increase the source of income without setting tariffs on visitors is always the center of evaluation from time to time.

4 Conclusion

This study finds that the ecotourism development of “Taman Beji Griya” has been carried out through integrated strategic management, includes environmental scanning, strategy formulation, strategy implementation, and evaluation and control. Environmental scanning is related to a SWOT analysis of the potential and resources owned, both internally and externally. The results of this analysis are used as the basis for formulating strategies that are prepared for the long term. The results of this plan are implemented in concrete actions so that ecotourism at “Taman Beji Griya” can be realized today. Management always evaluates and controls the development of ecotourism as a basis for determining the priority scale in future development so that this tourist attraction is visited by many tourists. Based on this conclusion, it is recommended that the management always improve the quality of ecotourism without ignoring the fundamental values and functions of the object as a holy place.

References

Value Systems in Participatory Legal Culture in Rural Spatial Planning Based on Local Wisdom

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Abstract. The development of villages and rural areas is closely related to spatial aspects in rural areas. This study is a normative legal study that is philosophical in its nature. This study used the conceptual approach to study the values of conservation and empowerment of customary law communities in rural spatial planning based on local wisdom. This study explores two questions: how is the value system based on local wisdom in rural spatial planning?; and (2) how to strengthen the legal culture of customary law communities in sustainable rural spatial planning based on local wisdom? The value system based on local wisdom in rural spatial planning follows the essence of ecosophy, in which ecological philosophy means wisdom about the environment, about the whole ecosystem. The wisdom that comes from truth serves to guide the behavior of the community, and at the same time, conserve nature. The value system in conservation is closely related to social, cultural, and religious life. In sustainable rural spatial planning based on local wisdom, customary law communities must strengthen their legal culture by encouraging the people’s participation. Implementing a participatory legal culture means that the people must be involved in every step of spatial planning, from the planning to the utilization and the management. Finally, in participatory legal culture, there must be harmonization between basic principles (legal substance) and the living law in customary law communities.

Keywords: Value System, Spatial Planning, Local Wisdom

1 Introduction

The Village Law essentially contains the most real partisanship for rural people. This alignment is due to new governance that makes villages independent and encourages a participatory relationship between a village and its people. The Village Law, which is the juridical basis for village regulation, includes (1) the status and types of villages; (2) villages’ spacial planning; (3) village authority; (4) villages’ administration; (5) villages’ rights and obligations; (6) village regulations; (7) village finances and assets; (8) development of villages and rural areas; (9) BUMDes; (10) village cooperation; (11) traditional village and (12) guidance and supervision.

One of the scopes of village regulation is the development of villages and rural areas, and it is closely related to the spatial aspect in rural areas. Space is viewed as common goods, an existence that belongs to the public. Hence, the use of space by a subject of rights requires an
order from the state. The order also ensures that one's use of space does not violate others' rights. The enactment of the Village Law shows a need for regulation of rural spatial planning based on local wisdom as a system of space for the life of the nation and the state in the context of Indonesia as a pluralistic state.

Based on the background, the researchers formulated two problems as follow:

How is the value system based on local wisdom in rural spatial planning?

How to strengthen the legal culture of customary law communities in sustainable rural spatial planning based on local wisdom?

2 Research Methods

This research is normative legal research with philosophical nature. This research combined conceptual and empirical approaches on the existence and validity of conservative values and empowerment of customary law communities in rural spatial planning based on local wisdom. The aim is to formulate a concept of sustainable rural spatial planning based on local wisdom. This study aims to explore and study various values, principles, and potential factors that contribute to values and principles in rural spatial planning.

This research is a qualitative and descriptive study of law. Hence, this research focused on thorough non-numerical discussions with a ‘Sui-Generis’ nature concerning values, principles, and legal norms of rural spatial planning in the context of local wisdom and village laws in one unified chain. This study is highly philosophical, as it discusses values and principles in rural spatial planning. It also requires in-depth elaboration and adequate comprehensiveness from sources in the village. The researchers used an explanatory, qualitative descriptive approach because of the philosophical nature of this study. This approach allows the researchers to get in-depth information and analysis relevance in discussing values and principles of rural spatial planning. The researchers also used a qualitative approach in presenting the findings to make the complex data and information easier to understand.

3 Results and Discussion

Value System in Legal Culture of Rural Spatial Planning based on local wisdom

According to Fuad Hasan, Indonesia’s plural culture is a living reality that people cannot avoid. This diversity, however, is not to be contradicted but to be compared. This diversity is a manifestation of ideas and values, which, in turn, serves to strengthen these ideas and values. This diversity can also increase insight to encourage appreciation. Comparison between Indonesia’s diverse cultures allows one to find a common view of life, particularly in aspects of virtue and wisdom.

Taylor defines culture as “the sum of knowledge, belief, art, morals, law, custom, and all other capabilities and habits acquired by a person as a member of society.” According to Koentjaraningrat, culture has several forms: (1) culture as an idea, value, or norm; (2) culture as human activities or behavioral patterns in society; and (3) culture as objects made by humans, which includes every creation, work, behavior, activities in society and are concrete. Culture also covers value systems, social systems, and arts, the source of patterns of social life and become people’s guidelines and views and bears the truth about values in human life.
Culture is meanings comprehensively interwoven in historically transmitted symbols. It is a system of inherited conceptions in symbolic forms through which humans communicate, preserve, and develop their knowledge and attitudes towards life.

The term wisdom implies an accumulated philosophical or scientific learning, also interpreted as wisdom in action or the right path. Webster’s new collegiate dictionary 1979 explained that the word “wisdom” implies scientific knowledge, particularly a methodologically and systematically correct knowledge. Such knowledge can be accepted by common sense (logic) and tested empirically. When integrated with the personality of a person or society, this knowledge can encourage wise behavior to grow.

Wise behavior comes from deep thoughts or careful considerations. It means that behavior comes from the mind. In wise behavior, will comes first, followed by understanding, and then adapted to feelings. Wise behavior contains truth (as reason demands), goodness (as will demands), and beauty (as feelings demand). Therefore, wise behavior is right, good, and beautiful behavior. With truth comes targeted actions. With goodness comes beneficial actions. By interpreting local wisdom as a form of culture, local wisdom will experience continuous reinforcement for the better. Ali Moertopo said that humanization is the ideal process and goal of culture. Therefore, local wisdom as a manifestation of culture, with continuous reinforcements in life, is an example of humanization in culture. It means, as a manifestation of humanity, local wisdom is considered good that strengthening keeps occurring, highlighting the dynamic nature of local wisdom.

Culture is dynamic. The dynamic nature of culture is strongly related to human activities and minds. Physical factors such as population growth, migration, and new tools can cause a culture change. Human relations such as individual and group relations can also affect culture change. However, development and change are unavoidable. There are three patterns that anthropologists believe to be most important regarding culture change: evolution, diffusion, and acculturation.8

Traditional wisdom, also a form of traditional knowledge, contains knowledge that teaches humans to live a good life, particularly in their relationship with nature. It also teaches about preservations the life of other species. For this reason, various rules and taboos exist. They tell humans about the proper way to carry out their activities, such as farming, hunting, fishing, cutting down trees, traveling, and so on. Customary law communities always know the right time for long-distance traveling, field clearing, fishing, hunting, and more.9 In conclusion, traditional wisdom is holistic, covering knowledge about social, economic, political, legal, cultural, and religious aspects. As a vast network of life, nature consists of interconnected relationships. Hence, understanding and knowledge of nature is comprehensive knowledge.

Humans who understand nature are those involved with nature. Nature is viewed to have many values and moral teachings. Nature sends moral messages and commands for humans to obey, including messages to respect life. Since nature is a relative, there are values in it to be obeyed. In traditional wisdom, every activity in customary law communities can be viewed as a moral activity since all activities (including farming, hunting, and fishing) apply moral principles (such as taboos) from traditional wisdom in addition to scientific knowledge.10

In viewing nature as a unified whole, there has been a shift, as stated by Fritjof Capra. The mechanistic-reductionistic perspective that favors rational, analytical, and linear abilities shifts to systemic-organic and holistic-ecologic perspectives that emphasize intuitive, synthetic, holistic, and non-linear abilities. At the same time, there has been a shift and change in values and behavior. The expansive, competitive value and behavior, which emphasize quantity in a relationship pattern focusing on dominance, are less favored. Today, values and behavior that prioritize conservation and cooperation, and emphasizes quality in a complementary
relationship pattern, in a network that enriches, respects, nurtures each other. Hence, a new approach to nature is needed. The approach that shows dominance and control over nature needs to shift to one that emphasizes respect, cooperation, and dialogue. This shift is necessary to capture the essence, integrity, and beauty of nature. Humans must not dominate, control, and exploit nature solely for their benefit.11

Some examples of empirical facts of local wisdom in Indonesia

An example of Indonesia’s local wisdom is seen in Baduy, in the way its people manage their land for agriculture (ngahuma) and maintain their forests to preserve the environment. Land in Baduy is for three purposes: residence, agriculture, and permanent forest. Agricultural land is for farming. Permanent forest refers to forests protected by customary law, such as protected forest (leuweung kolot/titipan) and village-protected forest (hutan lindungan lembur) around springs or sacred mountains. For example, Mount Baduy, Jakate, Cikadu, Bulangit, and Pagelaran. These forests are always be preserved.12

In utilizing the environment, there are rules that the Baduy people obey. Altering waterways by any means (such as making fish ponds, drainage, irrigation, or rice farming) is prohibited. Changing the shape of the land is also prohibited. For this reason, digging the ground to make wells, leveling the land for settlements, and hoeing the land for agriculture, are also prohibited. The Baduy people cannot enter the entrusted forest (leuweung titipan) to cut down trees, clear fields, or take forest products. The people use their land for two primary purposes: environmental conservation (hutan lembur and hutan titipan) and cultivation (agriculture and residence). Environmental conservation areas absolutely cannot be converted for any other purpose. Using chemical technology is also prohibited. Because of that, any activity that involves chemical technology, such as using fertilizers, bathing with soap, brushing teeth using toothpaste, or poisoning fish, is prohibited. Additionally, the Baduy people cannot cultivate crops, such as coffee, cocoa, cloves, or oil palm. They are also prohibited from raising four-legged livestock, such as goats, cows, and buffaloes.13

The customs of the Baduy tribe have teaching that says, “lojor teu meunang dipotong, pondok teu meunang disambung.” It means that what is long must not be cut, and what is short must not be connected. This “pikukuh” implies that everything must be as it is and should not be “engineered.” This belief shapes the Baduy people, from their behavior to their views and appearance. The Baduy people believe that “addition and subtraction will result in disharmony.” For them, life and nature will improve if they have good behavior. For example, working diligently, cultivating the land, growing plants in the yard, raising livestock, gotong royong (working together), helping each other, creating harmony and peace, and avoiding prohibited actions. If their behavior is not good, the Baduy people believe that it will only cause kapitunan, a loss for them and nature in the future.

Local wisdom in Bali is based on Hindu teaching called Tri Hita Karana. It is the philosophy of life for the Hindu people, their guide in fostering a good attitude in life according to the teachings of Hinduism. A good attitude in life, according to Hinduism, is to create a balance between God, humans, and nature. Hence, one must show their devotion to God, dedication to humans, and love nature, all according to yajna. Etymologically in Sanskrit, Tri Hita Karana comes from three words: “tri,” “hita, and “karana.” “Tri” means three. “Hita” means happy, while “karana” means causes. Thus, Tri Hita Karana means “three causes of happiness.” Tri Hita Karana teaches humans to create harmony with God, humans, and nature.14 The legal basis in society is useful for understanding law in society as a whole.

Therefore, the law must be studied as an inseparable part of cultural aspects, such as social structure, kinship system, or religious system. Law as a rule, in its development, is very dependent on components such as the rationality of customary law communities, history,
customs, behavior guidelines as component in the law arrangement by customary law communities, so that law can be used to develop the potential of the communities. For example, local wisdom in Tenganan Pegringsingan Village, an ancient village in Bali, is inseparable from its people’s social, cultural, and religious aspects that concern the planning of residential areas and management of water sources and forest protection. Local wisdom in managing the environment in Tenganan Pegringsingan is also inseparable from its people’s customary rights, which are also the village’s rights as the strongest unit for the land and everything on it. It is covered in awig-awig, the law that they must abide by and receive punishment if violated.

Fig.1. Public open space in Tenganan Pegringsingan Village Source: (researcher documentation)
Strengthening the participatory legal culture of customary law communities in sustainable rural spatial planning based on local wisdom

The development of national law is inseparable from the legal system that consists of interconnected elements to achieve the goal of the law itself. Indonesia’s diverse ethnic groups, languages, cultures, and religions also shape the process of developing national law. Friedman’s legal system theory states that three elements make up the legal system: legal substance, legal structure, and legal culture. The legal structure is a structural component or an organ that moves within a mechanism, both in making and implementing regulations. The legal substance is a product of the legal structure, both regulations made through formal structure and those born of habit.
Legal culture is the values, thoughts, and expectations of the rules or the norms in people’s social life. These three elements that make up the legal system are interconnected; in which they are synchronized in the process of achieving the legal goals. Undoubtedly, the strengthening of this national legal culture is inseparable from the norms of fundamental values, which are mutually agreed upon as a nation and state: Pancasila and the 1945 Constitution of the Republic of Indonesia.15

In practice, cultural perspective should be used at a fundamental level in the life of the people, nation, and state. It is because the cultural dimension has a set of values (value system). Then, this value system is used as the foundation for formulating a law that reflects the nation’s values. Of the three elements that make up the legal system, as stated by Friedman, it is the legal culture that precedes the other two elements.16

In society, legal culture can be used as a source of information to understand society from various aspects, both in the form of the legal system and the people’s behavior.17 The nature of legal culture is communal, not individual, as a unified attitude of behavior. Thus, legal culture is closely related to all aspects of life in local communities.18

Kartaprawira R stated that there are three types of legal culture: (1) parochial culture, (2) subject culture, and (3) participant culture. Thus, what is important in legal culture is consistency in formulating policies by policymakers so that policymaking remains oriented to philosophical value system, open to people’s aspirations, and fair. Indonesia, which has a pluralistic social structure, requires political wisdom that can be done with a cultural approach. The people of Indonesia are Bhinneka Tunggal Ika, which means that unity in diversity. An example of Indonesia’s diversity is local legal systems that have functions and roles in people’s lives. These local legal systems are connected to the past, present, and future. This connection makes these local legal systems the ideal pattern that is aspired to and manifested as concepts, perspectives, and legal norms as a legal system.19

Based on Lawrence Friedman's concept, legal norms are a substantial aspect of law, besides that there is a legal structure and culture. Structure refers to the institutions of law formation and implementation and legal culture refers to the values, orientations and expectations of society about the law. The legal apparatus and culture must be the focus of legal development. This means that the formation, governance, values, orientation and dreams of the community about law must be a top priority.

Although the legal norms contained in each law are positively considered a guide to the values and orientation of everyone, empirically there are always flaws. People's behavior is not always in line with the norms contained in the law, the causes are very diverse, one of which is that the norms are not in line with their orientation and dreams.20

In rural spatial planning through the concept of implementing participatory legal culture, it can be done through the process of planning, utilizing and controlling space in spatial planning in accordance with planning and still rooted in the national legal development paradigm, namely Pancasila and the noble values that live in rural areas. Public. According to Abrar Saleng, local values that can be absorbed in the substance or material content of laws and regulations in the field of forest and environmental conservation are local values that live and develop in society, are national, and even universal.

Because only such local values can be used as legal principles and rules in the preparation of laws and regulations in the forestry and environmental fields in the future.21 In order to become an effective legal instrument, the makers of laws and regulations relating to forest and environmental conservation in preparing the content material (het onderwerp), need to harmonize the basic principles and principles (legal substance) with values that develop and living law in society (local values).
4 Conclusion

The value system based on local wisdom that is carried out in rural spatial planning is in accordance with the environmental philosophy. Ecosophy is interpreted that environmental philosophy is wisdom about the environment, about the entire ecosystem. Wisdom that comes from the truth which serves to guide the behavior pattern of the community that is in line with the truth in protecting the environment in the dimension of the universe. The current value system is closely related to conservation values in rural spatial planning and cannot be separated from social, cultural and religious life.

The strengthening of the legal culture dimension that must be carried out by customary law communities in sustainable rural spatial planning based on local wisdom is the concept of participatory legal culture. In rural spatial planning through the concept of implementing a participatory legal culture, it is carried out through the process of planning, utilizing and controlling space in spatial planning, and it is necessary to harmonize basic principles and principles (legal substance) with developing values and living law (living law). legal culture) in customary law communities.

In this case, suggestions are submitted to the Regency and Provincial Governments to carry out the process of strengthening customary law communities through regional regulations.

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Understanding The Principles of Vernacular Architecture in Designing Environmentally Friendly Architecture

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Abstract. Vernacular architecture is understood as architecture that responds to the natural environment through a local wisdom approach. Response to the natural environment as a form of environmentally friendly principles. The residential architecture of Balinese ethnic vernacular residences is an embodiment of a housing that prioritizes integration with its natural environment through the configuration of the building mass and the presence of green open space in the residential yard. This integration can be found in tall buildings that seek to present green elements on the facade of the building. This study examines the principles of vernacular architecture in traditional and modern facilities that show an environmentally friendly context. The achieve this goal, this study uses a qualitative rationalistic method using the great concept of vernacular architecture. The dependent variable is traditional buildings and modern buildings; the independent variable is spatial planning and building layout principles. The results showed that green elements (vegetation) exist in standard building units and modern facilities to sustain the ecosystem where other living things live.

Keywords: Building Layout, Environmentally Friendly, Spatial Planning, Vernacular Architecture

1 Introduction

Understanding vernacular architecture can be traced to the following keywords: self-build, sustainable sources, the pragmatics of encountering environmental hydrants, and anonymity. Self-building has an original meaning (indigenous, native), sustainable sources understand being focused on local materials, pragmatic of experiencing environmental hydrants is focused on the local environment. At the same time, anonymity is local knowledge as a combination of indigenous, regional material and local environment [1], [2].

The keywords of the above statement are sustainability and local wisdom. Sustainability in question is that vernacular architecture pays attention to environmental aspects in creating the built environment. Build residential dwellings by utilizing the natural potential of the surrounding environment. The embodiment of architecture responds to the surrounding climate, such as airing, lighting, integrated with residential dwellings. This contextual can also be translated into different contexts, utilization and protection, depending on the environment. This
adaptation is a form of the wise attitude of the vernacular community in interpreting the built environment as part of the natural environment. Utilization of local materials in constructing buildings through a sustainable approach to natural resources by taking into account their existence in the future.

Vernacular architecture is not born from a plot of land or vacant land but from dialogue between humans and the environment, responses to environmental factors, socio-cultural relations, material aspects and local technology [3]. Implies that vernacular architecture is born based on user needs and responds to contextual conditions. The same statement was also conveyed by Oliver (2007) regarding vernacular, namely: (1) vernacular architecture was built by the owner or the community; (2) adapting to contextual (physical, social, and cultural conditions); (3) in its development it utilizes local physical, social, cultural, religious, technological and material resources; (4) the initial typology of the form of the building is a residential building; (5) development aims to meet local needs; and (6) contextual aspects affect the function, meaning and appearance of the building.

Related to the statement above, vernacular is a theory that studies structures built by empirical buildings without intervention from the hands of professional architects. Vernacular architecture is also referred to as primitive architecture, original architecture, ancestral or traditional architecture, folk architecture, rural architecture, ethnic architecture, informal architecture or anonymous architecture or without an architect [5]. Based on the above statement that vernacular architecture is derived from the local climatic conditions, material, social, cultural and economic [4].

Vernacular architecture is not a building without regard to its environmental aspects; it does not consist of only physical structures but also green open spaces in one yard of a residential house. Balinese ethnic houses are composed of simple building mass configurations and available layouts. The concept of building layout responds to the surrounding environment and adapts to functions it contains. In general, traditional Balinese architecture is located in mountainous areas with cold climatic conditions. The climatic conditions were responded to by buildings using thick clay wall materials, roofs using reeds with steep slopes and high building foundations—the form and use of building materials as an environmental response to a cold climate.

In addition to the building layout, an open space layout functions as a space for traditional and social activities that form a large and spacious common space. The open space is used as a green space to support the need for oxygen for its residents. Sustainability can be seen from the relationship between residential dwellings and their physical environment [6]–[8]. In contrast to buildings in urban areas, which only pay attention to the aspect of the building being built, the comfort of the occupants uses an artificial concept that requires a lot of energy in its operation.

This study aims to understand the principles of vernacular architecture in the context of spatial planning and building design in both traditional and modern architecture. Vernacular architecture is understood as environmentally friendly architecture; this is by the concept of sustainable vernacular. Environmentally friendly in question is integration and contextual with its natural environment. To a minimum, use non-renewable energy and utilize renewable energy in its construction and operations. The method used in this study is qualitative rationalism through grand vernacular concepts as a tool to understand the architecture of the case study.
2 Research Methods

This study uses a qualitative rationalistic method [9]–[11]. This method departs from a theory or concept that is elaborated in the dependent and independent variables. The grand concept used is the concept of vernacular architecture, the dependent variable in selected case studies, namely traditional buildings and modern buildings. The independent variable is the principles of vernacular architecture in the context of spatial planning and building layout. Analysis on Paradigm emphasizes the sensual empirical aspects, logic, and ethics. Hot practical comes from observations or observations in case studies, logical empiricism understands the phenomena found based on the concepts that have been built. Ethical empiricism is based on research results that are relevant to this research study.

This research has the following research steps:
1. Formulating a grand concept as a tool to see, understand and study environmentally friendly aspects as part of the principles of vernacular architecture
2. Setting the dependent and independent variables as the limits of this research study
3. Analyzing aspects that have been limited, namely the layout and layout of the building
4. Dialogue with findings from relevant studies
5. Draw a concept of synthesis from the analysis that has been done through the limitations on the research objectives.

3 Results and Discussion

Site Management Principles (Green Open Space and Built Space)

Vernacular architecture is an architectural work that grows from folk architecture through a local tradition and can adapt to the local contextual environment by utilizing local potentials such as materials, local technology and local knowledge. It can be said that the vernacular architecture in its implementation uses the basis of local knowledge and local materials [1], [12]. Concerning environmentally friendly architecture, according to Rapoport (1969) one aspect of vernacular architecture that is considered is climatic factors and land factors. The climate factor in question is a vernacular architecture using design principles that are friendly to the environment, integrated with the local climate and utilizing the local environment. Responding and being combined with the local environment can be translated into vernacular architectural principles in site planning (green open space and built-up).

The balance between built and green spaces is an essential aspect of creating environmentally friendly buildings. The beginning of a building site is a plot of land in biotic and abiotic ecosystems. The construction of a building on the ground causes the balance of the ecosystem to be disturbed and even lost. Things that can be done in maintaining this balance are building a built environment and creating a microclimate or incorporating natural elements in the building so that the disturbed ecosystem is recreated in proportion [13].

Balinese vernacular architecture, both in the lowlands and highlands, has site management by paying attention to these aspects. The presence of open space, both green and empty space, is an aspect that is considered in a dwelling [14]–[16]. These green open spaces become a source of oxygen needed for natural ventilation in the dwelling. Various types of plants, except plants that have large roots, are planted in the yard area. The vernacular buildings will utilize the excellent air produced by the yard vegetation through the ventilation gaps. The need for indoor artificial surveillance can be reduced by using a microclimate creation system. In addition, the response to the form of vernacular buildings in low-lying areas consisting of many building
masses is usually open, so there is no difficulty in the ventilation system. It is coupled with the concept of green outdoor space in a residential yard.

The houses in a mountainous area covered in anticipation of a cold climate, the conditions for creating cross ventilation in buildings circumvented by using a lattice on the walls of buildings. The principle of site layout in creating an environmentally friendly structure is that the Balinese vernacular building form has small dimensions and tends to be square. The shape of the building will facilitate the consumption of natural air. With the condition of a small space, the need for biological monitoring is not much compared to the shape of a large building mass and area.

Of course, the demand will increase. Included in this is the sunlight that enters the room, not sure t to reach all the rooms for a small building area. The presence of green open space in which vegetation-vegetation will reduce the consumption of penganawaan indoor artificial and mitigate the effects of glare from sunlight, which means the sun's warming effect does not optimally cause occupant discomfort. Building patterns that have a lot of mass and are separated will make it easier for sunlight to illuminate the room; artificial lighting can be suppressed. Thus, it can be said that the principles of vernacular architecture in site layout can reduce the consumption of artificial energy as ventilation and lighting [17], [18].

**Fig 1.** Site layout on the pattern of building mass in lowland areas. Configuration of building mass and green open space

**Fig 2.** Site layout on the pattern of building masses in the highlands. Configuration of building mass and green open space

These principles have been applied and developed in the design of high-rise buildings. Suppose vernacular architecture applies the concept of balance and environmental friendliness through the site by including green aspects in the yard. It is different from the architectural design of high-rise buildings incorporating green elements in the building (building facade). It
can be seen in the works of Ken Yeang in Mesiniaga Tower are utilized balconies at specific points on the face of the building. Large balconies are equipped with vegetation to create a microclimate naturally used indoors. Another example of application is in the architecture of Wisma Dermala, which applies the principles of ventilation that our ancestors have passed down regarding the knowledge of environmentally friendly buildings.

![Fig 3. Mesiniaga Tower: A large balcony and elements of vegetation to create air circulation and create a microclimate.]

![Fig 4. Wisma Dermala: A large balcony and elements of vegetation to create air circulation and create a microclimate.]

**Principles of Tejakan as Green Open Space**

Telajakan is a piece or part of a highway or village road in front or next to the house's yard, including the road itself, sewers, and other sideways [19]. In vernacular architectural residences in the countryside, there are still many telajakan spaces used as green open spaces. However, the current development of this space is increasingly being eroded by actions that demand optimization of the built area. In regulation Building permit in Denpasar, every residential design is required to Benghazi r kan element in the licensing of the space. As a green open space, telajakan consists of vegetation or plants that are aesthetic and produce oxygen or clean air for ventilation in community dwellings.

Telajakan also acts as a barrier or filter for air pollutants that interfere with health and reduce noise. Telajakan - telajakan in rural areas very important role is the same as a green open space in a residential yard [20], [21]. Oversight of existence can create incredible, clean and fresh is needed by the human body or occupants; with a probe that can produce O2 and capture CO2,
the energy required for monitoring can be reduced by using it. The energy question is a non-renewable energy artificial ventilation. The following is a description of the telajakan as a green open space in a residential yard.

**Fig.5.** Telajakan: green space capable of producing oxygen and as a filter for pollution from outdoor spaces

**Principles of Building**

The vernacular architectural building design principle in supporting environmentally friendly energy management can be seen from the architecture, materials used, and building features [22], [23]. In the case of vernacular architecture in Bali, usually, the shape of the building is straightforward and is a basic form, with small dimensions. The body of this building mass is a response to the lighting system that enters the building. Vernacular architecture building generally has a 3 x 4 M ether that allows sunlight to reach the entire room. That is, space is not needed artificial lighting during the day.

The building floor is relatively high, about knee-deep in adults using local materials, namely polpolan soil. The aims to reduce heat from the ground into the room to become comfortable when used during the day. Such material with a high floor building can store heat and will be family at night to warm the room. The picture above shows that the mass form of the vernacular building can reduce and reduce the use of artificial energy for air and lighting.

Another form of building as a response to the local climate is a stilt-shaped building. The stilt building is a response to cold and hot climatic conditions. Under the bottom of the building, the existence serves to facilitate the flow of cold and hot air into the building. The pit provides a distance from the ground to reduce the evaporation of hot air entering the room—generally, this building form in Kalimantan and coastal areas.

The materials used in vernacular architecture are generally bamboo, wood and clay (polpolan soil). The use of wood materials is generally in highland settlements with high rainfall intensity. Bamboo and wood materials can warm the room compared to using ordinary walls of brick and stucco. For architecture in low-lying areas, the building walls use polpolan soil material combined with brick material. These walls reduce heat from the sun and store heat for use on cold nights.
Fig 6. The high floor of the building and the walls of woven bamboo in anticipation of the heat of the soil and create airflow and sunlight. This reduces the use of excessive energy during the day.

Fig 7. House on stilts as a solution to the local climate

The vernacular building features that can create natural ventilation and lighting are the lattice holes in the walls and at the meeting point between the ring beams and the beam beams. These lattices are generally found in buildings that use woven bamboo walls. The air will move between the holes of the woven bamboo. Solar light also illuminates the room through the cracks of woven bamboo. The stilt building is also equipped with a lattice for air circulation from below into the room. This lattice concept is also applied to Ken Yeang’s construction in the form of an atrium equipped with layers of building floors. The air will be lifted by the atrium and continue to the layers to be spread into the room.

Fig 8. Atrium in modern buildings as the adoption of vernacular architectural features in anticipating the local climate in increasing comfort.
4 Conclusion

Environmentally friendly is understood in the embodiment of architecture in spatial planning through the presence of green open spaces as an ecosystem for other living things and has a positive impact on residents. The embodiment in building planning can be built through the use of transitional space as a space that captures free air that is used as natural ventilation and utilizes balconies as green open spaces where other ecosystems live. Vernacular architecture cannot be fully applied to the modern era, only the formation of principles developed to be contemporary to answer modern architecture that is environmentally friendly.

References


Language Choice of Non-Balinese Ethnic Migrants at Desa Buduk, Badung

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Abstract. This research on language choice of non-Balinese ethnic migrants at Desa Buduk, Badung is based on the phenomena of language choice among multi-ethnics and multilingual society found in Bali and in particular at Desa Buduk, Badung. The problems investigated included language choice and the factors causing the language choice by non-Balinese ethnic migrants at Desa Buduk, Badung. The theory applied were theory of Domain by Fishman (1979) and theory of factors of language choice by Wardhaugh (1986). The data of the research were collected through participative observation method, and they were analyzed with descriptive method. The result of the analysis showed that the non-Balinese ethnic migrants at Desa Buduk, Badung chose two languages, they are Indonesian and Balinese language. The factors supporting the language choice were social distance, social relationship, and formality.

Keywords: Non-Balinese Ethnic Migrants, Desa Buduk, Language Choice

1 Introduction

Bali is one of the thousand islands in the Archipelago. Compared to the other islands, Bali has a very small size of 5,780 square kilometres. Seen from the natural potencies, the island does not have any mines of gold, oil or woods, but Bali is granted with beauties of nature both in the mainland and in the shore. The island has mountains rowing in the middle part from the east to the west. Two of them are till now still active, they are Mount Agung and Mount Batur, the Mount Agung is the highest of about 1.300 meters. The areas along the mountains along the middle of the island also have trees and small lakes. The descriptions of the mainland beautify the island. The shores of Bali also have typical shapes of long and white sands such at Kuta and Sanur.

The beauty has invited people to visit Bali. They come from the areas in Indonesia and abroad. Many reasons and purposes the people come to Bali, some come because of businesses, works, government meetings, but many come for their holidays and increase form year to year. The people and the government of Bali organize the visits to be tourism businesses. Putra (2020) states that tourism sector is the only sector that can be developed for the development of Bali. Standard hotels, restaurants, travel agents, and other tourist facilities are prepared for serving tourists making Bali as the main tourist destination both for domestic and foreign tourists. Tourism sector in Bali then needs and attracts people to involve in it as entrepreneurs or workers and more and more people are certainly needed because the increasing number of tourist visits...
results more employments are available in tourism sector. The massive employment in tourism sector in Bali automatically attracts people from outside Bali to come, they are mostly from the nearby islands; Java and Lombok and come to Bali because local people are very limited in numbers in fulfilling the demands of workers in Bali. Besides working at tourism sector, the people from outside of Bali also work at other sectors as traders, building workers, and many others. They commonly live at tourist areas such as Kuta, Denpasar, or at areas near Denpasar. Most of them live and work seasonally, and many also live and work permanently. As migrants, they live at BTN or perumahan, the housing complexes built on a land of minimum 5 thousand square meters near or side by side with Balinese peoples’ housing complexes.

The existence of people from outside of Bali has certainly made Bali a multi-ethnic island. Almost all ethnics of Indonesia can be found in Bali besides the Balinese ethnic people. On one hand, they have very positive effect as the reflection of diversity, tolerance, and fulfilment of worker demands. On the other hand, the multi-ethnic situation of Bali can be very sensitive for conflicts including the language they choose for their communications especially with Balinese people around them. Buduk is one of the villages located 30 minutes to the west from Denpasar and to the north from Kuta. For 15 years ago, the village has been in a very massive progress of development. It has changed a lot because of the extension of the town of Badung that used to be in Denpasar, and it was moved to a village, Sempidi which is 4 kilometres to the east from Buduk. Many tourist accommodations and facilities have been built at the areas in the northern of Kuta, such as Kerobokan, Canggu, and Pererenan. The town extension is also followed by the buildings of housing complexes at all the ten community units, the banjars.

Phenomena of language choice by migrants have been done such as conducted by Wibowo (2006) language choice by Chinese migrants as traders at Salatiga Market. At the research Wibowo focused on language choice in transaction domain and the factors supporting the language choice by using Sociolinguistic theory with observation and interview methods. At the research Wibowo found that the Chinese traders use Javanese language when they talked with Javanese buyers, and they would use Indonesian language with non-Javanese ethnic’s buyers. Then Yusuf (2017) did research on language choice by Javanese migrants at Landasan Ulin, Banjarbaru focusing on language choice by the migrants and factors supporting the language choice. The research applied Sociolinguistic Theory and research methods of observation and survey. At the research Yusuf found that the Javanese migrants’ language choice was related with their interlocutors, they used Javanese language when they communicated with Javanese people, and they used Indonesian language when they talked with people of different ethnics.

This research about language choice among non-Balinese ethnic migrants at Desa Buduk, Badung is important in its relationship with ethnic groups in multi-ethnic society. In order to get comprehensive result, the research was done by exploring language choice. Besides finding out the language choice, the research also aims to know the factors supporting the language choice among the non-Balinese ethnic.

**Theoretical Framework**

This research is based on two theories applied in research of language choice. The first theory is the theory of domain and the second is the theory of factors of language choice. Fashold (1984) and Jendra (2007) state that language choice is a situation at which one is able to use more than one language and then he/she must choose one of the languages for a communication. Such situation of the ability to use more than one language is called bilingualism. Wardhaugh (2006) indicates that Singapore is a multilingual country with four languages such as Mandarin, English, Tamil, and Malay.
The theory used for analysis of language choice is the theory of Fishman (1972) who proposes a theory called domain. According to Fishman, domain is a socio-cultural construction abstracted in topic, participant, and setting as listed in the following table.

<table>
<thead>
<tr>
<th>Domains</th>
<th>Participants</th>
<th>Setting</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family</td>
<td>Parents</td>
<td>Home</td>
<td>Preparing family party</td>
</tr>
<tr>
<td>Friendship</td>
<td>Friend</td>
<td>Beach</td>
<td>The way of playing</td>
</tr>
<tr>
<td>Religion</td>
<td>Priest</td>
<td>Church</td>
<td>tennis Sunday service</td>
</tr>
<tr>
<td>Education</td>
<td>Teacher</td>
<td>School</td>
<td>Mathematic test</td>
</tr>
<tr>
<td>Job</td>
<td>Superior</td>
<td>Workplace</td>
<td>Promotion of position</td>
</tr>
</tbody>
</table>

(Fishman, 1972)

The table shows that language choice is determined by domain consisting of components of participants, setting, and topic. Each of the components can influence the choice of language. For example, in domain of Balinese family when the children talk to their parents at home with a topic about preparing Balinese party they will choose Balinese language. On the other setting, when the children are at their office and talk with their superiors with topic of position promotion, they may choose a language used in the office, it can be Indonesia or English.

Holmes (1982) proposes four factors of language choice. The four factors are social distance, social relationship, formality, and function or goal. Social distance means the quality of one’s relation with other people, they can be so close or new one to the others, and they can also be as family. These distances certainly influence the choice of language used among them, for instance, when doing communication with someone who is already close, one may use his/her local language that can be influence by their feeling that they feel comfortable or intimate to use the language.

But when meeting someone who is new, he/she may use national language that is safe or representative for with someone who may have language background. Social relationship is in the form of one’s relation socially with the other (-s), for instance between staffs and manager of a company. The staffs certainly understand their position and in their communications they will choose one language such as local language they feel they are comfortable to use among them. But, when they meet and communicate with their manager, they certainly need to show respect by choosing their national language.

Formality is a situation that always follows communication, it can be in formal and in informal situation. It always exists in the society and the formality level is different from one to the other society group so that the category determining the formality really depends on tradition a society has, and the most common categories used to determine formality in communication are participants and setting of a communication. For example, a teacher member will use national language when he/she communicates with a regent. Location of communication can also influence formality of communication, for instance, at the office when attending a meeting the teachers will use national language for communication both with his friends and the schoolmaster. Function or goal in communication can mean the purpose that want to be reached in the communication itself. When making communication about a project plan to an office staff, an applicant will use national language even though they are both already intimate one to the others.
2 Research Methods

This research is Sociolinguistic research, and it applies qualitative approach. The method applied in the research is observation to observe choices of language among the non-Balinese migrants at Desa Buduk, Badung (Mahsun, 2005). The method was applied in participative observation so that real situation in communications of the migrants could be observed, such as language, relations among the participants, etc. The observation method was certainly done in such a natural technique in order that the presence of the researcher did not disturb the communication process among the migrants, and it was also followed with recording and note-taking techniques (Nazir, 1988). The collected data were the classified and analysed descriptively by using sentences. The result of the research was presented in informal method by using descriptions of sentences.

3 Results and Discussion

Language Choice

Below is the analysis of the data found in domains of language possibly chose by the non-Balinese migrants at Desa Buduk, Badung. The analysis is followed by data of conversations made by the migrants. Family domain is a domain involving the members of the family with communications made at home. The topics discussed are usually about the needs or the activities of the children, holiday plan, etc. Below is one data of conversation made by a family of non-Balinese ethnic migrants at Desa Buduk, Badung.

The following data is a conversation in family domain involving two participants of a father and his son. They both are a non-Balinese ethnic migrant, the father is from Kupang and the mother from Banyuwangi, and they live permanently at a housing complex at Desa Buduk, Badung.

Data 1:
Participant 1: Tolong ambilin bapak HP.
   Please take my mobile.
Participant 2: Di mana?
   Where?
Participant 1: Di meja makan ya
   On the dining table ya.
Participant 2: Ini.
   Here you are.
Participant 1: Carikan nomer WA kakak ya.
   Please find your brother’s whatsup number ya.
Participant 2: Ini.
   Here you are.

The conversation made by the family of non-Balinese migrants in data 1 shows the language choice of Indonesian language. They chose the language because the parents are a mixed married couple, the husband is from Kupang and has his local language and the wife is from Banyuwangi also has different local language. Therefore, they use a representative language for the communication between them and that is the language they transfer and use in their family domain.
Below is a similar data of a conversation showing the use of Indonesian language. The conversation was made by two participants of non-Balinese migrants at Desa Buduk, Badung who are neighbours. The first is from Kupang and the other is from Malang.

Data 2:
Participant 1: Sudah banyak yang datang?
Have many already come?
Participant 2: Ada beberapa, Om.
There are some, Uncle.
Participant 1: Ya, om entaran kesana ya.
Yes, I will be there in a minute ya.
Participant 2: Ya, om. Pinjam karpetnya satu.
Yes, Uncle. I borrow one carpet.
OK. OK.

The conversation of data 2 happened at an evening at participant 1’s house. At that time the participant 2 came to borrow a carpet from the participant 1 for gathering of Islamic prayer at participant 2’s house. The language they used was Indonesian because they both are from different ethnic backgrounds with different language backgrounds so that they could not use their own local languages.

The following data is different from the other two ones, the data 1 and data 2. It is a conversation made by two participants of different ethnic backgrounds, participant 1 is a Balinese and participant 2 is a Javanese who has been non-Balinese ethnic migrant at Desa Buduk, Badung for more than fifteen years and they both certainly have different language background.

Data 3:
Participant 1: Rizky biyin kuliah?
Does Rizky go to his postgraduate program?
Participant 2: Rencana lanjut, tapi suba maan megae.
He planned to continue (to postgraduate program), but he already has a job.
Participant 1: Wah, hebat. Dija ia megae?
Wow, great. Where does he work?
Participant 2: Di BRI. Waktu ne iseng ia ngelamar, ia gen terimae.
At BRI. He just tried to apply, he was the only one received.
OK. Congratulation!.
Participant 2: tapi joh ia ditempatkan. Di Karangasem.
But he is placed so far. In Karangasem.
OK. It is not a problem. It is still near.

The conversation of data 3 completely used Balinese language. It was made by two participants, the participant 1 is Balinese and participant 2 is Javanese and they were both as friends. They both certainly have different language backgrounds, participant 1 has Balinese language and participant 2 has Javanese language. In the conversation participant 1 invited participant 2 to talk in Balinese language and it was followed by participant 2. Participant 1 did it because he had known that participant 2 was able to speak Balinese language fluently.

Data 4:
Participant 1: Gede wenten, Bu?
Is Gede at home, Mom?
Participant 2: Coba tingalin di kamarne.
    Just try to see in his room.
Participant 1: Oh, nggih Bu.
    Oh, Yes, Mom.
Participant 2: Rio suba megae?
    Do you already work?
Participant 1: Kari training.
    Still on the job training.
Participant 2: Nah luwung to.
    Ya, that is good.

The conversation of data 4 was between two participants of different ethnic backgrounds and different language backgrounds. It shows that both participants used Balinese language even though they are from different language background. Participant 1 is a teenager who is a non-Balinese ethnic migrant at Desa Buduk, Badung and he was born and grew up at the village. As born and grew up at the village, he already had good relations with people of different social backgrounds at the village. At that conversation he came to his friend’s house, Gede and there he met the mother. The Balinese language the participant used at the conversation was polite or a high variety of the language that can be seen from the words wenten ‘exist’, nggih ‘yes’, and kari ‘still’. The use of the high variety of Balinese language also indicates that the participant 1 had good relationship with higher class people to whom communication must be in polite Balinese language.

Factors of Language Choice

There are three factors that supported the language choice made by the non-Balinese migrants at Desa Buduk, Badung. The three factors were social distance, social relationship, and formality. The factor of social distance is shown by the conversation where the participants chose language in accordance with the interlocutors, when the interlocutors were Balinese, they would use Balinese language. But, when the interlocutors were not Balinese, they would use Indonesian language. However, the use of Balinese language mainly depended on their ability in using the language because some of them were not able to use the language that could be caused by their length of stay at the village was not long enough to socialize with the local people.

The factor of social relationship as the factor of language choice by the non-Balinese ethnic migrants at Desa Buduk, Badung was indicated by their positions in the relations with Balinese ethnic people at their village to whom they had to show respect. Then, the factor of formality as the factor in causing the language choice by the non-Balinese migrants was shown by the use of high variety of Balinese language. The ability of using the high variety of Balinese language was caused by the social relations of the non-Balinese migrants to different social backgrounds of the local people.

4 Conclusion

The conclusions that can be taken from the analysis of the language choice by non-Balinese ethnic migrants at Desa Buduk are as the following. The non-Balinese ethnic migrants at Desa Buduk chose two languages in their communications. The languages are Balinese and Indonesian languages. There are three factors that influenced the language choice made by the non-Balinese migrants at Desa Buduk, Badung. The three factors were social distance, social relationship, and formality.
References
Interpretation of Hierarchical Layouts and Shape of Ornaments in Balinese Architecture

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Abstract. The existence of ornaments and decorations in the form of architecture, especially Balinese architecture is one of the architectural elements that distinguishes one architecture from another. The purpose of this research is to reveal the meaning of Balinese architectural ornaments and decorations made of stone related to the placement and shape of the ornaments and decorations. In this study, the meanings to be studied are representational meanings and responsive meanings. In this initial study, the exploration of ornaments and decorations on Balinese architecture will be carried out in the perspective of meaning with the context of the placement and form of ornaments and decorations on Balinese architecture made of stone. The study method used in this research is basically a qualitative method using normative criticism technique. Broadly speaking, this research concludes that representationally related to the hierarchical placement of ornaments and decorations implies the strength of natural characteristics and natural obedience, while those related to ornaments and decorations contain the meaning of pleasure and beauty. Responsively related to the hierarchy of ornaments and decorations contains the meaning of balance, while related to the form of ornaments and decorations contains the meaning of appreciation for all elements of nature.

Keywords: Interpretation, Hierarchy Layout, Shape, Meaning, Ornament Dan Decoration

1 Introduction

In the architectural process there are three main activities, one of which is the 'making' activity, namely the activity of realizing architectural ideas into three-dimensional building forms, (Winand Klassen, 1990: 14). This activity is an effort to unite and arrange architectural elements in certain ways into a physical form of the building. A building comes with all the thoughts, tastes, agreements, norms, selection, modification, imitation/mimesis, creativity, beliefs and beliefs that exist within the presenter, Josef Prijotomo (1988). The 'making' activity as the beginning of the process of realizing architectural formations is closely related to the arrangement and preparation of materials, the use of construction systems and the methods of completion or completion of the formations themselves.

What is described is entirely related to the term 'techne' proposed by Aristotle in Lorenz Bagus (2000), namely the ability to make something with the right understanding of the principals involved. Porphyrios (1991) and Frampton (1995), mention that the term 'techne' is the origin of the term 'tectonics', namely knowledge related to carpentry or 'carpentry'. In
Indonesia, 'tectonics' is translated into tectonic, which is the art of working on and finalizing parts of the architectural look. The attention that is usually paid to tectonic matters is construction, especially the completion of a construction, Josef Prijotomo (1988). The result of processed construction into a form of higher architectural quality is what is meant by ornaments and decorations.

In Bali, the architectural forms that are presented are full of ornaments and decorations, with various distinctive features and patterns and with various touches that add to the variety of these ornaments and decorations, which are one of the distinguishing elements from other architecture in this archipelago. These ornaments and decorations are an integral part of Balinese architecture in its presence as a bodily formation. As an integral part of this ornament and decoration, it has a very important role in presenting the physical formations of an architecture, Josef Prijotomo (1988).

Other aspects that we can observe from these ornaments and decorations in connection with so many forms, patterns and meanings that appear are; aspects of embodiment, aspects of manufacturing procedures, aspects of form, aspects of materials, and aspects of layout. So basically, ornaments and decorations besides functioning as a symbolic expression and beauty, also function as the completion of the construction system.

The existence of ornaments and decorations in the form of architecture, especially Balinese architecture is one of the architectural elements that distinguishes one architecture from another. Exploration of the presence and presence of ornaments and decorations in Balinese architecture can be done in various points of view (perspective) and field of cultivation (context). In this initial study, the exploration of ornaments and decorations in Balinese architecture will be carried out in the perspective of meaning (meaning) with the context of the layout and form of ornaments and decorations in Balinese architecture made of stone.

The purpose of this research is to reveal the meaning of Balinese architectural ornaments and decorations made of stone related to the placement and form of these ornaments and decorations. According to Hersberger (in Broadbent, et al., 1980:22) basically meaning is divided into 2 (two), namely: representational meaning and responsive meaning. Representational meaning or objective meaning is meaning that arises from outside and is related to objects, events, and so on. While the meaning of responsive or subjective meaning is all related to internal factors and is only owned by the observer and captured by his own feelings.

Based on this reference, the meaning of Balinese architectural ornaments and decorations made of stone in the context of their placement and form will be carried out on the representational and responsive meanings contained in the ornaments and decorations.

Research on ornaments and decorations in Balinese architecture, which is carried out in the perspective of meaning with the context of placement and form, is expected to answer and explain the following problems:

a. What is the hierarchy of the placement of ornaments and decorations and their forms in Balinese architecture made of stone?
b. What meanings do ornaments and decorations contain in Balinese architecture, both meaning based on their placement and form?
c. Therefore, the exploration of meaning will begin with identifying the location and form of ornaments and decorations in Balinese architecture.
2 Research Methods

The study method in this study is adapted to the mindset used by the reviewer in solving problems that arise. In the assessment mindset, it is clear that the activities carried out are depicting, interpreting and evaluating activities. So that all activities that will be carried out in this study are included in the cultivation of a critique. The understanding of criticism in the study, based on the notion of criticism according to Wayne Attoe (1978), in his book entitled "Architecture and Critical Imagination", states that there are three types of criticism, namely; normative criticism, interpretive criticism and descriptive criticism, which consists of ten fundamental methods.

In this study, the normative criticism method will be used. Normative criticism is a criticism that is based on norms. Norms in architecture can be in the form of doctrines (statements, opinions, standards), systems, types and sizes. This criticism requires rational considerations in working on architectural issues, so that it can be called objective with clear logical steps and can be accounted for in the pattern of reasoning. In other words, this criticism can be called 'reason' criticism or mind's view. Therefore, normative criticism is most suitable for dealing with issues that are theoretical in nature (or more deeply at the philosophical level).

3 Results and Discussion

Josef Prijotomo (1997), states that architectural ornaments as a collection of various types, patterns, colors of decorative elements can be broadly grouped into two, namely ornaments and decorations and decorations. Ornaments and decorations are decorations that are an integral part of construction, in other words that these ornaments and decorations arise as a result of the completion of construction called tectonics. The presence of ornaments and decorations in architectural formations is the result of construction activities, namely the preparation of materials with a certain appearance, technique and manufacturing method, with the aim of giving a certain impression or expressiveness to the building.

Meanwhile, decoration is decoration that is attached to architectural components, but is not an integral part of the construction and is merely installed as an aesthetic/decorative element. In other words, decoration is an element of decoration that is present in architectural formations by being affixed or affixed to certain parts of the building, as an element to decorate the building.

Decorative forms in Balinese architecture are translations of objects that exist in nature, such as plants, animals, humans and some are based on religious values and beliefs which are abstracted into a harmonious embodiment of beauty. The forms of decoration, color schemes, how to make and placement contain certain meanings and purposes. According to Gelebet, (1985: 331), what is considered in the presentation (processing and placement) of decoration in a building is aesthetics, ethics and logic.

The decorations in the oldest Balinese architecture before external influences were in the form of lines and geometric decorations, in the form of circles or curved and straight lines that were repeated rhythmically, Oka (1985:263). And then (after external influences) is a reflection of objects that exist in nature, namely in the form of plants (flora), animals (fauna) and humans (which are usually displayed in the form of thoughts about religion, customs and beliefs). For more details, the typology of ornaments and decorations and decorations in Balinese architecture can be seen in the following table.
Table 1. Ornamental Variety Typology (Ornaments and decorations and Decorations) in Architecture Bali

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<th>No.</th>
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<th>Tipologi Ragam Hias</th>
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</table>
4. **Agama & Kepercayaan**

- A. Patung
- B. Pratima
- C. Rerajahan
- D. Patung Pada Bagian Bangunan
- E. Relief Religi
- F. Kekupakan
- G. Geginan/Profesi

5. **Ragam Hias Lainnya**

- A. Patung
- B. Pratima
- C. Rerajahan
- D. Patung Pada Bagian Bangunan
- E. Relief Religi
- F. Kekupakan
- G. Geginan/Profesi

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Sumber: Survey, 2021

The main function of decoration in Balinese architecture is as an ornamental and decorative element that adds to the aesthetic value of the building. The function of decoration as an element of architectural aesthetics can be shown through the form, color, texture, material, arrangement and elements of art that are integrated harmoniously. Decorative variety in the form of ornaments and decorations in Balinese architecture, is mostly found on the outside (exterior) of the building.

This is due to the fact that more human activities are carried out outside the room, therefore the outside of the building is decorated. Besides functioning as an aesthetic element, this decoration also has a symbolic function, especially implemented in sacred buildings and temporary buildings for religious ceremonies.

Here are some visualizations of ornaments and decorations in Balinese architecture made of stone.

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**Fig 1. Keketusan (Sulur dan Mas-masan)**

Sumber: Gelebet, 1986

Ornaments in the form of a curvaceous shape taken from the characteristics of vines, flowers and seeds, are used in the transition from the legs to the body of the building and from the body to the head of the building. And also used as a frame on the areas of the building. The ornament of steadfastness has a meaning that binds positive traits, namely the fulfillment of the need for clothing, food and shelter and the achievement of living in harmony and peace in this world and in the hereafter.
Ornaments in the form of representations of basic ideas are taken from the characteristics of flora, starting from twigs, leaves, pistils and flowers which are stylized and displayed in their entirety. This type of decoration is in the form of compositions of decorative beauty in patterns which are also called patra. Each patra has a strong identity, so it is easy to know but can vary in its application. Used to fill relatively wide fields in buildings. The meaning of pepatraan is to provide protection to human life from fear, heat and thirst, so as to provide comfort for humans who live in the building environment decorated with pepatraan.

Ornaments in the form of coral generally take the form of fauna (see figure 3) above which takes the form of an elephant, known as coral asti or coral elephant and flora (see picture 4) above which takes the form of a plant, known as coral simbar. Coral has an expressionist style, which leaves the actual form so that the fauna is presented in an abstract way. Karangan displays a form of decoration with an essay that tries to approach the existing flora forms by emphasizing parts of beauty. Like the type of keketusan or pepatran, the type of coral is very much found in traditional Balinese decorations.
One of the decorations in the form of decoration is a statue (togog). Like picture 4 above, it is a dwarapala statue which is usually placed in front (right and left) of the entrance to a holy place (temple). Especially for ornaments in the form of corals by taking the basic idea of fauna, the layout is adjusted to the characteristics of the referred fauna (see Figure 6). The characteristics that become the basis or consideration in its placement include body size and shape, habitat and living habits, and life characteristics. The image of the padmasana pelinggih above shows the order of the placement of the ornaments starting from the bottom in the form of Bedawang Nala (a turtle wrapped by two dragons), coral asti / elephant, coral, tapel coral, goak / manuk coral, and bentulu coral.

The basic idea of ornamental forms in Balinese architecture comes from the forms of flora and fauna that are stylized in such a way, indicating that nature and all its contents in Balinese architecture have an important position and must get attention and become a source of knowledge and consideration in the embodiment of architecture. The use of the basic idea of the form of flora and fauna can be interpreted representationally as an attempt to represent nature as a source of pleasure and beauty. Responsively the use of flora and fauna as the basic form of ornament in Balinese architecture can be interpreted as a form of human appreciation for all elements of nature that have provided and fulfilled all the needs of human life.

In terms of the placement of ornaments based on the distinctive characteristics of the flora and fauna used, representationally it can be interpreted as a representation of the strength of natural characteristics and natural obedience, which is owned by each of the flora and fauna used. By placing ornaments in accordance with the natural characteristics and living nature of the flora and fauna used, it is hoped that they can express the strength and nature of nature in the form of architecture that is formed. The placement of ornaments, which takes into account both their physical characteristics and their nature, can responsively be interpreted as a human effort to achieve balance, both with God, nature and all of its contents and also between humans.

4 Conclusion

Representationally related to the hierarchical layout of ornaments and decorations implies the strength of natural characteristics and natural obedience, while those related to ornaments and decorations contain the meaning of pleasure and beauty. Responsively related to the hierarchy of ornaments and decorations contains the meaning of balance, while related to the form of ornaments and decorations implies respect for all elements of nature.

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Metaphors in Balinese Discourse

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Abstract. Balinese language is one of the local languages that becomes the pride of Balinese people. Balinese language is used by its speakers in their daily communication. Balinese language has a lot of local values that are worth preserving. Therefore, it also has a very big role in maintaining and developing Balinese culture and to strengthen the character of Balinese young generation. Through the metaphors found in Balinese discourses, Balinese speakers can convey moral values to the young generation in order to grow and strengthen their character. The results of the study show that Balinese metaphors can use references in the form of inanimate objects, animals, and plants. They are used to convey orders, requests, satire, praise, and suggestions. The meaning of the metaphors are commonly to carry certain messages related to people's lives regarding good-bad attitudes and behavior, polite and impolite, as well as what is appropriate and inappropriate in their own culture. In addition, the metaphorical language reflects a harmonious relationship between humans and their environment so that the environment needs to be protected and preserved. In this regard, it is important to preserve metaphors found in Balinese discourses as one of the efforts to develop ecotourism in Bali.

Keywords: Metaphorical Language, Character, Ecotourism, Moral Values

1 Introduction

Balinese language is one of the major local languages in Indonesia. It is up to now used in various situations and activities related to tradition, culture, and religion. Therefore, it is more often used than the national language by its speakers in their in daily communication. Besides being used as a communication tool, Balinese language also has a very big role in maintaining and developing Balinese culture, and it is to introduce good and polite character and behavior to Balinese young generation. Through metaphors, Balinese speakers can convey moral values or messages to the young people, especially to strengthen their character. Moral and social messages wrapped in metaphors need our attention to transfer them to the young people considering that many of them do not know and understand the meaning contained in the metaphorical language.

In this regard, this research examines the Balinese language metaphors (especially those in the form of simile). This study is hoped to convey the relationship between the form of metaphors and the natural environment of the speakers, the function of metaphors in their daily
communication, and the meaning of metaphors. Thus, Balinese young generation can understand the moral and social values that have been existing since a long time ago which are worth preserving as the guidelines of their social life.

2 Research Methods

A method plays an important role in research as it is a regular and organized way of working to achieve a purpose. A method is also considered as a systematic way of working to facilitate the implementation of an activity to achieve the specified goal (Sudaryanto, 1993:9; Djajasudarma, 1993:1). In language research method, there are two things to consider, namely (1) the aspect of the research itself which includes data collection along with the methods, techniques, and procedures taken, and (2) analysis method that involves approaches (theories) as research data analysis tools (Djajasudarma, 1993:1). Data of this study were obtained from direct speech spoken by informants who live in Bali. Data were collected by observation and interview methods supported by their techniques. The collected data were then analyzed according to the theory used in this study.

3 Results and Discussion

Metaphors in Balinese Discourse

This research study deals with the form, function, and meaning of metaphor, especially simile in Balinese discourses. To examine these three things, an ecolinguistic study approach is applied, namely studying the phenomenon of language associated with the environment in which the language is used (Mbete, 2013:1). Before explaining the theory related to the study of ecologistics, especially about social fractions, the concepts related to metaphor will be first explained.

Arp and Perrine mention that metaphorical language, namely language that contains metaphorical speech, is a language that cannot be understood literally (but non-literally). A metaphor is a way of conveying something in an unusual way. Furthermore, Saeed (1993) says that metaphor has been mostly used in daily communication. It is also mentioned that a metaphor is something similar to a simile. Metaphor is something outside normal language and requires certain forms for listeners to interpret it.

Furthermore, Haugen (in Dil, 1972: 325-329) states that the environment of a language is the community that uses that language. The language is in the mind of the speaker and language only serves to connect speakers with other speakers and speakers with their social natural environment. Fill and Muhlhausler (2001) reaffirm that living language (used orally and in writing) represents facts about nature, social and culture that exist in their environment so that apart from being a social fact, language is also a record of natural facts as a sign that there is a relationship between humans and their natural environment which is recorded in the lexicon of a language.

It was also emphasized that the richness of the lexicon of a language reflects the wealth of ideas including ideas and ideologies, interests, and important activities related to professions and jobs to make a living carried out by a language-speaking community, in addition to reflecting the physical environment. Bang & Door (in Lindo and Bundesgaard, ed., 2000:10-11) say that language is part of a social activity that is contained and contains social praxis,
which is a concept that refers to the actions and behavior of the community, both among the members of the community or to its natural environment.

Regarding with the explanation above, metaphor in Balinese discourses show that from the biological perspective metaphors can use references of inanimate objects, animals, and plants; from the sociological aspect, metaphors are used to convey orders, requests, satire, praise, and suggestions; and from ideological aspect, metaphor show that Balinese people’s live is very close to their environment and that is why they really appreciate their environment. The environment has inspired people to realize an understanding of moral values that need to be considered in social life. Some examples of metaphors in Balinese are as follows:

Buka medil kapecite, gedenan bea: like shooting a small bird, it costs a lot

The metaphor above illustrates a person who is carrying out a job with great and long preparation, but the results are very minimal. The results of his work are not commensurate with the costs and time spent so that the work becomes in vain. Judging from the biological aspect, the metaphor above uses a type of animal, namely a kind of parrot, a small bird with a loud voice. These birds are often found in the rice fields so that this type of bird is very familiar to the Balinese people who mostly work as farmers. Sometimes these birds are also often caught as Balinese pets. Seen from the sociological aspect, such a function is to insinuate other people who do something uncarefully and without good consideration and calculations. It is often used for satire and also for prohibition orders, such as the following example:

 Benehang malu mapattungan, De buka medil kapecite, gedenan bea!

‘Discuss first carefully, Do not do something without a good calculation and good consideration! All will be in vain’.

Buka bukite ejohin, katon ngrawit ‘like seeing a hill from a long distance, it looks good and beautiful’

The metaphor uses the noun bukit ‘hill’, namely buka bukit ejohin 'like seeing a hill from a long distance'. The denotative meaning of the metaphor is katon ngrawit 'looks good and beautiful'. The form of the metaphor illustrates that someone who is seen from a long distance she/he looks beautiful or handsome, but upon closer sight, her/his physical appearance is not as beautiful/handsome as when she/he was seen from a long distance, and strick difference is likely happening. It can also be used to describe a person or family who seems very good and harmonious but on closer inspection many shortcomings occur in that person or family. So, the message conveyed by the metaphor is: do not be surprised when we see someone only from their performance and also when we see a family that looks very harmonious and prosperous, but they are not necessarily actually like that when we look at them closely. An example can be seen in the following data.

De malu ngon teken anak ulung Jakarta, buka bukit ejohin, katon grawit ‘Don't be be amazed quickly by the people from Jakarta, we don't recognize them yet in closer and in detail'.

The above metaphor is used to give advice so that the person given the advice is not quickly fooled by someone's outward appearance before they are recognized more closely.

Buka negakin gedebong, ngerasa teken jit belus ‘like sitting on a banana trunk, feeling with a wet buttock’.

The metaphor buka negakin gedebong 'like sitting on a banana trunk' has a denotive meaning of merasa teken jit belus 'feeling with a wet bottom'. However, the connotative meaning or metaphorical meaning of the metaphor is: feeling that you have made a mistake that could harm others. The metaphor is also in the form of a sentence which means that someone feels that he has made a mistake that may make other harm. The form of the metaphor is biologically using the word gedebong 'banana trunk'. In the past, the banana was one of the plants that could be found in almost every Balinese garden. Bananas are very close and
indispensable by the Balinese people in their daily life. The stem can be used as a vegetable that must be made if there is a traditional ceremony and it is also needed for offerings. Banana leaves are used to wrap all kinds of Balinese food and also as a means of offerings. Banana fruits are of course very necessary, besides being eaten, they are very necessary for ceremonies related to Balinese religious and tradition. From the sociological aspect, the metaphor is often used for subtle satirical purposes. If the speaker uses the metaphor to quip, the addressee (the person being insinuated) does not feel hurt or angry. This can be seen from the following example.

Ia sing jua’i mai, merasa teken negakin gedebong.
‘He is ashamed to come here, feels that he has made a mistake’

Buka entikan oonge, ngulah pesu ‘like a mushroom plant, it just grows’.

Metaphor that uses the noun lexicon entika oong ‘mushroom plant seeds’ refers to ngulah pesu ‘it is just growing’. The meaning of the metaphor is: Do not say something without strong thoughts, data or evidence. This metaphor was also very popular among Balinese people in the past. From the biological aspect, oong ‘mushroom’ is one of the plants that is very closely related to the life of Balinese people because it can be eaten in various processed forms. That is why oong ‘mushroom’ is very familiar in Balinese people live. This metaphor is often used to give advice and satire. This metaphor suggests Balinese people to be careful to speak, especially to speak in front of many people. We have to think what we are going to say.

Ati-ati yen ngomong, De buka entikan oonge, ngulah pesu.
‘Be careful when you speak, don’t talk without any basis and good consideration’

Until now the metaphor is still often used to give advice indirectly. In addition to giving advice, the metaphor can also be used for a satirical function. Giving advice or insinuating with such a metaphor is much more appropriate because it is done indirectly, and it does not have a negative impact on the addressee who is given advice or being insinuated.

Buka jagunge, gedenan ati ‘like a corn, the heart is bigger than the grain’.

The metaphor uses jagung ‘corn’ as a reference. Jagung ‘corn’ is a garden product that is very familiar to Balinese people. In the past, corn was used as a staple food after rice. Thus, the metaphor depicted with corn is very easy to understand by the people. The metaphor illustrates the condition of corn, that is gedenan ati ‘the heart is bigger than the grain’. The metaphorical meaning of the metaphor is to describe someone who speaks more lies than the truth. This is usually done to cover up the shortcomings that exist in him. Thus, the metaphor is often used to satirize, and to give advice. An example can be seen below.

Ia mulan buka jagunge, gedenan ati. De bes percaya.
‘He is like a corn, talks a lot of lies. Don’t trust him too much’

The above metaphor contains a satirical message and also a command or suggestion. The metaphor suggests that people should avoid the behavior expressed by the metaphor. Moreover, the young generation is expected not to behave like that because it will cause failure in their career struggle. Thus, the metaphor is still very relevant to people's lives today, especially in enhancing the character of society.

Buka naa’i be matah, nglawan-nglawanin ‘like eating raw meat, forced to do’

The metaphor is built from the clause buka naa’i be matah 'like eating raw meat' which has a denotative meaning nglawan-nglawanin 'forced to do'. However, the connotative meaning or metaphorical meaning of the metaphor is like someone who is forced to do something because he does not like it or he does not have ability to do it. Thus, the result of the action is certainly not optimal and even very bad. This metaphor is often used to express satire or advice with a hope that someone does not do the act as stated by the metaphor or so that someone does not impose his will on others to do something he does not like or he is not able to do.

The example of the use of this metaphor can be seen below.

‘If you like the job, continue. However, if you don't like it, to be honest to tel it so that you don't force yourself to do a job you don't like. The results are certainly not good.’

The advice is often given by parents to their children in the hope that their children do not do something they do not like because the results will be not pleasant. The advice or suggestions are very well conveyed in the form of a metaphor because in addition to the way of conveying, it also contains politeness because it is conveyed indirectly, the value contained in the metaphor is very important to be understood by people in their everyday life.

4 Conclusion

Language actually plays an important role in its speakers’ live. Besides being a means of communication, language is also used as a means of revealing culture. Language can also be used as a means to show polite behavior, to strengthen people’s character. Balinese language, through metaphorical discourse, can also play a role in strengthening the character of Balinese people, especially for the young generation. Through metaphorical discourse, speakers can convey praise, orders, suggestions, and also indirect satire. As a result, the hearers do not get angry or upset if they are teased or ordered by such metaphors. Besides, Balinese metaphors contain humor values that make the hearers feel comfortable listening the speakers saying something to them. Biological forms used in metaphors are related to inanimate and animate objects which are very popular and close to Balinese people's lives. The values contained in the metaphor are generally related to the values of life that need to be considered by everyone.

References

Multimodal Communication Components in The Travel Agency Website

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Abstract. A tour website is a way used by the owner to communicate to the website users. This article examines the model of multimodal communication in the travel agency website. The purpose of this study is to describe the components of multimodal communication of the website. The data source was the Gangga Bali website. The data were collected by observing the verbal and visual modes. The analysis proceeded with the model of multimodal communication through Kress’ multimodal social semiotic model. The study shows the website owner that built information, message, and interaction with the website users through the design. The design involves verbal and visual modes. The visual modes used are images and website layout, and they are supported by verbal modes. Four major components of the multimodal communication model illustrate the process of transferring information by the rhetor to the interpreter through the website.

Keywords: Multimodal Communication, Travel Agency Website, Verbal Mode, Visual Mode

1 Introduction

The development of technology plays important role in creating models of communication. The massive use of the internet is one of the factors of the existence of the kinds of the communication model. The use of the internet gives a positive impact on communication behavior. Distance is not the barrier to communicate with others. Now, the development of technology and internet makes the communication more interesting. There are some models of communication developed, and one of them is through the website.

In this era, a website is not an expensive thing to have. Everyone can have a website. It can be easily and freely built up. A tour website is one of the examples. This kind of website is used to promote services and products offered by the owner. In this case, the owner of the website can communicate with the website users efficiently. At the same time, the website can be accessed by some website users, so the website can be said as one of the efficient strategies to promote services and products.

Although some kinds of a website can be freely made, offering services and products through the correct domain name is better. In addition, the way how the website, as the representation of the website owner, communicates with the website users is also an important part. This is an essential part of designing a website.
The use of a website is the same as an advertisement. Many previous studies have analyzed the use of language in advertising. Torto analyzed the use of descriptive language in advertisements presented in newspapers [1]. In addition, Lin, Wang, and Hsieh analyzed the effectiveness of decoded ad text for monolingual consumers [2]. Other previous studies have also seen language as an element forming an advertisement combined with visual elements. These studies analyzed the interaction between verbal and visual elements [3]–[5]. In addition, Huang also examines advertisements that apply hyperbole in a visual form that has the effect of making consumers believe in the products offered [6].

Technological developments also affect the use of language in technology-based applications. For example, the mobile app used by doctors in China creates a new space for digitally communicating about health knowledge and services [7]. The trend of research conducted in recent years shows that many studies have analyzed the use of language (verbal elements) on social media that involve non-verbal elements.

In addition to the studies above, several studies examine multimodal communication. Michelson and Valencia analyzed social-semiotic multimodal on institutional discourse from Arcadia University’s promotional website [8]. This study also applies the four core components of multimodal communication theory. In addition, Dash, Patnaik, and Suar analyze TV advertising by applying the theory of multimodal communication. The study found that product positioning and brand identity involve discursive relationships from different cultural spaces [9].

This study focuses on the model of multimodal communication of the tour website. This study examines the components of multimodal communication. The theory used is Kress’ multimodal communication theory. This study explains the initiator of the website, the way how the message is transferred, and the information received by the website users.

### 2 Research Methods

This study is a case study that uses ganggabali.com as the tour website that is analyzed through the multimodal communication theory. The data sources are all parts of the website, both visual and verbal part. The visual data were collected by taking some screenshots of the website layout and images used in the websites. The verbal data were collected by using Antconc to make the data collection easier.

The collected data were classified based on the process made in creating a communication model through the website. The classified data were then analyzed through Kress’ multimodal social semiotic model [10]. The analysis was done in some parts of the websites, namely home, Bali & Java destination, tour packages, and tour memories. The analysis was done to find out the model of multimodal communication constructed by the rhetor and received by the interpreter. The result of the analysis presented the four major components of Kress’ multimodal communication theory, namely rhetor, design, ground, and interpreter.

### 3 Results and Discussion

Gangga Bali is a tour website that not only offers services but also gives information about tourist destinations in Bali and Java. The website has four main pages, namely home, Bali destination, Bali & Java packages, and tour memories. The website has two versions, and they
are desktop version and mobile version. They are different in the case of the layout used. This study analyzes the desktop version of the website.

The four major components of multimodal communication are rhetor, design, ground, and interpreter. Based on the analysis, all four major components that built up the website inform the ideological discourse of the website owner or rhetor. The communication through the website was initially created by the rhetor through the design. By using the design, the rhetor composed message and information called ground. The website users as interpreters will receive the message and information composed through the website. The process of multimodal communication made through the website can be seen in the following diagram.

![Diagram](image)

**Fig 1.** The process of multimodal communication in website

In the travel agency website, the rhetor can be the initiator or owner of the website, the website developer, and the copywriters that build the verbal mode used in the website. This team is the macro-rhetor [8] who builds up the website. They have their roles in building the website. For example, the visual mode is made by the website developer, and the verbal mode is made by the owner and copywriters.

This research is a case study that uses the travel agency website ganggabali.com as a data source. The part of the travel agency website reviewed in this study includes the home, Bali destinations, Bali & Java packages, and tour memories sections. Other sections, namely about us and booking, are not used as data in this study because the travel agency website ganggabali.com emphasizes the services offered and information related to these services.

The data collected from the four sections are data in the form of images and text. This study emphasizes the multimodal communication model that is designed to inform/promote the travel packages offered.

<table>
<thead>
<tr>
<th>Table 1. The part of the website</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Home</strong></td>
</tr>
<tr>
<td><em>Home shows a header that is combined with sliding text, welcoming text, and a comprehensive summary of the contents of the</em></td>
</tr>
</tbody>
</table>

**Table 1.** The part of the website
The multimodal communication model on the travel agency website, ganggabali.com, was already formed when the website was developed by Rhetor. In this case, the ganggabali.com team is a macro-rethor consisting of rhetors, website developers, and copywriters. The multimodal communication model has been formed when the website owners plan to develop this travel agency website according to their interests or goals. To achieve the goals, the owners cooperate with website developers in developing this travel agency website in accordance with the wishes and target market share. The website developer handles the visual mode, while the owners along with the copywriter focus on the textual mode. In this case, the owners can also act as a copywriter.

Rhetor as a website designer has a certain ideology or message that he wants to convey to website users. It is the same as the owner of the ganggabali.com website. The website owner designs a website to promote his services in the field of travel. In building a website, website owners work closely with website developers and copywriters. In this case, they are hereinafter referred to as macro-rhetors.

In developing the website, the website owners who work as a guide certainly cannot build the website. In this case, the website owners work with the website developer to build the website according to their needs. At this stage, the website owners decide to use a dynamic website instead of a static website. Website owners have their views regarding the use of this type of website. The dynamic website that is built is considered to provide a better experience for website users.

Design
The designs discussed in this study are genre, mode, and discourse. The genre emphasizes the kind of media the rhetors use in conveying the message they build. Mode describes how the rhetors choose to convey their message by using the genre. Discourse confirms the message that is conveyed. In other words, design can be expressed as a pattern or composition that is formed by the rhetors to convey the ideology or message they intend which includes genre, mode, and discourse.

The first is genre. The genre is the media used as an intermediary for the delivery of information. In this case, the website is the genre. Mode describes the use of verbal and visual language. The visual modes are the image and layout of the travel agency website (layout). The discourse in this design is tourism or more specifically refers to a tour in Bali and Java.

The rhetors of Gangga Bali chose the website as a genre in informing the ideology or message they formed. Through a complete website component, Rhetors use the website as a medium in informing the travel services offered by using various modes that are conformed to their needs. In this case, the website was chosen by considering various things.

The first thing that becomes the basic reason for choosing a website is the reach of the website. Advances in technology make it easier for people all over the world to access the
internet. This causes the website to have a very wide reach. Anyone around the world can access the website.

The second consideration is cost. Website creation and maintenance are very cheap nowadays because there are many hosting service providers. In addition, the very wide reach of the website illustrates that the costs incurred are less than the use of print media which must be printed in large quantities.

The third relates to brand publication. The use of the website is one way for the rhetor of Gangga Bali to publish and promote their brand. Through this brand, tourists can easily remember and re-select Gangga Bali travel services if they need travel services in Bali.

The second discussion of design is the mode. Mode is the method used by the rhetor in informing the interpreter of an ideology or message. The mode is selected according to the needs felt by the rhetor. Modes can vary based on the concept of multimodal communication built by rhetor. In conveying information or messages to website users, the rhetors of Gangga Bali apply two modes, namely textual mode and visual mode.

Textual mode is a mode in the form of written language. This written language has become a widely used language in disseminating information and entertainment. Written language is widely found at this time such as in textbooks, newspapers, magazines, novels, and so on. Written language is a language that is quite effective in providing information. The rhetors of Gangga Bali use textual mode in building information through the website they created. This mode was chosen for some pretty basic reasons.

The first reason is that textual mode can be used to convey detailed information about tour packages, attractions, and travel experiences. Through this textual mode, the rhetors can communicate with the interpreters about the details that the interpreters need to know. The second reason is that the textual mode can be read repeatedly if the interpreters do not understand the travel services offered. By providing a textual mode, the rhetors provide an opportunity for interpreters who are new to travel services. The last reason is that the textual mode can be used to emphasize a particular topic by taking advantage of the position, type, and size of the letters used.

In addition to the textual mode, the rhetor also pays attention to the visual mode that supports multimodal communication between the Gangga Bali rhetor and the interpreter or website user. The visual modes that are emphasized on this website are layout (layout) and image (image). Layout provides information about how to organize content or website content. The rhetors consider the ease of access and search of information on the website. This is the underlying form of the layout applied to the Gangga Bali website. The Gangga Bali website has a layout consisting of a navigation bar, main body, sidebar, and footer. These sections are used as a place to provide information to the interpreter. The layout can be changed based on the media used to access the website. The Gangga Bali website has two slightly different layouts when it is accessed via desktop and mobile.

In addition to the layout that makes it easier for the interpreters to communicate with the rhetors, images are also used to communicate visually with the interpreters. Although the text is used to provide a detailed explanation of the tour package, images are still the fastest mode of conveying messages/discourses. In this case, the image becomes the most prominent form of message/discourse.

In this study, the analyzed images can be categorized into images that focus on actors, locations, and activities [8]. The actors shown in the picture are animals, tourists, parts of the human body, and certain other objects. The location category includes nature and its scenery, while the activity category includes the activities of travelling.
The images used are photos that provide a focus on actors, locations, and activities. Information about the photo is presented through a verbal mode, a description under the image. Through the interesting photos presented, the interpreter will be interested in choosing the tourist attraction they want to visit. The photos provide information to the interpreter about the travel services provided in Bali and Java. Although Gangga Bali uses the name Bali to describe this travel brand, there are several tour packages located in Java. This travel agency website discusses travel in Bali and Java.

The discourse of this website is not visible from the name of the website. However, building Gangga Bali as one of the travel service brands is shown from the content of the website. Parts of the website state and offer travel services through the home menu, Bali & Java Packages, tour memories, and booking forms. The Bali destinations section is specially provided to increase website rank by utilizing SEO. These contents build the discourse of travel services in Bali and Java in the name of Gangga Bali as a travel service brand. Discourse is also formed through the textual and visual modes used.

**Ground**

The third part of the multimodal communication model is ground. This section is the ideology/information, the message conveyed by the rhetor to the interpreter. In general, the information conveyed is that rhetors provide travel services in Bali and Java. However, if it is looked closely, there are several messages conveyed by the rhetor to the interpreter implicitly.

The first message that is implied is that Rhetors provide quality travel services. This message is conveyed implicitly through the placement of Tripadvisor third-party services as a place for reviewing the travel services provided. Through reviews given by tourists, Rhetors get an excellent rating. This certainly gives rhetor confidence to state that the travel services offered are of high quality. This can also be seen from the ranking of travel services of Gangga Bali, which ranks 80th out of 690 travel service providers in Kuta. Thus, Gangga Bali is included in the 11% of the best travel service providers in Kuta.

The second implied discourse conveyed by Rhetors is that the travel services offered are trusted travel services. Rhetors form this message through tour memories that are created on a separate menu and listed on the navigation bar. Through tour memories, rhetors show the trust and satisfaction of tourists who choose their travel services through photos that rhetors take with tourists.

The third information conveyed by Rhetors is that the travel services offered are transparent without additional costs during the trip. This message is conveyed by the rhetors by including the price on each tour package offered. Rhetors also provide an opportunity for interpreters to negotiate the travel costs. The last message that Rhetors want to convey through this multimodal communication is that the travel services offered are flexible. Flexibility, in this case, means that the rhetors provide an opportunity for the interpreters to make their travel package by choosing the tourist attraction they want to visit.

**Interpreter**

Rhetors, who build the ground by applying the design, communicates with the interpreter. This scheme is a multimodal communication model. The design used to communicate is certainly not in one mode, so this is what is called multimodal (more than one communication mode).

Rhetors who form the message/information conveys the message to the interpreter or website user. In other words, the interpreter is a participant in multimodal communication. In this case, tourists who choose Gangga Bali travel services are interpreters who communicate with rhetors.
Information on tourist trips in Bali and Java that is conveyed through the website is an explicit message conveyed by the rhetor. For interpreters or website users, this message is received immediately after visiting the Gangga Bali website. To find out the results of the communication that occurs between the rhetor and the interpreter, the results of reviews from Tripadvisor are used to determine the interpreters’ interpretation of Gangga Bali tour services.

4 Conclusion

Research on the multimodal communication model on the travel agency website is very interesting to do. This study provides an overview of the multimodal communication model formed by the rhetor until it reaches the interpreter. Based on the analysis conducted, it can be concluded that four basic elements must be considered in forming this communication model. The components of the multimodal communication model applied to the Gangga Bali website have shown four basic parts of multimodal communication, namely rhetor, design, ground, and interpreter. These four parts form the process of multimodal communication through the website. Multimodal communication is successful if the rhetor can convey his message to the interpreter.

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The Relationship Between Young Generation's Understanding of Pluralism and Multiculture with Unity and Community Unitary in Denpasar City

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Abstract. Denpasar city is part of Bali and also its capital city. Denpasar as the heart and center of government in Bali has experienced very rapid development in various fields, which of course also brings positive and negative consequences for all Denpasar residents. Denpasar City can be said as a very heterogeneous area, it is certainly very full of challenges and or threats that are increasingly complex. Denpasar is currently faced with various problems involving physical and non-physical, with various dimensions. The Denpasar issue will indeed have an impact on the image of Bali as a whole, if it cannot be handled properly. Since the start of the reform era, it has not made the awareness of pluralism and multiculturalism any better. Pluralism is actually led to radical relativism, in which every person, group, or community seems free to do anything, without the need to be bound by consensus, common rules of the game, and the law. Due to the lack of understanding, appreciation and implementation of the principles of pluralism and multiculturalism, various ethnic, religious, and racial conflicts often come to the surface which often take their victims in vain. Therefore, this research was conducted with the title "The Relationship between the Level of Understanding of the Young Generation Regarding Pluralism and Multiculturalism in Line with the Sesanthi Bhinneka Tunggal Ika and the Level of Community Unity and Unitary in Denpasar City". The objectives of this study are: first, to describe the level of knowledge and understanding of the younger generation regarding the principles of pluralism and multiculturalism that are in line with the Sesanthi Bhinneka Tunggal Ika; secondly to describe the views of the younger generation on the condition of unity and integrity in general and at the village level in particular; third, to describe the relationship between the level of understanding of the younger generation about pluralism and multiculturalism which is in line with the Sesanthi Bhinneka Tunggal Ika and the level of community unity and integrity in Denpasar City. This qualitative research took a sample using purposive quota sampling technique, by setting 100 respondents from the younger generation of Denpasar City. Data collection techniques include observation, interviews and FGDs and related secondary data. Data were analyzed by qualitative descriptive method. The results of the study indicate that the level of knowledge and understanding of the younger generation in Denpasar City is very good regarding the principles of pluralism and multiculturalism which are in line with Sesanthi Bhinneka Tunggal Ika. The younger generation of Denpasar City views the
condition of unity and integrity in Denpasar City as good and strong enough. There is a 

close relationship between the level of understanding of the younger generation about 
pluralism and multiculturalism which is in line with the Sesanthi Bhinneka Tunggal Ika 
and the level of community unity and integrity in Denpasar City.

**Keywords:** Unity, Multiculture, Unity, Pluralism

1 **Introduction**

Pluralism is a view that respects pluralism and respect for others who are different (the 

others), opening up to the colors of belief, willingness to share, openness to learn from each 

other (inclusivism), and active involvement in dialogue in order to seek common ground. 

- equality (common belief) and resolve conflicts. Therefore, without active involvement in the 
development of this dialogical attitude, there is no pluralism (Piliang, 2005: 341).

Multiculturalism is a plurality relationship in which there is a minority vs. majority 

problem, in which there is an existential struggle for recognition, equality, equality, and justice, 
such as the struggles carried out by minority groups in Africa, India, Pakistan, China, Turkey in 
the United States. Multiculturalism clearly enriches pluralism, although it cannot be equated 

with it (Piliang, 2005: 344).

Multiculturalism is a reading movement for awareness of forms of respect for differences 
in which identity politics can play more freely. Its relevance to the Indonesian context is very 
clear that the reality of Indonesia is an "understanding of diversity" that wants to be merged into 
a frame of 'unity of unity' of the nation state. It is a challenge to further examine how identity 
politics and multiculturalism can be applied to a nation state which is still in the process of 
maturation of “modernity” and democracy is panting. Moreover, it is in a condition that cannot 

be avoided, the process of globalization and social transformation is fast paced (Abdilah, 2002: 

xv).

Understanding and ability to implement the principles of pluralism and multiculturalism in 
daily life will be a strong social capital to maintain and realize unity and integrity in a 

community. Especially for the younger generation who will continue the leadership relay in the 
future. Therefore, it is very necessary to do research related to "The Relationship between the 

Level of Understanding of the Young Generation Regarding Pluralism and Multiculture in Line 
with the Sesanthi Bhinneka Tunggal Ika with the Level of Unity and Community Unity in 

Denpasar City".

In connection with this research entitled "The Relationship between the Understanding of 

the Young Generation Regarding Pluralism and Multiculture with Unity and Community Unity 
in Denpasar City", the problems can be formulated in the following questions:

What is the level of knowledge and understanding of the younger generation regarding the 

principles of pluralism and multiculturalism that are in line with the Sesanthi Bhinneka Tunggal 

Ika?

What is the view of the younger generation on the condition of unity and integrity in 

Denpasar City in particular?

How is the relationship between the level of understanding of the younger generation 

regarding pluralism and multiculturalism which is in line with the Unity in Diversity Sesanthi 

with the level of community unity and integrity in Denpasar City?

Practically this research is expected to achieve the target of findings or can produce the 

following things:
To explore the level of knowledge and understanding of the younger generation regarding the principles of pluralism and multiculturalism in social life;
To describe the views of the younger generation on the condition of unity and integrity in Denpasar City;
To describe the relationship between the level of understanding of the younger generation about pluralism and multiculturalism with the level of community unity and integrity in Denpasar City.

The output of this research can be divided into two, namely:
First, publications in accredited scientific journals and report documents regarding the relationship between the younger generation's understanding of pluralism and multiculturalism with community unity and integrity in Denpasar City.
Second, the results of this research will be sought to be used as teaching materials for multicultural and national integration courses and obtain Intellectual Property Rights.

Pluralism and Multiculturalism in the Reformation Era

The reform era did not make the awareness of pluralism any better. Pluralism is actually led to radical relativism, in which every person, group, or community seems free to do anything, without the need to be bound by consensus, common rules of the game, and the law. Everything now multiplies in its ugly face: lawlessness, thuggery, shameless corruption, merciless violence, unbridled crime, the law of the jungle, and anarchism. Rather than strengthening, reform is actually a turning point—even the death point of pluralism (Piliang, 2005: 343).

The protracted various ethnic, religious, and racial conflicts show that a nation is not mentally, socially and culturally ready to live in a space of diversity and plurality (Piliang, 2005: 335). The death of pluralism is caused by the tendency of socio-political developments towards various forms of radical relativism, in which there is a tendency to relativize everything, thus causing indeterminacy in various socio-political aspects. In radical relativism, the boundaries of the concepts of right/wrong, good/bad, moral/amoral, ethical/unethical, beautiful/unbeautiful, in various realities of life are blurred and relativized (Piliang, 2005: 343).

The motive of pluralism is to create healthy interactions and realize that humans are social creatures. This interaction will exist if in humans grows the realization that pluralism is necessary. These needs can be measured through positive individual attitudes and behaviors such as tolerance, compassion and mutual respect. The existence of individual awareness of the three attitudes is expected to reduce the desire to behave in a bad manner that appears from time to time. Because evil behavior can happen to anyone even the most intelligent people, and an evil heart is not the cause; perhaps the opposite happens, that crime may be caused by an absence of mind (Sudibyo, 2012: xiii).

Alwi Shihab (1998: 41) provides several definitions and notes on pluralism as follows:
First, pluralism does not merely refer to the reality of pluralism, but also to active involvement in the reality of pluralism. Religious and cultural pluralism can be found in a person's daily life either at work, on campus, or in shopping places. However, by looking at this first understanding, a person can only be said to have a "pluralist" nature if he can interact positively in this pluralistic environment. In other words, with pluralism, each religious adherent is not only required to acknowledge the existence of community religious rights, other Islamic Community Development Journals, but also to be involved in efforts to understand differences and similarities in order to achieve harmony in diversity.

Second, pluralism must be distinguished from cosmopolitanism. Cosmopolitanism refers to a reality, in which various religions, races, and nations live side by side in one location. However, there is no positive interaction between the residents of the location, especially in the field of religion.
Third, the concept of pluralism cannot be equated with relativism. A relativist will assume that things concerning "truth" or "values" are determined by the view of life and the frame of mind of a person or society. The implication of religious relativism is that any religious doctrine must be declared true, and all religions are the same.

Fourth, religious pluralism is not syncretism, which is creating a new religion by combining certain elements from various religious teachings.

Multiculturalism is a plurality relationship in which there is a minority vs. majority problem, in which there is an existential struggle for recognition, equality, equality, and justice, such as the struggles carried out by minority groups in Africa, India, Pakistan, China, Turkey in the United States. Multiculturalism clearly enriches pluralism, although it cannot be equated with it (Piliang, 2005: 344). Multiculturalism is a reading movement for awareness of forms of respect for differences in which identity politics can play more freely. Its relevance to the Indonesian context is very clear that the reality of Indonesia is an "understanding of diversity" that wants to be merged into a frame of 'unity of unity' of the nation state. It is a challenge to further examine how identity politics and multiculturalism can be applied to a nation state which is still in the process of maturation of "modernity" and democracy is panting. Moreover, it is in a condition that cannot be avoided, the process of globalization and social transformation is fast paced (Abdilah, 2002: xv).

**It is not easy to build national insight in the era of globalization**

**Globalization Challenge.** The era of globalization has increasingly challenged Indonesian nationalism, especially considering that the unity of the Indonesian nation is more ethical-historical and not natural-ethnic (Suseno, 1996). The existence of Indonesia as a great nation will be increasingly difficult to maintain if the Unitary State of the Republic of Indonesia as a National State cannot function properly. The ideal democratic identity rests on "unity in diversity" and association implies consensus and conflict (Adrain, 1992:259).

**Opportunities and Challenges.** Globalization has brought many great opportunities for the economic progress of countries that can take advantage of them, but it cannot be denied that globalization in reality also has a detrimental impact, especially for countries that have not or are less able to take advantage of the available opportunities.

**Negative Impact of Globalization.** The negative impacts of globalization include threats to national culture; the loss of national identity; the fading of the boundaries of the nation state; and other organizational threats. All of them, if repairs are not made immediately, it is not impossible that they will threaten the survival of a country. Even more than that, the unity and integrity of a nation and state can be torn apart and divided. The impact of globalization will become a bigger and more serious threat, especially if state organizations do not have strong leadership.

**Beware of National Disintegration**

**National Disintegration Threat.** Indonesia as a nation state cannot escape the threat of national disintegration. The main cause is the weakening of the spirit of nationalism caused by the pull of globalization, localism and radicalism. The pull will strengthen because it is felt that the government has failed to realize the national ideals, namely: building a just and prosperous society, thus giving rise to prejudice, sentiment and widespread social dissatisfaction.

**Threat to National Continuity.** The control of the sources of prosperity is only in the hands of an elite group that oppresses the majority of the nation. As a result, the sense and spirit of nationalism that was born from the spirit of sharing the same fate became weak. The ideology of Pancasila, which is the unifier of the nation, has decreased in value and has encouraged some people or groups to seek alternative ideologies. If it is not immediately handled consciously and seriously, it will threaten the survival of the Indonesian nation.
Ethno Nationalism – Localism. Ethno-nationalism (localism) if not managed properly, in the long and medium term is a very relevant threat to Indonesian nationalism. Localism in Indonesia now appears in three forms, namely ethno-nationalism which requires total independence from the Republic of Indonesia, ethno-nationalism which requires the widest possible autonomy with different legal and constitutional systems and ethno-nationalism in a decentralized system where the political elite wants leadership. local people are dominated by local people (the sons of the region).

Reform and Stream Politics. The reforms that produced new elites and political parties did not necessarily strengthen the spirit and insight of the nation. On the contrary, the spirit of localism, primordialism, and sectarianism, is actually getting stronger.

Narrow Primordialism and Negative Conservatism

Eroding Narrow Primordialism. Narrow primordialism is often characterized by negative exclusivism. Anything that is not his ethnicity, or religion, or local customs he rejects, suspects, and often hates. Primordial people are not touched at all when they think of their homeland, they do not love their people, they do not feel solidarity with fellow citizens of other religions or ethnicities. Primordial people are closed to the appreciation of the dignity of all people as human beings, because they can only think and feel within the framework of "our people - them".

The gravity of Narrow Primordialism. In the primordial perspective, good-hearted attitudes such as generosity, compassion, willingness to forgive, or justice can only be mobilized towards "our people". As for those who are objects of suspicion or hatred, - towards them, in extreme cases - all crimes can be committed without feeling guilty. Wherever primordialism extends, national insight must fade.

Negative Conservatism. Conservatism is still considered positive if it is shown in a skeptical attitude towards change, which respects traditional values and social relations that have grown in history. However, if conservatism in the name of respect for tradition rejects all reforms and changes, even those based on justice and for the betterment of the lot of the people, it serves the interests of classes that are in a position of advantage, such as the feudal class, or the traditional bourgeoisie, this shows this. which is unhealthy and is a negative conservative attitude.

Meaning of Unity and Unity

Unity and Unity implies the unification of various kinds of diverse patterns into one unified and harmonious whole. The unity and integrity of the Indonesian nation means the unity of the nation that inhabits the territory of Indonesia. Unity is encouraged to achieve a free life in an independent and sovereign state.

According to the KBBI, unity has the meaning as a union, a bond consisting of several parts that are already united. While unity means about one, single nature, unit.

From the meaning that has been explained, it can be concluded that unity and integrity are two things that move hand in hand, unity and integrity are also the main factors for the establishment and independence of the Unitary State of the Republic of Indonesia.

Maintain a sense of unity and oneness by establishing a sense of togetherness and complementarity. Establish tolerance and a sense of humanity by living side by side in harmony, establishing a sense of kinship, friendship, deliberation, mutual assistance, and a sense of nationalism.

The unity and integrity that the Indonesian nation has built is not uniformity, nor is it to eliminate the plurality of society. Unity and unity that is aspired is unity and integrity that still respects pluralism and at the same time respects and maintains diversity in the equality of the Indonesian people.
The Indonesian people still want to uphold the principle of Bhinneka Tunggal Ika. The plurality of society is not an obstacle or obstacle to strengthening the unity and integrity of the nation. In fact, plurality is a very rich potential and strength to advance the nation and state.

Research Objectives
The general objective of this study is to describe the knowledge and level of understanding of the younger generation about pluralism and multiculture which is in line with the Sesanthi Bhinneka Tunggal Ika with the level of community unity and integrity in Denpasar City.

The specific objectives of this study are: first, to describe the level of knowledge and understanding of the younger generation regarding the principles of pluralism and multiculturalism that are in line with the Sesanthi Bhinneka Tunggal Ika; secondly to describe the views of the younger generation towards the condition of unity and integrity in Denpasar City in particular; third, to describe the relationship between the level of understanding of the younger generation about pluralism and multiculturalism which is in line with the Sesanthi Bhinneka Tunggal Ika and the level of community unity and integrity in Denpasar City.

Research Benefits
The purpose of this study is to describe the relationship between the level of understanding of the younger generation about pluralism and multiculture which is in line with the Sesanthi Bhinneka Tunggal Ika and the level of community unity and integrity in Denpasar City.

This research is expected to be useful in adding to the repertoire of knowledge, especially those related to the understanding of the younger generation about pluralism and multiculture which is in line with the Sesanthi Bhinneka Tunggal Ika with the level of community unity and integrity in Denpasar City. It is also hoped that it will be useful for all components of society who are concerned about strengthening substantial community unity and integrity.

2 Research Methods

Location and Research Design
The research took place in Denpasar City, Bali Province. This research is a case study related to "The level of understanding of the younger generation about pluralism and multiculture which is in line with the Sesanthi Bhinneka Tunggal Ika with the level of community unity and integrity in Denpasar City". This study seeks to explore various information in detail, accompanied by accurate data collection by including various sources of information.

Population and Sample
The population of this research is the entire young generation who are becoming in the city of Denpasar. The sample taken is by using a purposive quota sampling technique, by setting 100 (one hundred) young generation respondents with the following conditions:

Respondents will be taken proportionally from the younger generation in four sub-districts in the Denpasar City area.

The number of respondents is balanced between men and women, so that each is 50 people.

Types and sources of data
Primary data will be obtained directly from the first hand at the research site, as well as by direct interviews with respondents. While secondary data will be obtained indirectly and collected from various archives, documents, literature, statistical data, and other records relevant to the research.
Research Instruments

This study will use a questionnaire to interview the selected respondents and also use FGD guidelines to obtain data from community groups. All answers will be recorded or recorded as well as possible with a tape recorder, camera, systematic notes.

Data Collection Techniques

Observation

Some of the information obtained from observations is space (place), actors, activities, objects, actions, events or events, time, and feelings. The reason researchers make observations is to present a realistic picture of behavior or events, to answer questions, to help understand human behavior, and for evaluation, namely to measure certain aspects and provide feedback on these measurements. According to Bungin (2007: 115) several things that need to be considered in observation are topography, number and duration, intensity or strength of the response, stimulus control (conditions where behavior appears), and quality of behavior.

Interview and Focus Group Discussion (FGD)

In this study, primary data will be taken using interview techniques based on prepared questionnaires and FGDs will be used to reveal the meaning of a group based on the results of discussions focused on a particular problem. FGD is also intended to avoid the wrong meaning of a researcher to the focus of the problem being studied.

Document

A large number of facts and data are stored in materials in the form of documentation. Most of the available data are in the form of letters, diaries, souvenirs, reports, artifacts, photos, and so on. The main nature of this data is not limited to space and time so that it gives researchers the opportunity to find out things that have happened in the past. In detail, documentary materials are divided into several types, namely autobiographies, personal letters, books or diaries, memorials, clippings, government or private documents, data on servers and flash disks, data stored on websites, and others.

Data Analysis

The data obtained will be analyzed using qualitative descriptive methods and cross tabulation to determine the relationship between variables.

Presentation of Data Analysis Results

Research findings will be presented with tables and graphs organized in detail and systematically according to the order of the subject matter or focus of the research study. The research findings presented in the research report are a series of facts that have been analyzed carefully and systematically and have been narrated to be able to draw a conclusion.

3 Results and Discussion

Based on the data from the research and analysis that has been done, it can be summarized as follows:

The young generation who was used as respondents were one hundred people consisting of fifty men and fifty women, with ages between 18-24 years. Respondents came from various ethnic groups, such as: Balinese, Javanese, Minang, Flores, Sumba and also varied in terms of religion. Most of the levels of education completed high school and some are currently working, or unemployed.
The level of knowledge and understanding of the younger generation in Denpasar City is very good regarding the principles of pluralism and multiculturalism which are in line with the Sesanthi Bhinneka Tunggal Ika.

The views of most of the younger generation of Denpasar City are very good regarding the implementation of the principles of pluralism and multiculturalism in the life of society, nation and state. Although there are some notes that need attention because there are still some parts of the views of the younger generation that can be seeds of exclusivism.

The views of most of the younger generation are very good regarding the condition of unity and integrity in Denpasar City. However, there are notes that according to some of the younger generations there are also concerns related to the potential for clashes between villages or banjars, between students, between community organizations and clashes between supporters of political parties.

4 Conclusion

In connection with this research entitled "The Relationship between Understanding of the Young Generation Regarding Pluralism and Multiculture with Unity and Community Unity in Denpasar City", several conclusions can be formulated as follows:

The level of knowledge and understanding of the younger generation in Denpasar City is very good regarding the principles of pluralism and multiculturalism which are in line with the Sesanthi Bhinneka Tunggal Ika. The young generation of Denpasar City views the condition of unity and integrity in Denpasar City as good and strong enough. There is a close relationship between the level of understanding of the younger generation regarding pluralism and multiculturalism which is in line with the Sesanthi Bhinneka Tunggal Ika and the level of community unity and integrity in Denpasar City.

Although the level of knowledge and understanding of the younger generation in Denpasar City is very good regarding the principles of pluralism and multiculturalism, as well as the conditions of unity and integrity, there are several suggestions that can be given to get attention, namely:

Efforts should be made to increase joint activities involving various components that reflect the plurality of society. Mapping potential conflicts that are starting to be felt by the community, especially the younger generation so that they do not develop and have the potential to divide the unity and integrity of the community in Denpasar City.

References


Tourism Impact on Traditional Balinese House Spatial Transformation, Case Study: Banjar Karang Dalem I Settlement, Bongkasa Pertiwi Village, Badung-Bali

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Abstract. Badung Regency has declared 11 Badung Tourism Villages through Perbup no. 47 of 2010. 1 of the 11 Tourism Villages that have been declared is Bongkasa Pertiwi Village (BP), currently the village is already quite developed in terms of tourism because of the popular tourist attraction “Bali Swing” and still has a strong rural-nature atmosphere. As tourism activities increase in BP Village, of course there will be an impact, especially in the field of traditional architecture. The traditional architecture that is greatly had interaction with tourism activities are settlement areas. A study needs to be carried out to find out how far the impact of BP Village's tourism development has on the settlements area especially resident’s house which still traditional. The object of this research is Settlement Area of Br. Karang Dalem I, which in terms: still conduct traditional norm/value but shows spatial transformation regarding tourism activities. The research purpose was to explore, record building mass layout of some houses in settlement of Br. Karang Dalem I. Analysis will be conducted regarding spatial impact of tourism developments that may affect these spatial arrangement aspects of space and building masses. This study will use an exploratory-qualitative method with cross-examination data analysis to obtain the best research conclusions. Results showed that there where major transformation on 4 (four) sample of Resident’s House. This 4 (four) Houses are all traditional but also could exist as tourism accommodation area, 3 houses transformed their madya area into Homestay and the other 1 transformed its nista area of Tebe (Yard). Each houses give their best area for tourist accommodation (homestay) it represents how they valued their home not just for traditional norm/ purposes but also as a space to earn money (commodification) so that they even could give their bale as a room for tourist accommodation which for Balinese was sacred.

Keywords: Tourism; Impact; Private Homes; Spatial Plan
1 Introduction

The tourism sector is the largest revenue contributor for the province of Bali. In fact, the main income of the province of Bali is the majority in the tourism sector. It is known through statistical data that Foreign Tourist Visits to Bali in the last 4 years have continued to increase (Table 1). The sector is able to create millions of livelihoods for local people, either through direct employment or through the sale of goods and services.

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Foreign Tourist Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>4,927,937</td>
</tr>
<tr>
<td>2017</td>
<td>5,697,739</td>
</tr>
<tr>
<td>2018</td>
<td>6,070,473</td>
</tr>
<tr>
<td>2019</td>
<td>6,291,141</td>
</tr>
</tbody>
</table>

Bongkasa Pertiwi Village (BP) certainly enjoys part of the increase in foreign tourist visits. BP Village is one of the villages designated as Tourism Villages, in the Badung Regent Regulation Number 47 of 2010 (Badung, 2010) concerning the Designation of Tourism Village Areas in Badung Regency. Before the COVID-19 pandemic hit, BP Village was also quite popular among tourists visiting Bali. This fact is shown by the hectic news of traveling in Bongkasa Pertiwi Village on the Google search engine platform.

Fig 1. Popularity of Bongkasa Pertiwi Village as a Tourism Destination

Based on the survey results on the google images search platform, it is known that Bongkasa Pertiwi Village offers several types of tourist attractions such as Bali Swing, Tracking, Rafting, ATV riding, Natural Panorama - Rice fields, and Traditional Settlements. Traditional settlements, especially in Banjar Karang Dalem I, have become one of the tourism objects in Bongkasa Pertiwi Village, although according to some residents it is not yet optimal / popular because some houses have gone through a renovation stage which reduces their traditional value.

However, tourist visits to residents’ homes are always there every month, of course, that was before the COVID-19 period. According to Mr. Wayan S. Pastika as a local resident, tourists who visited were mostly Australian and European tourists, before the epidemic they came here because they were interested in Silver Crafts from Banjar (Br.) Karang Dalem I residents and “staycation” in the residents’ home area while working remotely (remote). Especially for the
attraction of residents’ homes as a staycation place for remote work, it is still popular until the time of this Pandemic. According to Mr. Wayan, the image of residents' houses as staycation tours is quite imprinted on the memory of tourists and they tend to be happy if they work in a quiet area and are thick with rural activities. These factors make many tourists still choose to stay in the area of resident houses that are rented out. Researchers see what happens next will certainly have an impact on the adjustment actions taken by residents regarding the demand/accommodation of tourist needs.

Fig 2. Settlement Condition in Banjar Karang Dalem I, Bongkasa Pertiwi Village

This research was conducted to explore the phenomenon of the impact of the tourist activities on the spatial layout of the residents of Br. Karang Dalem I, especially regarding the adjustments made by residents in their home area. By exploring the research findings, it is hoped that later they will be able to become a reference for the local government to consider the impact of tourism development, especially in traditional houses. Thus, the preservation of the traditional values of the houses of Br. Karang Dalem I can be maintained and in the future be able to survive (sustain) even though the development of tourism is accommodated in the houses of these residents.

Based on the background of the phenomenon of tourism development that occurred in Br. Karang Dalem I, the research questions that are structured are as follows: (1) Why is the layout of the residents' houses in Br. Karang Dalem I able to accommodate the function of tourism accommodation as well as a tourist attraction?; (2) What is the form of house spatial adjustment made by residents as a result of accommodating new functions (tourism accommodation)? Based on the background and the research questions that have been prepared, the objectives of this research are (1) Finding the value or meaning of space related to the layout of existing houses affected by tourism accommodation; (2) Knowing the form of spatial planning that can be applied due to the presence of the tourism accommodation function.
2 Research Methods

The research location is in the Banjar Karang Dalem I region, more precisely in the northern part of the village. The research location is close to Pura Dalem. For more details in layout, a map of the research location can be seen in Fig 3.

Based on the research questions mentioned above, this research will be carried out using a qualitative research method with a descriptive approach. The description of the methods and approaches used are as follows: (1) Qualitative Method: qualitative method is research carried out with an emphasis on understanding human or social problems by presenting; (2) Descriptive Approach: Comparing descriptive data (narrative and visual) between Residential Houses and Tourism Accommodations with traditional Balinese house standards, in order to find changes; (3) Qualitative: exploring the opinions of residents regarding the changes that have occurred, whether there are underlying ideas, urgent goals, etc. so dare to make a transformation.

The stages above were explored using the interview and observation method. The residential area of Br. Karang Dalem I. By using the method above, researchers can study certain problems in more depth and detail. In accordance with the objectives and targets of the study, the method was used to obtain in-depth and detailed information regarding the qualitative-comparative-description and spatial analysis of the Br Settlement. Karang Dalem I. Through the help of a qualitative approach, it allows researchers to gain various levels of understanding, including exploration of the meaning given by individuals or groups to certain social problems (Cresswell, 2014).

Data collection will be conducted using interview and observatory methods. Data analysis will be conducted using zigzag process, in which the researcher will keep searching data in the location until it finds the best data that can conclude the research.

3 Results and Discussion

Based on the results of the study of existing spatial planning through surveys and observations, a visual data block in the form of a block plan can be compiled regarding the arrangement of the spaces in the housing complex of residents who have homestay businesses.
There are 3 (three) houses sample who accommodate tourism accommodation in the form of “homestay” / “Villa” or in their house complex they accommodate the function of tourism accommodation. The three house samples show that Sanga Mandala as a spatial concept of traditional Balinese architecture seems to be still being applied.


The sustainability or “still applied” condition of sanga mandala application can be seen from the most sacred area / Utama (sacred-utama ning utama) in all house samples that still occupied by the Merajan / Sanggah area which is a sacred place where Gods and ancestors reside to be worshiped in both traditional ceremonies and routine prayers. The Middle Area or Madya Area still contains buildings where there are many human activities, both sacred and routine.

The buildings referred to earlier are: 1) Bale Meten/Bale Daja; 2) Bale Dangin/Bale Sakenem; 3) Bale Dauh; 4) Natah (Halaman/Pekarangan). The Lower Area / Nista area contains buildings that are classified as activities that are less sacred or somewhat dirty, such as Kitchen buildings (Paon), Barns (Jineng), Cages, Gardens (tebe), and other functions that are unique to this village, namely the Silver Workshop Building / Silver Gallery.

From the block plan, it can also be seen that the Spatial Planning of the Balinese Traditional Houses belonging to the residents has undergone quite a lot of adjustments. The first adjustment is the addition of space / building so that it causes the density of building blocks in the yard complex. The second adjustment is that from the density of additional buildings it appears that there are new functions related to accommodating tourism accommodation and occupying very mandala areas, especially in the Madya and Nista areas.
Based on observations through the Block Plan, the adjustment actions taken by residents in accommodating the function of tourist accommodation can be classified as a spatial adaptation. Adaptation of spatial planning in residents' homes is classified as an adaptation of functions. Adaptation of functions here is related to the function of the housing complex as a whole related to the actors and their activities in the complex. The analysis related to the adaptation of tourist accommodation functions by residents to their residential complexes which from the beginning adhered to Traditional Balinese Architecture (ATB) can be seen in the super-imposed block plan images of each sample house.

House A, which is sample 1, belongs to Mr. Melan, who works as a hotel employee as well as a traditional silversmith. As seen in Figure 4.2. Adaptation of the layout to accommodate the function of tourist accommodation, namely the homestay bedroom is located right next to Pak Melan's kitchen and is directly opposite the south of Pemesuan (Gate) Merajan/Sanggah. The spatial layout of house A shows that there is a spatial adaptation in the form of the placement of the homestay space in the humiliating zone. If we explore more deeply about the meaning of the Nista zone, it can be considered that Homestay is a room that is classified as profane for the owner/resident of the house, so for them, placement in the area near the kitchen is the most appropriate.
House B which is sample 2 is a house complex belonging to Mr. Made Arjana who works as a policeman. In house B, adaptations related to the addition of the function of the tourist accommodation space in the form of Homestay are carried out in the Bale Daja and Bale Delod buildings, both of which are in the Madya zone. However, philosophically, the traditional Balinese spatial layout, Bale Daja is a building that is positioned at Maining Madya in Sanga Mandala so it is classified as an intermediate which is still very sacred (sacral).

Bale Daja itself is believed to be a space where sacred objects/heirlooms are stored, it also functions for manusa yadnya ceremonies (ngekeb, menek daha), as well as a bedroom for the elders in the family/girls/eldest unmarried men (Saraswati, 2008). Based on this understanding, the Bale Meten Building has a spatial layout that is very important in the passage of the sacred-profane order and hierarchy because of the binding rules and these rules are related to traditional...
Balinese spatial norms. With the adaptation of the function as tourist accommodation, Bale Daja / Bale Meten seems to have shifted the value of its sacred meaning.

House C, which is sample 3, is the house of Mr. Made, who works as an entrepreneur as well as a traditional silversmith. As shown in Figure 4.3. Adaptation of the layout to accommodate the function of tourist accommodation, namely in the form of a Villa Rental Unit located in an area near Mr. Made's Tebe (Garden). In a traditional Balinese zone, the villas are located in a shameful zone. Several other space adjustments were also made regarding the existence of the villa, namely by making additional entrance gates along with a larger garage to be able to accommodate overnight tourist vehicles.

The concept of Tri Hita Karana (THK) Traditional Balinese House Tri Hita Karana (THK) is a Balinese living concept related to creating good relationships between humans – gods, humans, and humans with nature (the surrounding environment). The purpose of the THK concept is to create a balance between the macrocosm (nature created by God) and the microcosm (objects created by humans) to become the paradigms, attitudes and behaviors of Balinese people's daily life (Budihardjo R., 2019).

The meaning of the Balinese Traditional House (RTB) complex as a micro-scale in the Balinese effort to create a cosmological balance is closely related to the residents' understanding of the presence of spaces in their homes that must be able to support their lives and livelihoods. RTB People of Br. Karang Dalem I, Bongkasa Pertiwi Village has the potential to maintain THK in supporting the development of cultural tourism in Bali. For this reason, the homeowners

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**Fig 8. Spatial Planning Analysis Regarding Balinese Spatial Philosophies on Mr. Made’s House (House C)**

...
agreed to jointly manage the house complex as a homestay by adapting to several areas such as yards and building units as a tourism commodity.

Through the development of the area in the house, residents hope to create cultural activities as well as increase the welfare of citizens (economy) that can complement and support each other (symbiosis mutualism). The tourism industry here is captured as an opportunity that not only provides economic implications / attractiveness for businesses but is more broadly able to provide socio-cultural benefits for society in general.

4 Conclusion

The conclusion that can be drawn from this research are: (1) The impact of tourism that occurs requires a spatial transformation in the form of “Function Adaptations”. Function Adaptation done by making or transforming some of the building into tourism accommodation function, spatial arrangement done by putting building mass like Villa or Homestay in the Residential Complex or transforming by renovating old building which is already existed, which makes residents have to make adjustments related to the condition of the land area and its location. (2) Balinese Traditional Norms related to spatial planning, especially those related to traditional Balinese architecture norms, are still maintained in principle, the majority of residents still adhere to the upstream-teben and sanga mandala principles so that the majority of tourism accommodation functions are still in the Madya or Nista zone, so the Sacredness of the Utama area is still maintain.

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Shifts of Contextual Meanings in the Translation of Indonesian Public Signs

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Abstract. Public signs that are displayed in Indonesian and English play an important role in promoting Bali as a tourist destination. They function to direct and help the tourists in having information. Considering that adequate translations of public signs are needed to support the tourism development in Bali, this research is to reveal the translations of public signs from Indonesian into English. Language and culture are interrelated. How the public signs are designed in Indonesian and English will be influenced by their cultural contexts. By applying pragmatic translation equivalence (Baker, 1992) and three kinds of meaning (Halliday, 2000), this study is to investigate the changes of contextual meaning in the translation of Indonesian public signs in English. The data were collected in Denpasar city and Badung regency. This research finding showed that the changes of forms in the translations of public signs influence the contextual meanings of the translated texts. The shifts of contextual meanings which occur in their English translations include the following conditions: 1) The speaker softens the message; 2) The speaker makes the instruction more direct; 3) The speaker avoids mentioning the agent; 4) The speaker changes his/her points of view; and 5) The speaker changes the position of the most important information.

Keywords: Public Signs; Translation Equivalence; Contextual Meanings

1 Introduction

Public signs are commonly found in tourist destinations. They are very needed by the visitors who want to get information of in the place. In order that the visitors feel comfortable in having information, public signs are displayed in the places that are commonly visited by the tourists, such as hotel, beaches, shopping malls, court, and some others. Public signs function as the window of the place. Whether the visitors feel comfortable when reading the signs, it depends very much on how the signs are designed. Correct and good public signs will promote the place and help the visitor in having information. So, in order to increase the tourism development, public signs displayed in the tourist destination, such as Bali, are needed to be investigated.

Bali which is believed as international tourist destination supports its tourist development by the use of public signs. To create good image and to help people from all over the world have information, a number of signs are written in two languages. They are Indonesian and English.
Public signs deal with how the information is linguistically designed in such a way that the readers are not annoyed when reading them. When the information is realized by using language, the cultural consideration cannot be avoided. Indonesian and English are languages which have different culture. The two languages might have different ways in designing public signs that the source texts might be re-contextualized in target language. Conditioning texts based on context is intended to achieve pragmatic equivalence (Baker, 1992).

By this type of equivalence, translation is viewed as an activity which has relation to language in use. The meaning of the source language (SL) texts to be transferred in translation is not the one as generated by the linguistic system, but it is meaning as conveyed and manipulated by participants in a communicative situation. When the context is conditioned in target language (TL), this could impact the contextual meaning of the translated texts. As long as meaning is concerned, translation does not only deal with semantic meaning, it also deals with text analysis.

So, the meaning must be viewed from the three types of meaning as proposed by Halliday (2000). The meaning includes ideational, interpersonal, and textual meaning. According to Halliday, language will vary if the function varies, and it varies in different situation. Understanding this language phenomenon that public signs also deal with language in use, the translation of public signs from Indonesian into English are important to be examined. The research result could inform us whether the signs are appropriately translated or not. When the public signs have been appropriately translated in accordance with the target culture, this could give good impact to the tourism of Bali.

Translation studies on public signs have been conducted by translation researchers in some places (Liu, 2013; Ma, 2014; Beili & Tuo, 2015; Shi, 2014; Bi, 2017; He, 2019; Liang, 2019; Yu, 2019; Jia, 2020). In China a number of research were investigated from some perspectives by using different theories. One research applied Functional Equivalence Theory (Shi, 2014). Some others applied other theories, such as Eco-translatology (Jing, 2014), Linguistic Landscape (Beili & Tuo, 2015), and Skopos Theory (Jia, 2020). This present study investigated the translation of public signs from different perspective. The research was to reveal the translation of public signs from Indonesian into English. Applying pragmatic translation equivalence (Baker, 1992) and three kinds of meaning (Halliday, 2000), it is to investigate the changes of contextual meanings in the translated texts of Indonesian public signs.

2 Research Methods

This study concerns Indonesian public signs as the source texts (ST) and their translation in English as the target texts (TT). The public signs investigated include public notices, guides for tourists, advertisement, and road signs. The data were taken in some areas in Denpasar city and Badung regency. The areas among those are hotels, beaches, shopping malls, court, police stations. The signs were collected by taking photo and taking a note. The data were analyzed by applying descriptive and qualitative approach. The stages of the analysis are as the followings.

The Indonesian public signs as the STs were compared with their English translations in terms of their forms. When they show difference in forms, they were categorized as having a process of re-contextualization in their translated texts. The meanings conveyed by the ST were analyzed. The TTs were also examined in terms of their meaning. The meanings investigated include those of semantic and contextual meanings. The analysis of meaning was conducted by
relating the texts analyzed to their contexts. By comparing the contextual meanings of the STs and the TTs, the changes could be identified.

### 3 Results and Discussion

By applying certain translation strategies, the translations of Indonesian public signs in English show that some kinds of re-contextualization (House, 2015) occur in their translated texts. Re-contextualization of the source texts in target language gives impact to the meaning of the texts. Semantically the source and target texts are equivalent, but contextually some changes occur. The changes of contextual meanings found in the translations of public signs from Indonesian into English are as the followings.

**The Instruction Becomes Softer**

A number of public signs are used to give instruction. Based on the meaning proposed by Halliday (2000), language will vary if the function varies. Since there is re-contextualization in the translated texts of the Indonesian public signs, the language used to convey meaning changes. Linguistic change impacts the contextual meaning of the texts. Based on the data found, re-contextualization in the TL makes the message or instruction softer than the ST. The change of this kind of meaning is found in the data when the instruction is formed by using sentence in the SL and translated by using noun phrase in the TL as found in the following translation.

**ST:** Dilarang berjualan/berjemur di dalam area ini.

**TT:** No selling and sunbathing in this area.

The ST in the translation above is in the form of sentence constructed by negative imperative marker dilarang, Verb berjualan/berjemur, and Adverbial di dalam area ini. Its translation is in the form of noun phrase by using negative word no followed by noun selling and sunbathing. In this translation the translator softens the instruction through the use of noun phrase. Instruction which is conveyed by using material process (Halliday, 2014) will be more directive if it is viewed from the perspective of interpersonal meaning. The word dilarang meaning ‘it is forbidden’ belongs to negative verb usually used to forbid people to do something. This is the word which makes the Indonesian instructive more directive.

The change of contextual meaning is also found in other re-contextualization in the TT. The following is the datum which shows that the translation is from imperative sentence into declarative sentence as in:

**ST:** Dilarang masuk mall bagi semua yang demam/batuk.

**TT:** For those who have fever/cough are forbidden to enter the mall.

This translation involves ST in the form of imperative sentence and translated text in the form of declarative sentence. When someone wants to instruct someone or to give command, some forms could be used among other are declarative, interrogative, or imperative sentence. From interpersonal meaning point of view, all these forms have different contextual meaning. The forms used depend on the functions which are intended to be conveyed. Based on the contextual meaning, instruction by using imperative sentence sounds more direct if compared with the one using declarative sentence. In datum b) the translator makes the instruction softer by translating imperative sentence into declarative sentence. This re-contextualization is to avoid direct effect to the addressee. Another case which shows how the instruction is conveyed is found in the following translation.

**ST:** Wajib pakai masker.

**TT:** Wear face mask.
In Indonesian the instruction can be constructed with or without the word wajib meaning ‘it is required’. It is a common phenomenon to see that public signs showing instruction are expressed by adding a word of wajib. This word is used to emphasize the instruction. When this word is not translated in TL as found in c) above, the instruction becomes softer.

**The Instruction Becomes More Direct**

The change of contextual meaning also occurs in other forms of re-contextualization in the translation of public signs. The data a) and b) below include the change of contextual meaning when the TT is added with the word of please. This word is to show direct instruction.

**ST:** Para pengunjung dan pencari keadilan supaya berpakaian sopan dan rapi.
**TT:** The visitors and justice seekers please dressed politely and neatly.

**ST:** Tetap jaga jarak.
**TT:** Please keep your distance.

The word of please is added in the target texts of a) and b) to give direct effect to the addressee. The translations of a) and b) are semantically equivalent. Both the ST and TT are to instruct people to dress politely and neatly as in a) and to keep distance as in b). Contextually, the STs and TTs have different meaning. The instructions of the TTs are more direct than the STs.

The following datum also implies that context impacts the meaning of the texts. The meaning depends very much on how the linguistic constructions of the texts. The following is another translation having instruction function found. Direct instruction is found in this translation when the translator gives more emphasize to the instruction by adding adverb phrase to one another in the TT although the ST does not realize this meaning in explicit way.

**ST:** Jaga jarak.
**TT:** Keep your distance to one another.

Jaga jarak ‘keep distance’ of c) indicates that it has implicit meaning. The speaker leaves the Adverbial of between people implicit. In the TT this information is overtly stated by using to one another. This explicit information makes the instruction more direct.

**The message sounds more formal**

The change of text realization in TL also affects the contextual meaning of the TT. The following translations show different text realizations which show different contextual meanings

**ST:** Terima kasih untuk tidak membawa makanan dan minuman dari luar Starbucks.
**TT:** We appreciate your cooperation not to bring outside food and beverage into Starbucks.

**ST:** Tetap jaga jarak.
**TT:** Please keep your distance.

**ST:** Semoga liburan anda menyenangkan.
**TT:** Hopefully you will have a pleasant holiday.

The translations of a), b), and c) above show that the change of contextual meaning is viewed from formality viewpoints. The re-contextualization of the ST in TL by restructuring the texts makes the TT more formal. The different contextual meanings between the source text and target text are due to the change of the text structures of the ST in TL. In a) personalization occurs in TT by using subject we that the TT becomes more formal. In b) the TT becomes more formal by the addition of the word please. The TT of c) is realized in the form of a clause using transitive verb represented by the verb will have, while the ST in the form of a clause using intensive clause.

**There is a change of viewpoint**

Re-contextualization in TT, in some cases, results in changes of viewpoints. This implies that the readers of the STs catch the meaning from one point of view, while the readers of the
TTs from another point of view. Some data, such as data a) and b) below, show that in the STs
the instruction is realized by using a certain process and the TTs by using noun. By avoiding
using process, the addressee turns his/her viewpoint in having the instructions or information.

ST: Masuk
TT: Entrance
ST: Keluar
TT: Exit

When the ST is realized by using process represented by masuk in a) and keluar in b), the
addressee will have in mind that he or she could enter or go out through the place where the
sign is displayed. When the TT is realized by using noun, he or she will have in mind that it is
through that place where he or she could enter or go out.

The change of viewpoints is also found in the following datum:
ST: Motor dilarang naik.
TT: No motor allowed.

This translation shows that there is different position of negation marker between the source
and target texts. In the ST the negation marker represented by dilarang meaning ‘it is forbidden’
is before the verb naik meaning ‘go upstaris’. This implies that the focus of the addressee in this
text is on the verb naik. What is negated is the action of naik. In the TT the negation marker
represented by no is positioned before the motor. This means that what is negated is the motor.
The shift of contextual meaning between the ST and TT deals with the difference of the negation
focus. The addressee of the text will also catch different meaning in reading the public signs.

There is a change in emphasizing the importance

Some data show that the translations applied strategy of reordering to achieve equivalence
in TL. By this strategy the elements of the clause are structured in different way in TL. As a
result, the contextual meaning changes. The data found are as the followings.

ST: Segala kehilangan & kerusakan menjadi tanggung jawab pemilik sepeda.
TT: The bicycle owner is responsible for any loss & damage to the bicycle.
ST: Semoga liburan anda menyenangkan.
TT: Hopefully you will have a pleasant holiday.

To emphasize the most importance of the information conveyed, the speaker could put the
element to be emphasized at the beginning of the sentence. By the ST of a), the speaker
considers that the most important information to be conveyed is segala kehilangan &kerusakan
meaning ‘any loss & damage to the bicycle’. In the TT, the most important information is the
bicycle owner ‘pemilik sepeda’. In the ST of b), the information which is of the most importance
is liburan anda ‘your holiday’, while in the TT, it is you ‘anda’. Semantically, the two
translations express similar meanings, but contextually they have different meanings.

To sum up, translators of public signs from Indonesian into English are always faced with
the fact that the contexts of Indonesian and English are not easy to be conditioned. The
difference of context between the Indonesian and English texts could result in changes of
contextual meanings in translation. This is in accordance with the concept proposed by Halliday
(2000) that language varies if the function varies. It depends on the situation of the public signs.
A number of data show that public signs are used in different situation.

In some cases, the speakers of Indonesian tend to add a specific word of wajib when
instructing people, but the speakers of English do not. Another data also show that the changes
of contextual meaning are induced by the use of a word please which is used to make the
instruction more direct. These are examples of the use of Indonesian and English words which
are related to culture. As long as semantic meaning could be achieved while translating, changes
of contextual meanings become a common phenomenon faced by the translators.
4 Conclusion

Shifts of contextual meanings tend to be found in the translation of Indonesian public signs in English. The Indonesian and English public signs are constructed based on the context of culture of the two languages. Changes of context in the re-contextualization process will mean changes of contextual meaning. The changes are to make the translated texts appropriate for the English speakers. Changes of contextual meaning must be considered as one of the translation conditions which are hard to be avoided.

References

Study on Optimization of The Implementation of Accessibility for Disabilities in Puputan Field, Renon

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Abstract. Public open space is a concept of space to accommodate people from all walks of life and backgrounds, in the sense that public open space must also consider the presence of people with disabilities. A public open space is considered a failure if the space is not able to accommodate people with disabilities. Puputan Renon Field is one of the green open spaces in the Madya city of Denpasar. This place is used for the gathering of Denpasar residents, especially residents who live around Denpasar. This place is always crowded with local residents who want to spend their free time exercising or just relaxing. Behind the rampant planning and design of urban parks, there is an issue of equitable distribution of target users, which is one thing that must be considered so that all groups including people with disabilities get an equal portion to participate in enjoying city parks, especially in terms of providing accessibility. The existence of public space as an entity of urban space is a unit that is not separated from the city system, which has a role to fulfill the needs of life for the community which includes a place to live, work, and recreation. This research will focus on one aspect that is considered in the procurement of public facilities; this aspect is the aspect of accessibility. The research method used is the Zigzag process method by collecting data in the form of observations and interviews related to the procurement of facilities in the Renon Field. So that the final result that will be achieved is about optimizing public space in terms of accessibility and recommendations for optimizing public space later to better ensure accessibility for people with disabilities (differently able).

Keywords: Diffable; Public Open Space; Accessibility

1 Introduction

In general, accessibility is a quality that is easy to use for both the environment and objects and services. Accessibility is divided into two, namely physical and non-physical accessibility, physical accessibility includes access to public buildings, access to public roads, parks and public use, and city parks. Accessibility uncertainty is crucial when it comes to the design of public spaces, spaces that accommodate people from all walks of life and conditions (Saputri, 2019)

Public space as open space consists of public green open space and public non-green open space. Green open space (RTH) in public areas is more open, with the characteristics of a place to grow plants, both those that grow naturally and those that are intentionally planted
(Regulation of the Minister of Public Works No. 12 of 2009). City parks are one type of public green open space that is usually used as a place for time off or just free time in the midst of routine. City parks that function as public spaces will certainly make this location visited by many people. They come to do different activities, for example some are just reading a book while sitting under a tree, jogging, and maybe some are coming to the city park on a mission to trade. City parks as public spaces are like a place where social interaction occurs (Eva Etiningsih, 2016).

The development and procurement of city parks as public facilities is one of the programs launched by the Denpasar City government in order to improve the quality of life of city residents and increase the growth of green open space and urban green space. Puputan Renon Field is one of the green open spaces in the Madya city of Denpasar. This place is used to gather Denpasar residents, especially residents who live around Denpasar and even from outside Denpasar City. Before the pandemic occurred, these places were always crowded with local residents who wanted to spend their free time exercising or just relaxing. Behind the planning and design of this city park, there are issues regarding the distribution of target users, which is one thing that must be considered by all groups including people with disabilities or people with disabilities getting an equal share to participate in enjoying city parks, especially in terms of providing accessibility.

Renon Field has a very diverse range of activities, this is due to the use of the Field by individuals or together in the form of a community. Talking about the community in Renon Field, indirectly the community provides a spatial identity in each field area (Linggasani and Putra, 2017). Of the many existing Communities, there are the dominant community is seniors and the Renon field is also used by several special schools to carry out activities. These communities and groups are in the spotlight, because they belong to groups that have physical and movement limitations (disabled) in carrying out activities (Dewang and Leonardo, 2010). Diffabel is one of the proposed terms to replace the word disabled which has the meaning of non-discrimination.

The term diffable comes from the understanding of people with different abilities, namely people who have limited functional abilities and different physical movements. Denpasar city data noted that in 2016 there were 286 people with disabilities, this number increased by 74 people from 2013 (Denpasar in Figures 2016). The increase in the number of people with disabilities is not accompanied by the provision of supporting facilities for these people. This is because, in Permen PU No.30/PRT/M/2006 concerning Technical Guidelines for Facilities and Accessibility in Buildings and the Environment, it has been explained that facilities are all or part of the completeness of infrastructure and facilities in buildings and their environment so that they can be accessed and utilized by everyone, including the disabled and the elderly. Inequality between regulatory guidelines and implementation in the field, is a separate problem that the existing public facilities have not reached all circles. All groups or groups should be able to independently enjoy all the facilities provided in every public space procurement (Fauzi, 2015).

There is still a lack of awareness to include accessibility needs for people with disabilities in the planning of public open spaces, it is not a top priority. Knowledge about providing accessibility for people with disabilities in general and technically is still lacking. The understanding and benefits of providing accessibility are still lacking (Nasrudin, 2014). The following is a description of Puputan Renon Field, namely the government's lack of attention in providing accessibility for people with disabilities, which is shown in the image below.
Figure (1) is a description of the pedestrian area or pedestrian area, the condition of the pedestrian is still very good, but most of the sections do not have a guiding floor to guide people with disabilities to walk. Then for picture (2) is a description of the condition of the entrance or entry area to Puputan Renon Field, which is dominated by the use of stairs, of course this will be difficult for people with disabilities who use wheelchairs or have limitations in movement.

From some of these small descriptions, the fact behind the beautiful arrangement of Puputan Renon Field is that there are still some shortcomings in following the guidelines for planning public facilities.

The impartiality of the planning process and the realization of its implementation will certainly reduce the value of the city park function that is friendly to all circles. Awareness in planning standard facilities for people with disabilities actually makes it easier for the elderly and pregnant women to facilitate their movement in reaching city parks.

In accordance with the description of the situation, then to further deepen to see the problems and solutions that can be provided through the imbalance in the guidelines for the procurement of City Parks as one of the public facilities and its implementation, it is necessary to conduct a research that bridges this in the hope of providing an overview and solutions regarding future planning. This research will focus on one aspect that is considered in the procurement of public facilities; this aspect is the aspect of accessibility.

Accessibility is the convenience provided for everyone, including people with disabilities and the elderly in order to realize equal opportunities in all aspects of life and livelihood. City parks as one of the public spaces will further ensure the accessibility of people with disabilities (differently able). Those with special needs such as wheelchair users, walking aids, hearing aids, can also enjoy the facilities in the garden.

Based on these problems, then the formulation of the problem in this study, including:

a. Why are facilities for disabled/disabled persons still receiving minimal attention in Puputan Renon Square as one of the public spaces in Denpasar?

b. How is the accessibility of people with disabilities in Puputan Renon Field through the perspective of the community and the disabled?
c. What efforts can be made so that the provision of accessibility for people with disabilities can be carried out effectively in Puputan Renon Field?

The purpose of this study is to formulate efforts and formulation of concepts to effectively implement the provision of accessibility for people with disabilities, especially people with physical disabilities in public open spaces in Puputan Renon Square, Denpasar. The targets set to achieve these goals are:

- Formulate the principles of designing urban public open spaces that take into account the need for accessibility so that it can also be enjoyed by people with disabilities. Assessing the effectiveness of the implementation of providing accessibility for people with disabilities in public open spaces in Puputan Renon Square, Denpasar based on design principles and legal regulations. Recommend efforts that can be made so that the provision of accessibility for people with disabilities can be carried out effectively in Puputan Renon Field.

2 Research Methods

In Research Design: Qualitative and Quantitative Approach by John Creswell (2007:64) it is explained that the method of collecting and analyzing grounded research is a zigzag process. The zigzag process is the process of going to the field to conduct observations, interviews, and document studies, then returning to the work room to analyze the data, then returning to the field doing the same process, and returning to the workspace, this process continues until it finds the most appropriate data and is sufficient to answer the research question.

By referring to the literature and regulations related to the procurement of public facilities, the next thing to do is to identify the real problems facing the City of Denpasar in implementing these guidelines. By knowing the obstacles in the implementation of providing accessibility for people with disabilities, efforts can then be formulated to make them effective. The interviews conducted were structured interviews, namely interviews in which the problems and questions to be asked had been prepared in advance. Respondents who will be interviewed are parties who are directly involved in the implementation of providing accessibility for people with disabilities / people with disabilities in public open spaces, namely from related agencies or agencies. Interviews were conducted to obtain information about:

- Accessibility facilities for people with disabilities in the city's public open spaces physically/technically.
- Problems encountered in implementing regulations on providing accessibility for people with disabilities.
- Responses on the implementation of providing accessibility for people with disabilities in city public open spaces.
3 Results and Discussion

Diffable Facility Inventory Identification

Disability Facilities Inventory Data is a surveyed data by recording the existence of each facility related to disability. This inventory is carried out by tracing potential pedestrian paths in the Niti Mandala Renon Field. The following is the data from the facility inventory which is shown in the following table.

Table 1. Distribution of Pedestrian Survey Results Points in Commercial Areas

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<tr>
<th>Section</th>
<th>Banking</th>
<th>Commercial</th>
<th>Health</th>
<th>Religion</th>
<th>Resource</th>
<th>Transport</th>
<th>Traffic</th>
<th>Total</th>
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Identification of Causes of Lack of Attention in Renon City Park

The design of the Renon Field which is not yet friendly to persons with disabilities can be analyzed by comparing the results of the survey that has been done. There are similarities between the results of the respondent's data analysis on the inventory survey of special facilities for disability at Puputan Renon Field. Here is the description:
Table 2. Respondents' Survey Conformity Table with Disability Facilities Inventory Survey

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<tr>
<th>Survey Responden</th>
<th>Hasil Inventarisasi</th>
<th>Dokumentasi</th>
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<tbody>
<tr>
<td>Respondents focus is the difficulty of accessing&lt;br&gt;ENTRANCE&lt;br&gt;- No Railing facilities&lt;br&gt;- Difficulty Climbing Stairs&lt;br&gt;- No Ramp&lt;br&gt;- Remote Parking&lt;br&gt;- Difficulty in crossing activities</td>
<td>West :&lt;br&gt;• Ramp = Not Available (1)&lt;br&gt;• Guiding Block = Not Available (1)&lt;br&gt;• Signage = Not Available (1)&lt;br&gt;• Railing = Available (3)&lt;br&gt;• Bench = Not Available (1)</td>
<td>![Image]</td>
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<tr>
<td></td>
<td>South :&lt;br&gt;• Ramp = Not Available (1)&lt;br&gt;• Guiding Block = Available (4)&lt;br&gt;• Signage = Not Available (1)&lt;br&gt;• Railing = Not Available (1)&lt;br&gt;• Bench = Not Available (1)</td>
<td>![Image]</td>
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From the results of the above conformity, it can be concluded that there is a match between the respondents' opinions and the data from the physical inventory of the Renon Field disability facilities. The gap in providing adequate accessibility for persons with disabilities still cannot be optimally addressed. Indeed, there is already accessibility that meets the requirements for provision for people with disabilities, but the provision is only focused on the central area, precisely in the Bajra Sandi monument area. Of course, this is a highlight, visitors must go through the entrance to the Renon Square before they can enter the monument because the position of the monument is in the middle of the Niti Mandala Renon Square.
4 Conclusion

Based on the results of data processing and analysis in "The Study on Optimizing the Implementation of Accessibility for People with Disabilities in Puputan Renon Field", it can be concluded:

The results of the accessibility study on public open spaces for persons with disabilities in Renon Field conclude that the current visual and functional condition of Renon Field has had a positive impact on the provision of public green open space, especially in Denpasar City, as evidenced by the diversity of activities and social interactions that occur. However, considerations regarding accessibility facilities for people with disabilities still tend to be underestimated.

Denpasar City government, there is a condition that limits, hinders, and prevents stakeholders, namely the government, in providing these special needs facilities. Internal constraints in this case are limited capital or budget and incapable human resources in dealing with persons with disabilities. Meanwhile, external constraints are regulations that do not specifically regulate the needs of persons with disabilities, low demand, and regulations that are not yet firm in making efforts to provide facilities for people with disabilities.

The study is still limited to the Renon Field which does not necessarily represent the overall sample of urban parks in Bali Province due to different situations and conditions in each district, so to find out the full assessment it is necessary to conduct a wider study involving all districts in Bali province. For further studies, it is recommended to use more diverse subjects so that other variables can be found to examine the possibility of other variables that contribute to increasing accessibility for the entire community, especially people with disabilities in carrying out activities in public open spaces.

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Abstract. A study was conducted to identify the qualitative and quantitative characteristics of the Bali Pig. This research was conducted in Gerokgak District, Buleleng Regency from February 2021 - July 2021. Balinese pigs cannot be separated from customs, social and culture because Balinese pigs are very important for the Balinese people for materials and religious ceremonial activities such as for “caru balik sumpah” which requires “babi butuan” (uncastrated male Balinese pigs) and Balinese pigs. Also widely used for other traditional activities and social activities. The highest population of Balinese pigs is in Buleleng Regency with 86,519 heads (55.51%) of the total population in Bali. In addition to the decline in population, Balinese pigs also experienced a decrease in their qualitative and quantitative characteristics which was probably due to the upgrading program of Balinese pigs with Suddle Back pigs. Therefore, this study aims to determine the qualitative and quantitative characteristics of Balinese pigs with a survey method targeting male and female Bali pigs aged over 10-18 months (finisher phase) each as samples. The data obtained in the study were tabulated and then analyzed descriptively. Descriptive analysis was used to see the mean and Standard Deviation (SD) according to [15]. From the results of the study, it was shown that Bali pigs in Gerokgak District from the identification of qualitative and quantitative characteristics can be classified as local native Balinese pigs, with the results obtained qualitative characteristics dominant in females and males, including: 100% black coat color, shape back arched 56.67% and 16.67%, stomach does not touch the ground 76.67% and 83.33%, coarse hair on shoulders and neck 83.33% and 90%, head/snout with long oval shape 73.33% and 76.67%, 50% and 66.67% pointed ears, no white stripes were found on all four legs 100%. Body dimensions of female and male bali pigs at the study site were uniform. This is thought to be due to the influence of the environment and maintenance management applied relatively the same to small holder farms in Gerokgak District.

Keywords: Bali Pig, Qualitative Characteristics, Quantitative Characteristics

1 Introduction

Bali pig is one of the meat-producing livestock commodities that has great potential to be developed because it has beneficial properties and abilities, but its presence on the island of Bali
is very small and is only found in certain areas such as in Buleleng, Karangasem and Klungkung regencies. The maintenance of Balinese pigs cannot be separated from the customs, social and culture that exist on the island of Bali.

Balinese pigs in Bali which have customary, social and cultural status which are very important for the Balinese people for ceremonial activities and ritual materials such as gayah, sate tungguh, penyeneng bangun urip, kakuwung, jept babi and for Caru Balik Sumpah and so on are needed "butuan pigs". 

(Not castrated male Bali pig) which is currently difficult to obtain. In addition to meeting the needs for religious ceremonies, Balinese pork is also used in various social activities.

Balinese pigs are very suitable to be kept on a small scale by housewives in Bali as a piggy bank or “tatakan banyu” because with only modest feeding and the use of kitchen waste (banyu and so on) Balinese pigs have been able to provide weight gain. Based on the potential and social status of Balinese pigs, it seems that Bali pigs need to be maintained and developed because as a source of germplasm, the population of which is based on data for the last 3 years (2017-2019) there has been a very significant decline.

Bali Province Livestock Data Information (2019) shows the population of Bali pigs in Bali Province in the last 3 years from 2017-2019 there was a decline of 27.51% where in 2017 (215,000 head), 2018 (207,000 head) and 2019 (155,856 tails). Likewise, in Buleleng Regency, which is the area with the largest population of Balinese pigs, namely 86,519 heads (55.51%) of the total population of Bali pigs in Bali (Buleleng Agriculture and Livestock Service Data 2019). This population decreased by 26.09% compared to the Bali pig population in Buleleng in 2017 (117,058 heads) while in 2018 (112,957 heads). This decrease occurred because the productivity of Balinese pigs from Daily Body Weight Growth was lower and the number of children born was less than that of imported pigs (landrace), so from an economic aspect it was considered less profitable.

Therefore, the government through the Bali Provincial Livestock Service has implemented a Bali pig upgrading program. The program was carried out by crossing a Balinese pig with a Saddle Back pig. This program is able to increase livestock productivity, improve the quality of cross-bred pork and the performance of cross-bred pigs has also changed. Since the implementation of the upgrading program, crossbred pigs have spread throughout Bali, including in Buleleng Regency. As a result, there has been a decline in the population of Balinese pigs and a decline in their genetic quality, so it is currently very difficult to get the original types of Balinese pigs.

Observing the declining development/population of Balinese pigs and the difficulty of finding native Balinese pigs and the role of Balinese pigs which are very much needed as a tool in religious ceremonies as well as the very difficult of obtaining genuine types of Balinese pigs due to the upgrading program carried out by the government, a study is needed to identify the nature of the pigs. qualitative and quantitative Bali pigs with a case study in Gerokgak District, Buleleng Regency which is the area with the largest population of Balinese pigs in Bali Province.

2 Research Methods

This research was conducted in the Gerokgak District, Buleleng Regency, Bali Province, which is 120 km from the provincial capital. The research was carried out starting from February-July 2021 starting from a survey, data collection, tabulation, and data analysis and reporting. The research objects used in this study were adult male and female Bali pigs kept on
smallholder farms in the Gerokgak District, Buleleng Regency. Bali pigs are more than 10-18 months old (finisher period) with a sampling of 30 males and 30 females.

The tools used in this study were a questionnaire (a list of questions), a 200 kg scale, a measuring stick and a measuring tape. The research method used in this study is a survey method. The determination of the sample of the research location was carried out by simple purposive sampling [13], while to determine the livestock used as the sample, it was carried out using the simple random sampling method. The collected data is then processed analytically descriptively so that the frequency and percentage are obtained.

Observation of Research Results
1. Qualitative characteristics variables
   a. Coat color is done by looking at the physical characteristics that appear and the dominant coat color in each Bali pig.
   b. The back shape is done by observing the back shape of each Bali pig. The results of observations of the shape of the back in general will find 2 forms, namely curved and flat.
   c. The presence or absence of white stripes on all four legs.
   d. The presence or absence of coarse hair on its back.
   e. The muzzle is short or long
   f. Ear shape, done by observing the shape of the ear is pointed or not
2. Quantitative characteristics variables
   a. Body length is a straight-line distance from the edge of the bone to the tapir bone lump. Measurements were made using a measuring stick with units of cm.
   b. Height, is done by measuring the distance from the highest shoulder to the ground which is measured using a measuring stick in cm.
   c. Chest circumference, is an observation by measuring the chest cavity through the shoulder joint using a measuring tape unit in cm.
   d. Body weight is done by weighing before the pigs are fed with feed consumption using a scale with a capacity of 200 kg.

The data collected is then tabulated and then analyzed descriptively. Descriptive analysis is used to see the mean and Standard Deviation (SD) according to [15].

3 Results and Discussion

Geographical Conditions
Gerokgak District is one of the sub-districts in Buleleng district, Bali province. This district is about 35 km from Singaraja to the west. The center of government is in Gerokgak Village. This sub-district is the westernmost sub-district in Buleleng Regency with an area of 356.57 km². Gerokgak District consists of 14 villages, namely: Banyupoh, Celukan Bawang, Gerokgak, Musi, Patas, Pejarakan, Pemuteran, Pengulon, Penyabangan, Sanggalingit, Suber Klampok, Sumber Kima, Tinga-Tinga, and Tukad Sumaga.

Its borders are in the north by the Bali Sea, in the east by Seririt District, in the south by Jembrana Regency, and in the west by the Bali Strait. Gerokgak District is located in a lowland area with an altitude of 0-25 meters above sea level. According to data from the Central Bureau of Statistics of Buleleng Regency, the population of Gerokgak District in 2019 was 95,615 people.
Typology of Farmer and Total Population of Bali Pigs

The very important thing that needs to be considered so that Balinese pig farms can develop well in this area is the condition of the people. There are 40 people who are respondents in this survey. The results are the most, namely 42.5% aged 51-60 years with the highest level of education, namely elementary school graduates as much as 45%. The respondents’ occupations are 100% as farmers, so that the agricultural and livestock sectors dominate employment and sources of income for residents in Gerokgak District. However, the majority of the population in Gerokgak sub-district work side jobs as farmers by raising 2-7 tail pigs around the house. The lack of public knowledge about raising pigs is an inhibiting factor that has not maximized the productivity of pigs in this region.

The total population of bali pigs in Gerokgak District in 2020 is 28,074 tails. This number decreased compared to 2019 as many as 86,519 tails [2]. The largest population of pigs is in Sumber Kima Village, which is 3,308 tails, where almost all residents in this village raise local pigs around their yards.

Management of Bali Pig Livestock

Maintenance management is one of the factors that greatly affect the level of growth and productivity of livestock. In management, pig cages must be in accordance with the needs of livestock so that livestock feel comfortable so that they can grow, develop, and produce optimally according to the wishes of the breeder. In general, how to raise pigs by Balinese pig farmers in Gerokgak District is almost the same, namely: some are caged with various shapes and sizes, and some are kept by tying Balinese pigs under certain trees.

Most of the feed ingredients given to Bali pigs are obtained by looking for or by self-cultivation. Feeding is carried out by the farmers 2 (two) times a day, namely: in the morning around 09.00 local time and in the afternoon at 17.00 local time. Based on the results of the field survey, it is known that the type of feed given to Bali pigs is relatively the same, namely the type of mixed feed consisting of: banana stems, taro leaves, sweet potato leaves, rice bran, polard, in addition there are those who provide kitchen scraps.

Performants of Bali Pig Qualitative Characteristics

<table>
<thead>
<tr>
<th>No</th>
<th>Observed Variables</th>
<th>Number (Tails)</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Feather color</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Black</td>
<td>30</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>- Striped</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>Back Shape</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>- Curved</td>
<td>17</td>
<td>56.67</td>
</tr>
<tr>
<td></td>
<td>- Horizontal</td>
<td>13</td>
<td>43.33</td>
</tr>
<tr>
<td>3</td>
<td>Stomach</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Touching the Ground</td>
<td>7</td>
<td>23.33</td>
</tr>
<tr>
<td></td>
<td>- Don't Touch the Ground</td>
<td>23</td>
<td>76.67</td>
</tr>
<tr>
<td>4</td>
<td>Coarse Hair on the Shoulders and Neck</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- There is</td>
<td>25</td>
<td>83.33</td>
</tr>
<tr>
<td></td>
<td>- Nothing</td>
<td>5</td>
<td>16.67</td>
</tr>
<tr>
<td>5</td>
<td>Head / Muzzle Shape</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Short Round</td>
<td>8</td>
<td>26.67</td>
</tr>
<tr>
<td></td>
<td>- Long Oval</td>
<td>22</td>
<td>73.33</td>
</tr>
<tr>
<td>6</td>
<td>Ear Shape</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Tapered</td>
<td>15</td>
<td>50</td>
</tr>
</tbody>
</table>
Table 2. Performants Data on Qualitative Characteristics of Male Bali Pigs in Gerokgak District

<table>
<thead>
<tr>
<th>No</th>
<th>Observed Variables</th>
<th>Number (Tails)</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Feather color</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Black</td>
<td>30</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>- Striped</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td>Back Shape</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Curved</td>
<td>5</td>
<td>16.67</td>
</tr>
<tr>
<td></td>
<td>- Horizontal</td>
<td>25</td>
<td>83.33</td>
</tr>
<tr>
<td>3</td>
<td>Stomach</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Touching the Ground</td>
<td>5</td>
<td>16.67</td>
</tr>
<tr>
<td></td>
<td>- Don't Touch the Ground</td>
<td>25</td>
<td>83.33</td>
</tr>
<tr>
<td>4</td>
<td>Coarse Hair on the Shoulders and Neck</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- There is</td>
<td>27</td>
<td>90</td>
</tr>
<tr>
<td></td>
<td>- Nothing</td>
<td>3</td>
<td>10</td>
</tr>
<tr>
<td>5</td>
<td>Head / Muzzle Shape</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Short Round</td>
<td>7</td>
<td>23.33</td>
</tr>
<tr>
<td></td>
<td>- Long Oval</td>
<td>23</td>
<td>76.67</td>
</tr>
<tr>
<td>6</td>
<td>Ear Shape</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Tapered</td>
<td>20</td>
<td>66.67</td>
</tr>
<tr>
<td></td>
<td>- Not Tapered</td>
<td>10</td>
<td>33.33</td>
</tr>
<tr>
<td>7</td>
<td>On His Four Feet</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- There are white stripes</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>- No White Stripes</td>
<td>30</td>
<td>100</td>
</tr>
</tbody>
</table>

One of the qualitative characteristics used as a criterion in the selection of Bali pigs is coat color. Based on tables 1 and 2, it appears that 100% of male and female Bali pigs in Gerokgak sub-district have black fur. This result is the same as the results of [4] study which found 100% black coat color in female local pigs and 67% black color in male local pigs in West Nabire District, Nabire Regency, Papua Province. The results are also in line with the results of [1] research which found that local pigs kept in North Sumatra generally have black fur and sometimes blackish gray.

The black fur color obtained in this study has a higher percentage than the results of the study of [5] who got 76.67% black in male local pigs and 73.33% black in female local pigs in Sianjur MulaMula District, Samosir Regency, North Sumatra Province. The frequency of female Bali pigs with curved backs was 17 (56.67%) while the flat-backed pigs were 13 (43.33%). Observation of male bali pigs found 25 tails (83.33%) with curved backs and 5 tails (16.67%) with flat backs.

This result is consistent with the [5] report which states that local pigs in North Sumatra generally have a curved back shape and sometimes a flat one. The existence of variations in the shape of the back in Balinese pigs is thought to have occurred in marriage with local local pigs, giving rise to a different back shape.
Based on Tables 1 and 2. It was also found that 23 female Bali pigs (76.67%), only 7 heads (23.33%) touched the ground. There were 25 male bali pigs (83.33%) whose stomach did not touch the ground and only 5 (16.67%) that touched the ground. The majority of female Bali Pigs have coarse hair on the shoulders and neck as many as 25 (83.33%) and the remaining 5 (16.67%) do not have coarse hair on the shoulders and neck. Similarly, the majority of male Bali Pigs have coarse hair on the shoulders and neck, 27 (90%), only 3 (10%) do not have coarse hair on the shoulders and neck.

This result is also in line with the results of research by [4] and [3]. Coarse hairs visible on the shoulders and neck indicate that the bali pigs in Gerokgak District are still classified as native Balinese pigs developed from wild pigs in ancient times. The frequency of the head/snout of the female Bali Pig is 73.33% long and 26.67% short round. The frequency of the head/snout of the male Bali pig is 76.67% long and 23.33% short round. This result is also in line with the results of [4] research. The frequency of the female Bali Pig's ears are pointed and not pointed as much as 50% each. The frequency of the ears of male Bali pigs is 66.67% and the ears are not pointed as much as 33.33%. The majority of the head/snout has a long oval shape and pointed ears also indicate that the Balinese pigs kept by the community in Gerokgak District are still classified as Balinese native pigs.

The results of the field research showed that 100% of female and male bali pigs in Gerokgak District did not have white stripes on all four legs. The results obtained are not in line with the research results obtained by [3] who reported that there were 56.67% male local pigs with white stripes on all four legs and 43.33% without white stripes. Furthermore, female local pigs were 73.33% with white stripes on all four legs and 26.67% without white stripes. The high percentage of Balinese pigs that do not have white stripes on all four legs in Gerokgak District shows that the Balinese pigs that are kept by the community are still classified as descendants of the original Balinese pigs that have not been mixed with the genetics of other pig breeds. Thus, it can be said that there has been no crossbreeding between Balinese pigs and other pig breeds in this region.

**Balinese Pig Body Dimensions**

The results of descriptive statistical analysis which include: the average value and standard deviation of body size of bali pigs are presented in table 3 and 4.

<table>
<thead>
<tr>
<th>Table 3. Data on Body Dimensions of Female Bali Pigs in Gerokgak District</th>
</tr>
</thead>
<tbody>
<tr>
<td>No.</td>
</tr>
<tr>
<td>-----</td>
</tr>
<tr>
<td>1</td>
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<tr>
<td>2</td>
</tr>
<tr>
<td>3</td>
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<tr>
<td>4</td>
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<tr>
<td>5</td>
</tr>
<tr>
<td>6</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Table 4. Data on Body Dimensions of Male Bali Pigs in Gerokgak District</th>
</tr>
</thead>
<tbody>
<tr>
<td>No.</td>
</tr>
<tr>
<td>-----</td>
</tr>
<tr>
<td>1</td>
</tr>
<tr>
<td>2</td>
</tr>
<tr>
<td>3</td>
</tr>
<tr>
<td>4</td>
</tr>
</tbody>
</table>
Body dimensions of bali pigs were obtained by measuring directly for each of the observed variables. This is intended to be able to know firsthand how the quantitative characteristics of adult bali pigs are thought to be growing steadily and no longer undergoing many changes. The body dimensions of female and male bali pigs in Gerokgak District are relatively high when compared to the body sizes of local pigs in the Gianyar and Klungkung areas, Bali Province. The average body length of bali pigs obtained is in the same range when compared to local pigs in the Nias and Tobasa areas, namely 84-86 cm and 70-90 cm [10].

It can be concluded that, male bali pigs have a higher body length growth rate compared to females, so that the production ability of male bali pigs is higher [14]. This logically occurs because of the presence of androgen hormones in male livestock which can stimulate bone growth, besides that male livestock consume more feed than female cattle [16].

The results of measurements of shoulder height showed that the average shoulder height of female and male bali pigs was 56.93 ± 9.33 cm and 53.90 ± 7.12 cm, respectively. The shoulder height values obtained in this study are in the same range as the shoulder heights of local pigs in Nias Regency, which is 42-65 cm [10]. The results obtained also show that the average shoulder height of bali pigs in Gerokgak District is relatively the same compared to the shoulder height of bali pigs in the Gianyar area, which is 59.58 cm in male pigs and 53.88 cm in female pigs [8]. This situation shows that environmental factors are very influential on the quantitative nature of livestock.

The results of measurements of back height showed that the average back height of female and male bali pigs was 51.83 ± 12.05 cm and 49.43 ± 7.22 cm, respectively. The results obtained are in line with shoulder height that environmental factors also greatly affect the value of this trait. The average hip height of female bali pigs in Gerokgak District is 59.57 ± 8.69 cm and the average is 56.37 ± 6.52 cm for males. These results indicate that the average hip height of cattle in the study area is lower than the results of [4] study which found the average waist height of female and male local pigs in Nabire was 64.53 cm and 90, respectively, 78 cm. The lower hip height obtained in this study indicates that the bali pigs in Gerokgak District are still relatively native. This is indicated by the low body dimensions.

The body weights of female and male bali pigs were 72.57 ± 7.15 kg and 65.50 ± 7.21 kg, respectively. Pigs with larger body size reflect good growth quality compared to other pigs of the same age. The results of measurements of body weight indicate that the body weight of bali pigs in Gerokgak District is higher when compared to the [1] report, that local pigs in the Tobasa and Nias areas have body weights of 50-70 kg and 20-50 kg, respectively. The low body weight and body size of local pigs in various regions, when compared with body weights and body sizes of national standards for pigs, is thought to be due to the generally lower genetic quality due to uncontrolled breeding of local pigs where inbreeding occurs. This is due to the fact that local livestock rearing is generally carried out extensively.
4 Conclusion

Bali pigs in Gerokgak District from the results of the identification of qualitative and quantitative traits can be classified as native Balinese local pigs, with the results obtained qualitative traits that are dominant in females and males, including: 100% black coat color, curved back shape 56.67 % and 16.67%, the stomach does not touch the ground 76.67% and 83.33%, coarse hair on the shoulders and neck 83.33% and 90%, the head/snout with a long oval shape 73.33% and 76.67%, 50% and 66.67% pointed ears, no white stripes were found on all four legs 100%. Body dimensions of female and male bali pigs at the study site were uniform. This is presumably due to the influence of the environment and maintenance management applied relatively the same to smallholder farms in Gerokgak District.

Acknowledgments

We would like to express our highest gratitude to the Chancellor, Warmadewa University Research Institute, the Dean of the Faculty of Agriculture, students, and colleagues who have played a lot of roles and helped in the process of carrying out the research until the drafting of this manuscript.

References

Implementation of E-System to The Compliance of SME’S Taxpayers in KPP Pratama Gianyar Region

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Abstract. The Covid-19 virus pandemic has had a huge impact on various aspects of life to aspects of economic stability both domestically and abroad. Information technology is expected to develop for various sectors due to restrictions due to the Covid-19 pandemic. Directorate General of Taxation also developed its technology to reduce the impact of the spread of the virus, so that all taxpayers do not need to go to the tax office to report their tax period and annual. The online service can be accessed on the www.djp.go.id page. The population in this study is SME’Ss registered in KPP Pratama Gianyar Regency, the determination of samples using slovin formula in determining the number of 100 SME’Ss. The Analysis method used in this study was multiple linear regression tests. The results of this study received a hypothesis that the E-System positively affects the compliance of SME’S taxpayers. The advice that can be given for further research is to conduct research on SME’S Taxpayers in other regions, as well as add other factors that can affect taxpayer compliance in Indonesia.

Keywords: E-System taxation; compliance of SME’S Taxpayers

1 Introduction

The current condition of Covid-19 has a big impact on the current economic activities carried out by the public or economic actors, especially in the SME’S (Small and Medium Micro Enterprises) sector. In the third quarter financial report of the Republic of Indonesia, Mrs. Sri Mulyani as Minister of Finance announced the impact of the economic recession reached minus 3.49. This means that the number of consumer purchase power has decreased, and the number of unemployment rates has been increasing. The Ministry of Cooperatives and SME’Ss recorded the number of Indonesian Small and Medium Enterprises reaching almost 64 million in 2019 spread throughout Indonesia. SME’Ss also dominate the existing business structure in Indonesia around 99.99 percent, consisting of micro-enterprises 98.79 percent, small businesses 1.11 percent, medium enterprises by 0.09 percent, while large businesses only contribute business structure in Indonesia by 0.01 percent (Rifki Syaputra, 2019).

In an effort to encourage the PEN (National Economic Recovery) Program in the midst of the Covid-19 pandemic, the Government of the Republic of Indonesia through the Ministry of Finance has provided tax incentives to taxpayers, especially SME’Ss (Small and Medium Micro
Enterprises). The provision of this tax incentive as support and response from the government is beneficial for SME’s, because the decrease in productivity of businesses has automatically affected economic stability and decreased the number of state revenues (Lily, 2020). Along with other developing countries, Indonesia also used Tax Incentives to attract foreign investment.

In the midst of the current Covid-19 pandemic, the Government has made Regulation of the Minister of Finance No. 86/PMK.03/2020 jo Regulation of the Minister of Finance No. 110/PMK.03/2020 concerning Tax Incentives for Taxpayers Affected by the Corona Virus Disease Pandemic 2019, in the regulation, namely in Chapter II Article 5 is stipulated on Final PPh Incentive based on Government Regulation No. 23 of 2018 in the form of final PPh incentive for SME’s borne by the government. Nurul and Rizka (2016) found that tax incentives have a significant positive effect on the compliance of SME’s taxpayers.

Directorate General of Taxation (DJP) seeks to innovate in the field of reform of the tax system as a form of development of the tax system by enhancing the quality of tax services so that state revenues from the tax sector will also increase. One of the recent methods that have been applied by the DJP on the latest tax administration system is the e-system or electronic system. Taxpayers who utilize the Final Tax Incentive are required to report their turnover and taxes on the Covid-19 E-Reporting application, if they do not report every time, then the Taxpayer is considered not to take advantage of the Government’s Final Income Tax Incentive. Before reporting through the application, taxpayers are required to use an e-billing application for the creation of SSP every tax period, while for reporting the annual and annual letter, taxpayers can use thee-filling application.

E-filling according to the Regulation of the Directorate General of Taxation Number PER-1/PJ/ 2014 is a way of communicating electronically about the notification letter (SPT) online and in real time access on the official website of the Directorate General of Taxation (http://www.pajak.go.id). With this e-Filing, it is expected that taxpayer compliance in reporting SPT can be improved. E-billing is an update of the tax system using billing code that can electronically make tax payments. The billing Code itself is an identification code for a type of tax transaction that will be done by taxpayers.

This billing system publishes a billing code that can be used electronically to make payments or deposits of state revenues, by not having to use tax deposit letters (CNS), non-tax deposit letters (SSBP), and manual return deposit letters (CNSBs), which are used by e-Billing DJP. E-Reporting Covid-19 incentives are a means of reporting the realization of the utilization of tax incentives provided in the framework of handling Covid-19. This application becomes a medium that taxpayers can use to report incentives provided in PMK 28/2020 and PMK 44/2020. Ersania and Merkusiwati (2018), in their research, found that e-registration, e-filling and e-billing had a highly positive impact on private taxpayers in KPP Pratama Denpasar Barat.

This research was conducted in KPP Pratama Gianyar area. The reason researchers conducted research in the region is that many SME’Ss are forced to roll out because they have to follow government rules that limit mobility, especially small businesses such as home-made industries such as culinary, handicrafts, boutiques, retail stalls and so on must lose sales turnover, the micro, small and medium enterprises sector is certainly more vulnerable in the face of Covid-19, because since the Covid-19 pandemic occurred in Indonesia in March to December 2020, almost all SME’Ss have experienced a decrease in sales. Based on the description above, the researchers want to test the compliance of SME’S taxpayers in utilizing tax incentives covid-19 and the application of tax e-system.
Problem Formulation

Based on the background description above, the researchers formulated the problem formulation in the form of the following questions.

1. Does E-Billing affect the Compliance of SME’S Taxpayers in KPP Pratama Gianyar?
2. Does E-Filing affect the Compliance of SME’S Taxpayers in KPP Pratama Gianyar?
3. Does E-Reporting Covid-19 affect the Compliance of SME’S Taxpayers in KPP Pratama Gianyar?

Research objectives

This study aims to:

1. To analyze the influence of e-billing on the compliance of SME’S taxpayers in KPP Pratama Gianyar,
2. To analyze the influence of e-filing on the compliance of SME’S taxpayers in KPP Pratama Gianyar,
3. To analyze the influence of e-reporting covid-19 on the compliance of SME’S taxpayers in KPP Pratama Gianyar.

Compliance Theory

In compliance theory justify a condition in which a person follows the commands or rules given. According to Tahar and Rachman (2014) compliance practice is a responsibility to God, thus government and civilians as taxpayers should obey and pay all of the tax obligations and their tax rights caused by their daily activity. One of the ways that the DJP government is doing by modernizing the tax administration system in the form of improving services for taxpayers through e-system-based services such as e-billing, e-filing, and e-reporting covid-19.

Theory of Planned Behavior

Theory of Planned Behavior explains that there is an intention to behave displayed by individuals. While the intention to behave this arises because it is determined by three kinds of beliefs, namely (Jogiyanto, 2007:65):

Behavioral beliefs, i.e. individual beliefs in the results of behavior and evaluation of those results (beliefs strength and outcome evaluation),

Normative beliefs, i.e. beliefs about other people's normative expectations and motivation to meet those expectations (normative beliefs and motivation to comply), and

Control beliefs, namely beliefs about the existence of things that support or inhibit the behavior to be displayed (control beliefs) and perceptions about how strong things that support and inhibit his behavior (perceived power) (Aida Rahmawati: 2017).

E-Billing

E-Billing is a method of electronic tax payment using Billing code, without the need for manual. This questionnaire on e-Billing refers to research conducted by Raisa (2018). E-billing indicators are: can streamline paper-based system that takes time and cost, facilitate taxpayers in fulfilling their obligations, foster a sense of security and comfort when payment, save costs in taking care of tax obligations, taxpayers can pay more comfortably and flexibly in line with taxpayer activities, provide longer payment service time.

E-Filling

E-Filing is used to facilitate taxpayers in reporting annual tax returns, submission of SPT or renewal of Annual Tax Returns electronically. Can deliver SPT anywhere.

E-Reporting Covid-19

E-Reporting is one of the official dp services that you can access in pajak.go.id. Through this service, taxpayers who utilize tax incentives in accordance with PMK No. 44/PMK.03/2020, can submit their realization report to the Government. On the other hand, this
service is one of the ways the Government, in this case the Director General of Taxation, to supervise the utilization of tax incentives.

**Hypothesis**

Hypothesis obtained in this study is as follows:

H1: E-Billing positively affects the compliance of SME’S taxpayers in Gianyar Regency

H2: E-Filling positively affects the compliance of SME’S taxpayers in Gianyar Regency


![Research Framework](image)

**Fig.1. Research Framework**

2 **Research Methods**

2.1 **Data Collection Methods**

The data collected in this study is mixmethod that is by direct method down disseminating questionnaires (questionnaires) and email methods both using googleform in the dissemination of questionnaires, so as to achieve the sample standards that have been determined by researchers. The dependent variable (Y) in this study was Taxpayer Compliance as measured by a Likert scale of 1-5. Independent variable (X) consisting of E-Billing (X1), E-Filling (X2) and E-Reporting Covid-19 (X3) measured with a scale of likert 1-5.

**Variable Operational Definitions**

An operational definition is a given definition for each variable, both the dependent variable and the independent variable. The following is presented the operational definition of each variable:

**Taxpayer Compliance (Y)**

Taxpayer Compliance Variables are measured using a Likert scale of 1-5. The indicators used are adapted from research conducted by Fadilah (2018) namely registering, calculating, paying, and reporting taxes owed with a total of 9 questions.

**E-Billing (X1)**

E-billing variables are measured using a Likert scale of 1-5. The indicators used are adapted from research conducted by Fadilah (2018) namely the understanding of taxpayers on e-billing and the effectiveness of the use of e-billing with a total of 10 questions.

**E-Filling (X2)**

The e-filling variable is measured using a Likert scale of 1-5. The indicators used are adapted from research conducted by Fadilah (2018) namely the understanding of taxpayers on e-filling and the effectiveness of the use of e-filling with a total of 9 questions.
E-Reporting Covid-19 (X3)
Covid-19 e-reporting variables are measured using a Likert scale of 1-5. The indicators used are adapted from research conducted by Fadilah (2018) namely taxpayers' understanding of Covid-19 e-reporting and Covid-19 e-reporting with a total of 6 questions.

2.2 Data Analysis Methods

Research Instrument Test
Testing of research instruments is conducted by testing the validity and reliability of instruments. The test is necessary to examine further and ensure the result from the form of the respondent are relevant and correct in order for this research to obtain a valid and reliable research result.

Descriptive Statistics
A descriptive Statistic is a method used to analyze data by describing and or projecting the collected data as real as it is. Without the intention to judge or conclude based on public opinion generalization.

Classic Assumption Test
This test aims to examine the correlation between the free variables and bound variables to ensure the result of the analysis is able to be projected with high accuracy, efficiency, and free from bias classical assumption. The classic assumption test consists of several tests i.e. normality test, multicollinearity test, and heteroskedasticity test.

Multiple Linear Regression Analysis
Multiple linear regression analyses are used to examine an idea of how free variables affect bound variables either collectively or partially. The multiple linear regression equation models used in this study as per below:
\[ Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + \epsilon \]

information:
- \( Y \) = Compliance of SME’S Taxpayers
- \( \alpha \) = Konstanta
- \( X_1 \) = E-Billing
- \( X_2 \) = E-Filling
- \( X_3 \) = E-Reporting Covid-19
- \( b \) = Regression coefficient

3 Results and Discussion
This research was conducted to determine the influence of e-billing, e-filling and e-reporting covid-19 on the compliance of SME’S Taxpayers in KPP Pratama Gianyar. The determination of samples in this study uses simple random sampling techniques, namely by using solving formulas. The data was collected by distributing questionnaires to 100 SME’S Taxpayers in Gianyar Regency, Bali. All questionnaires distributed were fully re-distributed and deserve analysis. The number of samples and the rate of return in this study was 100 and the return rate was 100.

The characteristics of respondents in this study included age, gender, and education. The measurement can be done through data obtained from the return questionnaire. Table 1 indicates the characteristics of respondents who are sampled in the study.
Table 1. Characteristics of Respondents

<table>
<thead>
<tr>
<th>Information</th>
<th>Sum</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>a</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Age</td>
<td></td>
<td></td>
</tr>
<tr>
<td>21-30 years old</td>
<td>23</td>
<td>23%</td>
</tr>
<tr>
<td>31-40 years old</td>
<td>17</td>
<td>17%</td>
</tr>
<tr>
<td>41-50 years old</td>
<td>38</td>
<td>38%</td>
</tr>
<tr>
<td>51-60 ahun</td>
<td>18</td>
<td>18%</td>
</tr>
<tr>
<td>&gt;60 years old</td>
<td>4</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>100</td>
<td>100%</td>
</tr>
<tr>
<td><strong>b</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Man</td>
<td>69</td>
<td>69%</td>
</tr>
<tr>
<td>Woman</td>
<td>31</td>
<td>31%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>100</td>
<td>100%</td>
</tr>
<tr>
<td><strong>c</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not</td>
<td>7</td>
<td>7%</td>
</tr>
<tr>
<td>SMA</td>
<td>38</td>
<td>38%</td>
</tr>
<tr>
<td>D1 – D3</td>
<td>13</td>
<td>13%</td>
</tr>
<tr>
<td>S1</td>
<td>37</td>
<td>37%</td>
</tr>
<tr>
<td>S2</td>
<td>5</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>100</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: Data processed, 2021

Descriptive Statistics

Table 2. Descriptive Statistics Results

<table>
<thead>
<tr>
<th>Variable</th>
<th>n</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Standard Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>X1</td>
<td>100</td>
<td>20,00</td>
<td>50,00</td>
<td>40,4500</td>
<td>10,20831</td>
</tr>
<tr>
<td>X2</td>
<td>100</td>
<td>18,00</td>
<td>45,00</td>
<td>36,5400</td>
<td>9,46490</td>
</tr>
<tr>
<td>X3</td>
<td>100</td>
<td>12,00</td>
<td>30,00</td>
<td>24,2800</td>
<td>6,80920</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>100</td>
<td>18,00</td>
<td>45,00</td>
<td>35,8800</td>
<td>9,45834</td>
</tr>
</tbody>
</table>

Source: Data processed, 2021.

E-Billing

The respondent’s low t e answer one-billing is 20 points and the highest value is 50 points. The average value of respondents’ answers was 40.45 points with a standard deviation of 10.21 points. The standard deviation value is much smaller than the average value so it can be stated that there is no wide distance between the lowest value and the highest value. When compared to the number of indicators that is 10 then the average value of respondents’ answers is 4.05. This means that respondents’ perception of e-billing variables can be expressed as good.

E-filling

The lowest score of respondents’ answers on e-filling was 18 points and the highest score was 45 points. The average value of respondents’ answers was 36.54 points with a standard deviation of 9.46 points. The standard deviation value is much smaller than the average value so it can be stated that there is no wide distance between the lowest value and the highest value. When compared to the number of indicators that is 9 then the average value of respondents’ answers is 4.06. This means that the respondent’s perception of e-filling variable can be expressed as good.
E-Reporting Covid 19
The lowest score of respondents' answers on e-Reporting Covid 19 was 12 points and the highest score was 30 points. The average value of respondents' answers was 24.28 points with a standard deviation of 6.81 points. The standard deviation value is much smaller than the average value so it can be stated that there is no wide distance between the lowest value and the highest value. When compared to the number of indicators that is 6 then the average value of respondents' answers is 4.05. This means that respondents' perceptions of e-Reporting Covid 19 variables can be expressed.

Taxpayer Compliance
The lowest score of respondents' answers to Taxpayer Compliance was 18 points and the highest score was 45 points. The average value of respondents' answers was 35.88 points with a standard deviation of 9.46 points. The standard deviation value is much smaller than the average value so it can be stated that there is no wide distance between the lowest value and the highest value. When compared to the number of indicators that is 9 then the average value of respondents' answers is 3.99. This means that the respondent's perception of the Taxpayer Compliance variable can be expressed.

3.1 Instrument Test Research

Validity Test
If the correlation coefficient is greater than 0.30 then the item is declared valid. Validity test results showed the entire correlation coefficient value of this instrument was greater than 0.30, so it can be stated that the validity requirements have been met in this study. Validity test results can be found in Table 3

Reliability Tests
Reliability test results are conducted with Cronbach Alpha statistical test. A variable that can be classified as reliable if the Cronbach Alpha value is greater than 0.60 (Ghozali, 2012). Reliability test results can be found in Table 3.

<table>
<thead>
<tr>
<th>No</th>
<th>variable</th>
<th>indicator</th>
<th>R_{rest}</th>
<th>Cronbach's Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>E-Billing</td>
<td>X2.1</td>
<td>0.861</td>
<td>0.984</td>
</tr>
<tr>
<td></td>
<td></td>
<td>X2.2</td>
<td>0.932</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>X2.3</td>
<td>0.968</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>X2.4</td>
<td>0.929</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>X2.5</td>
<td>0.950</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>X2.6</td>
<td>0.970</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>X2.7</td>
<td>0.931</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>X2.8</td>
<td>0.942</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>X2.9</td>
<td>0.931</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>X2.10</td>
<td>0.950</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>E-Filling</td>
<td>X3.1</td>
<td>0.880</td>
<td>0.983</td>
</tr>
<tr>
<td></td>
<td></td>
<td>X3.2</td>
<td>0.963</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>X3.3</td>
<td>0.955</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>X3.4</td>
<td>0.940</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>X3.5</td>
<td>0.953</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>X3.6</td>
<td>0.936</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>X3.7</td>
<td>0.939</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>X3.8</td>
<td>0.961</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>X3.9</td>
<td>0.909</td>
<td></td>
</tr>
</tbody>
</table>
Based on Table 4, it appears that most of the variable used in this study showed a coefficient value of Cronbach Alpha greater than 0.70. This means that data reliability requirements can be met. This means that the data obtained in this study will not be volatile.

**Classic Assumption Test**

Furthermore, a classic assumption test needs to be utilized to ensure that the prediction on the analysis is true and not bias breaching the assumption of the smallest quadratic method, called BLUE (Best Linear Unbiased Estimator). Classic assumption tests conducted in this study include normality tests, multicollinearity tests, autocorrelation tests and heteroskedasticity tests. The classic assumption test results in this study are presented in Table 4.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Classic Assumption Test Results</th>
<th>Tolerance</th>
<th>Heteroskedasticities</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>bright</td>
<td>itself.</td>
</tr>
<tr>
<td>E-Billing</td>
<td>0.381</td>
<td>2.622</td>
<td>0.922</td>
</tr>
<tr>
<td>E-Filling</td>
<td>0.312</td>
<td>3.205</td>
<td>0.460</td>
</tr>
<tr>
<td>E-Reporting Covid-19</td>
<td>0.325</td>
<td>3.078</td>
<td>0.699</td>
</tr>
<tr>
<td>Normality</td>
<td>Asymp. Sig. (2-tailed)</td>
<td>0.079</td>
<td></td>
</tr>
</tbody>
</table>

Source: Data processed, 2021.

Based on the test results in Table 5, the coefficient value is Asymp. Sig. (2-tailed) of 0.079 greater than 0.05. Data is declared normally distributed when the coefficient is Asymp. Sig. (2-tailed) is greater than 0.05, so it can be concluded that the variables in this study are normally distributed. The test results also showed that independent variables had a coefficient of tolerance greater than 0.10, and VIF less than 10.

This means that there are no multilinear symptoms of the regression model being created, so it is worth predicting. The significance value of each variable in the heteroskedasticity test is greater than 0.05, so the research data can be said to be feasible and can be continued with multiple regression analysis.
Multiple Linear Regression Analysis

Analysis of the influence of training, top management support and clarity of objectives on the effectiveness of regional financial accounting systems in the test using multiple linear regression analysis. The results of the analysis are presented in Table 5 following.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Coefficient Regression (b)</th>
<th>t</th>
<th>itself.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>-4.005</td>
<td>-3.634</td>
<td>0.000</td>
</tr>
<tr>
<td>E-Billing</td>
<td>0.201</td>
<td>3.744</td>
<td>0.000</td>
</tr>
<tr>
<td>E-Filling</td>
<td>0.209</td>
<td>3.137</td>
<td>0.002</td>
</tr>
<tr>
<td>E-Reporting Covid-19</td>
<td>0.299</td>
<td>3.267</td>
<td>0.002</td>
</tr>
<tr>
<td>Adjusted R Square</td>
<td></td>
<td>0.868</td>
<td></td>
</tr>
<tr>
<td>Significance F</td>
<td></td>
<td>0.000</td>
<td></td>
</tr>
</tbody>
</table>

Source: Data processed, 2021.

Based on the results of multiple linear regression analysis shown in Table 5, then can be formed regression equation as follows.

\[ Y = -4.005 + 0.201X_1 + 0.209X_2 + 0.299X_3 + e \] 

The double linear regression equation can be explained as follows:

a. The regression constant (\( \alpha \)) is -4.005. This negatively valuable constant indicates that if all free variables are considered constants at 0 (zero) then taxpayer compliance will decrease.

b. Regression coefficient (\( \beta_1 \)) E-billing is 0.201. This positive regression coefficient value indicates that if there is an increase in E-billing there will be an increase in taxpayer compliance. This positive influence prediction is reinforced by the t test result which shows a calculated t value of 3.744 with a significance of 0.000. A value of significantly smaller than 0.05 indicates a positive and significant influence of E-billing on taxpayer compliance.

c. Regression coefficient (\( \beta_2 \)) E-filling is 0.209. This positive regression coefficient value indicates that if there is an increase in E-filling there will be an increase in taxpayer compliance. This positive influence prediction is reinforced by the t test result which shows a calculated t value of 3.137 with a significance of 0.002. A value of significance smaller than 0.05 indicates a positive and significant influence of E-filling on taxpayer compliance.

d. The regression coefficient (\( \beta_3 \)) of E-Reporting Covid 19 was 0.299. This positive regression coefficient value indicates that if there is an increase in E-Reporting Covid 19, there will be an increase in taxpayer compliance. This positive influence prediction is reinforced by the t test result which shows a calculated t value of 3.267 with a significance of 0.002. A significance value smaller than 0.05 indicates a positive and significant influence of Covid 19 E-Reporting on taxpayer compliance.

In addition, the regression results also showed Adjusted R Square of 0.868 which means the influence of tax incentives covid-19, e-billing, e-filling and e-reporting covid-19 on the compliance of SME's taxpayers in KPP Pratama Gianyar is 86.8 percent, while the remaining 13.2 percent is explained by other variables outside the research model. The F test aims to test the feasibility of a multiple regression model. If the value of significance is smaller than 0.05 then it can be said that the research model can or deserves to be used. Based on the results of
the analysis in Table 6, it can be seen that the value of significance F is 0.000 or smaller than 0.05 so it can be concluded that this model is worth using in research.

3.2 Discussion

The Effect of E-Billing on The Compliance of SME’S Taxpayers in Gianyar Regency

(H1) This study states that e-Billing positively affects the compliance of SME’S taxpayers in Gianyar regency. This means that the implementation of good e-Billing will affect and improve the compliance of SME’S Taxpayers. Hypothetical test results show that e-Billing has an absolute result on the compliance of SME’S Taxpayers in Gianyar Regency.

The Effect of E-Filling on The Compliance of SME’S Taxpayers in Gianyar Regency

(H2) This study states that E-Filling has an absolute result on the compliance of SME’S taxpayers in Gianyar regency. This means that the implementation of good E-Filling services will affect and improve compliance of SME’S Taxpayers. Hypothetical test results show that e-Filling has an absolute result on the compliance of SME’S Taxpayers in Gianyar Regency.

The Impact of E-Reporting Covid-19 on THE Compliance of SME’S Taxpayers in Gianyar Regency

(H3) This study states that E-Reporting Covid-19 positively affects the compliance of SME’S taxpayers in Gianyar regency. This means that the E-Reporting Covid-19 it will affect the compliance of SME’S Taxpayers. The results of the hypothesis test show that E-Reporting Covid-19 has an absolute result on the compliance of SME’S Taxpayers in Gianyar Regency.

4 Conclusion

E-Billing positively affects the compliance of SME’S taxpayers in gianyar regency. This means that the implementation of good E-Billing will affect and improve the compliance of SME’S Taxpayers. With the implementation of E-Billing by SME’S Taxpayers in gianyar regency, it can facilitate taxpayers in the process of depositing taxes owed, in addition to the taxpayer does not need to go to the bank can also be more efficient time. E-Filling has a positive effect on the compliance of SME’S taxpayers in gianyar regency. This means that the implementation of good E-Filling services will affect and improve compliance of SME’S Taxpayers. E-Filling can make it easier for taxpayers to report SPT, so that the level of mandatory compliance will also increase.

E-reporting Covid-19 positively affects the compliance of SME’S taxpayers in gianyar regency. This means that with the E-Reporting Covid-19 it will affect the compliance of SME’S Taxpayers. The Covid-19 incentive e-reporting application used to provide ease in reporting on the utilization of Covid-19 tax incentives also affects taxpayer compliance, due to the reduced taxpayer tax debt burden. The advice that can be given for further research is to conduct research on SME’S Taxpayers in other regions, as well as add other factors that can affect taxpayer compliance in Indonesia.

References


[10] Regulation of the Minister of Finance of the Republic of Indonesia Number 44/PMK.03/2020.
Strategies to Supply Cost Surviving During Project Implementation During the Covid-19 Pandemic By Small Scale Construction Service Providers in Bali

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Abstract. Project cost expansion is an actual (unanticipated) amount of expenditure that exceeds budgets, estimates, or cost targets. Swelling of costs can occur due to errors in each part of the construction phase of activities. Construction project activity is a temporary activity that lasts for a limited period, allocating specific resources. It is intended to produce products whose quality criteria have been clearly outlined. Some limitations must be met: the costs (budget), the schedule (time), and the quality. The three rules above actually attract each other, which means that if you want to improve the product's performance that has been agreed upon in the contract, generally it must be followed by improving the quality. In turn, it results in increased costs so that they exceed the budget. During the Covid-19 pandemic that hit Indonesia, especially Bali, the development sector experienced a decline. However, this does not happen to all small-scale construction service actors in Bali. Some construction service providers can still carry out construction even though rules bind them regarding health protocols. During the implementation of development during a pandemic, several factors cause cost overruns so that the initial budget undergoes a significant change. Some strategies can be done to reduce cost overruns, namely by good project management from planning to project implementation. The management stage in question is preparing and considering the initial planning, costs, schedule, and the team involved in project implementation.

Keywords: Strategy, Cost Overruns, Projects, Construction

1 Introduction

The Covid-19 virus pandemic that hit Bali had a significant impact on people's lives. The Corona outbreak has forced construction service actors to revise the development plans that have been made. Targets were realistically adjusted, assumptions were changed according to current circumstances, and short-term program priorities were mainly shifted to address the Covid-19 pandemic. In the context of accelerating development to restore economic conditions, several small-scale construction service actors can still act like experiencing several obstacles that cause cost overruns. So, it is necessary to analyze the factors that drive cost overruns while working on projects during the Covid-19 pandemic. After the factors causing the cost overruns
are known, the implementation strategies that can be taken are determined to reduce the cost overruns.

Theoretical Review

The project is an effort or activity organized to achieve important goals, objectives, and expectations using the available budget and resources completed within a certain period (Nurhayati, 2010). So, in simple terms, the project can be interpreted as a complex business that is completed efficiently, timely, and according to the expected quality. The main objective of the project is to satisfy the needs of service users. In general, there are 3 (three) project objectives that directly often become obstacles in project implementation, including cost, quality, and time. The project budget must be completed at a cost that does not exceed the budget. In essence, the cost factor will determine how much the cost will be spent on a project. Swelling of project costs can occur due to errors in each part of the construction stage activities.

To keep costs down, you usually have to compromise on quality and schedule. If the cost or time spent exceeds the estimated amount, it is said to be swelling. The larger the project size, the greater the potential for swelling (Soeharto, 1997). The definition of cost overrun is an additional burden that causes total costs to increase or even reduce profits. It can also be interpreted as an actual (unanticipated) expenditure that exceeds the budget, estimate, or target cost. In project finance, cost overrun is the amount of funding or capital expenditure to complete the project that exceeds the estimate. Although this situation does not necessarily guarantee that the project will fail, it will complicate the project's success as expected in terms of finance.

2 Research Methods

To solve the problems that occur in this study used data sources in the form of primary data with data collection methods using interviews and questionnaires. The data obtained is in the form of the importance of the factors that affect cost overruns and strategies to reduce the cost overruns during project implementation during the Covid-19 pandemic carried out by small-scale construction service providers.

To solve related problems, the number of respondents used in this study was 25 respondents. After collecting data using a questionnaire, the next step is the data analysis process. The activity stage in data analysis is systematically compiling the data obtained from the results of the questionnaire. Data analysis was carried out using the Analytical Hierarchy Process (AHP) method.

The AHP method is used to make effective decisions on complex problems by simplifying and accelerating the decision-making process by solving the problem into its parts, arranging these parts or variables in a hierarchical arrangement, assigning numerical values to subjective considerations. About the importance of each variable and synthesize these considerations to determine the variable that has the highest priority and act to influence the situation's outcome. This method assesses the importance of decision alternatives under specific criteria so that the scoring of each option is obtained using particular scales.
3 Results and Discussion

Calculation of the Weighting of the Factors that Cause Cost Swelling Thirteen main factors influence the cost overruns experienced by small-scale construction service actors in Bali while carrying out projects during the Covid-19 pandemic. These factors consist of:

- An increase in material prices = A
- Dimensional error/size of work in execution = B
- Low labor productivity = C
- Error in choosing the working method = D
- Unsuitable material specifications = E
- Incorrect cost estimate = F
- Late/lack of materials and materials = G
- Theft of materials/materials = H
- Material damage = I
- High price/rental of equipment = J
- Untimely payment method = K
- Schedule delay due to weather effect = L
- Frequent delays in work = M

Algebraic Matrix

Pairwise comparisons and reciprocal (opposite) of respondents' answers with 78 comparisons. Make a pairwise comparison matrix by describing each element's relative contribution or influence to each goal or criterion at the level above. Comparisons are made based on the "judgment" of decision-making by assessing the level of importance of an element compared to other factors.

<table>
<thead>
<tr>
<th>Factors</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
<th>H</th>
<th>I</th>
<th>J</th>
<th>K</th>
<th>L</th>
<th>M</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>1.000</td>
<td>1.084</td>
<td>1.136</td>
<td>0.560</td>
<td>1.070</td>
<td>0.747</td>
<td>1.200</td>
<td>0.990</td>
<td>1.196</td>
<td>1.072</td>
<td>1.176</td>
<td>0.915</td>
<td>0.973</td>
</tr>
<tr>
<td>B</td>
<td>0.932</td>
<td>1.000</td>
<td>1.089</td>
<td>0.928</td>
<td>1.138</td>
<td>0.888</td>
<td>1.187</td>
<td>1.167</td>
<td>1.078</td>
<td>1.008</td>
<td>1.506</td>
<td>1.052</td>
<td>1.125</td>
</tr>
<tr>
<td>C</td>
<td>0.890</td>
<td>0.935</td>
<td>1.000</td>
<td>0.905</td>
<td>1.041</td>
<td>0.826</td>
<td>1.136</td>
<td>1.340</td>
<td>1.245</td>
<td>1.196</td>
<td>1.426</td>
<td>1.032</td>
<td>1.057</td>
</tr>
<tr>
<td>D</td>
<td>1.162</td>
<td>1.078</td>
<td>1.105</td>
<td>1.000</td>
<td>1.137</td>
<td>0.914</td>
<td>1.196</td>
<td>1.268</td>
<td>1.427</td>
<td>1.179</td>
<td>1.438</td>
<td>1.077</td>
<td>1.194</td>
</tr>
<tr>
<td>E</td>
<td>0.934</td>
<td>0.879</td>
<td>0.943</td>
<td>0.879</td>
<td>1.000</td>
<td>0.762</td>
<td>0.898</td>
<td>1.020</td>
<td>0.925</td>
<td>0.770</td>
<td>1.032</td>
<td>0.788</td>
<td>0.824</td>
</tr>
<tr>
<td>F</td>
<td>1.339</td>
<td>1.152</td>
<td>1.211</td>
<td>1.094</td>
<td>1.313</td>
<td>1.000</td>
<td>1.105</td>
<td>1.418</td>
<td>1.302</td>
<td>1.147</td>
<td>1.512</td>
<td>1.216</td>
<td>1.182</td>
</tr>
<tr>
<td>G</td>
<td>0.833</td>
<td>0.836</td>
<td>0.880</td>
<td>0.836</td>
<td>1.133</td>
<td>0.905</td>
<td>1.000</td>
<td>1.042</td>
<td>1.010</td>
<td>1.050</td>
<td>0.834</td>
<td>0.993</td>
<td>0.963</td>
</tr>
<tr>
<td>H</td>
<td>1.010</td>
<td>0.857</td>
<td>0.746</td>
<td>0.768</td>
<td>0.980</td>
<td>0.705</td>
<td>0.940</td>
<td>1.000</td>
<td>0.908</td>
<td>0.956</td>
<td>0.904</td>
<td>0.781</td>
<td>0.547</td>
</tr>
<tr>
<td>I</td>
<td>0.836</td>
<td>0.928</td>
<td>0.803</td>
<td>0.701</td>
<td>1.082</td>
<td>0.768</td>
<td>0.990</td>
<td>1.101</td>
<td>1.000</td>
<td>0.855</td>
<td>1.143</td>
<td>0.922</td>
<td>0.891</td>
</tr>
<tr>
<td>J</td>
<td>0.939</td>
<td>0.992</td>
<td>0.836</td>
<td>0.848</td>
<td>1.289</td>
<td>0.872</td>
<td>0.952</td>
<td>1.014</td>
<td>1.170</td>
<td>1.000</td>
<td>1.292</td>
<td>1.059</td>
<td>0.976</td>
</tr>
<tr>
<td>K</td>
<td>0.726</td>
<td>0.664</td>
<td>0.701</td>
<td>0.695</td>
<td>0.969</td>
<td>0.961</td>
<td>0.953</td>
<td>1.106</td>
<td>0.875</td>
<td>0.774</td>
<td>1.000</td>
<td>0.843</td>
<td>0.829</td>
</tr>
<tr>
<td>L</td>
<td>1.070</td>
<td>0.951</td>
<td>0.969</td>
<td>0.928</td>
<td>1.286</td>
<td>0.822</td>
<td>1.071</td>
<td>1.280</td>
<td>1.083</td>
<td>0.991</td>
<td>1.186</td>
<td>1.000</td>
<td>1.103</td>
</tr>
<tr>
<td>M</td>
<td>1.025</td>
<td>0.889</td>
<td>0.946</td>
<td>0.837</td>
<td>1.214</td>
<td>0.846</td>
<td>1.039</td>
<td>1.123</td>
<td>1.064</td>
<td>1.207</td>
<td>0.907</td>
<td>1.000</td>
<td>1.000</td>
</tr>
</tbody>
</table>

Matrix Normalization

This normalized matrix or normalized relative weight is a relative weight for each element in each column compared to the number of each component (Asja, 2013).
Table 2. Matrix Normalization

The maximum lambda value is obtained from the algebraic matrix multiplied by the eigenvectors in the first iteration.

Table 3. Maximum Lambda Value Calculation

The results of these multiplications are then added together, so the maximum lambda value is 13,047. Meanwhile, the value of the consistency ratio (CR) is 0.003. The determination of element weights or priority setting in each hierarchy is carried out through an iteration process (matrix multiplication), the iteration is carried out continuously until the result of the difference between iterations is 0.000 or does not change (= 0), the iteration value obtained is then a priority order. The difference between the eigenvector values in the first and second iterations can be seen in the following table:

Table 4. The Difference Between the Eigenvalues Of The Vector

The maximum lambda value is 13,047. Meanwhile, the value of the consistency ratio (CR) is 0.003. The determination of element weights or priority setting in each hierarchy is carried out through an iteration process (matrix multiplication), the iteration is carried out continuously until the result of the difference between iterations is 0.000 or does not change (= 0), the iteration value obtained is then a priority order. The difference between the eigenvector values in the first and second iterations can be seen in the following table:
The weight of the elements is obtained from the value of each eigenvector in the second iteration, which is expressed in percentage weights to determine the ranking based on the largest to the lowest eigenvector values. Based on the priority weight of each factor, the priority of the factors that most influence the cost overruns experienced by small-scale construction service actors in Bali is obtained while working on projects during the pandemic. The ranking results of each factor are presented in the following table:

<table>
<thead>
<tr>
<th>Factors</th>
<th>Weight</th>
<th>Ranking</th>
</tr>
</thead>
<tbody>
<tr>
<td>A There is an increase in material prices</td>
<td>0.0794 (7.94%)</td>
<td>7</td>
</tr>
<tr>
<td>B Dimensional error / size of work in execution</td>
<td>0.0814 (8.14%)</td>
<td>4</td>
</tr>
<tr>
<td>C Low labour productivity</td>
<td>0.0815 (8.15%)</td>
<td>3</td>
</tr>
<tr>
<td>D Error in choosing the working method</td>
<td>0.0884 (8.84%)</td>
<td>2</td>
</tr>
<tr>
<td>E Specification of unsuitable materials</td>
<td>0.0681 (6.81%)</td>
<td>11</td>
</tr>
<tr>
<td>F Incorrect cost estimate</td>
<td>0.0933 (9.33%)</td>
<td>1</td>
</tr>
<tr>
<td>G Late/lack of materials and materials</td>
<td>0.0731 (7.31%)</td>
<td>9</td>
</tr>
<tr>
<td>H Material theft</td>
<td>0.0652 (6.52%)</td>
<td>12</td>
</tr>
<tr>
<td>I Material damage</td>
<td>0.0698 (6.98%)</td>
<td>10</td>
</tr>
<tr>
<td>J High price/rental of equipment</td>
<td>0.0767 (7.67%)</td>
<td>8</td>
</tr>
<tr>
<td>K Untimely payment method</td>
<td>0.0626 (6.26%)</td>
<td>13</td>
</tr>
<tr>
<td>L Schedule delay due to weather</td>
<td>0.0800 (8.00%)</td>
<td>6</td>
</tr>
<tr>
<td>M Frequent job delays</td>
<td>0.0804 (8.04%)</td>
<td>5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1.0000 (100%)</strong></td>
<td><strong>-</strong></td>
</tr>
</tbody>
</table>

Strategies to Reduce Cost Swelling

The implementation strategy aims to anticipate the possibility of cost overruns if, in the future, a similar situation occurs, such as a pandemic that causes project implementation to experience cost overruns. To solve problems that cause cost overruns can use the Pareto Rule. Some of the Pareto Principal benefits are sorting and selecting the main problem into smaller parts to focus on its improvement efforts, identifying and sorting according to priority or the most significant factor, enabling better utilization of limited resources.

Based on the results of data analysis, evaluation of the priority factors that affect project implementation costs, the most influential factors are as follows:

- Incorrect cost estimate.
- Error in choosing the working method.
- Low labour productivity.

Based on the results of interviews with respondents, can do several strategies to reduce the occurrence of cost overruns as a result of these three factors, including:

- Incorrect cost estimate
- Recheck the site before estimating the price.
- Survey material prices and wages first before making an estimate.
- Controlling and re-checking the list of price analysis and work volume.
- As an alternative option to reduce cost overruns, an estimator can be used.
- Error in choosing the working method
Before doing work, it is mandatory to do a job simulation (job mock-up), then note which method is more effective and according to the estimated budget. Choose specialists in their fields (to avoid wrong methods). Using the services of a competent supervisor (at least field implementers and surveyors).

**Low labour productivity**
The need to conduct labour briefing activities before starting work.
Making the most practical and most accessible method for labour.
Routinely and periodically provide training for less-skilled workers.

It is necessary to supervise work targets to prevent too relaxed and undisciplined workers at work.
Giving rewards to the workforce if the productivity target is achieved.

### 4 Conclusion

Based on the data analysis that has been carried out, of the 13 factors that cause cost overruns during project implementation during the Covid-19 pandemic, three main factors have the most influence, namely inaccurate cost estimates, errors in choosing work methods, and low labour productivity. Therefore, the project implementation strategies undertaken to reduce cost overruns that occur during project implementation include:

- Recheck the site before estimating the price.
- Survey material prices and wages first before making an estimate.
- Controlling and re-checking the list of price analysis and work volume.
- As an alternative option to reduce cost overruns, an estimator can be used.
- Before doing the work, it is mandatory to do a job simulation (job mock-up), then note which method is more effective and according to the estimated budget.
- Choose specialists in their fields (to avoid wrong methods).
- Use the services of a competent supervisor (at least field implementers and surveyors).
- The need to conduct labour briefing activities before starting work.
- Develop the most practical and most accessible method for the workforce.
- Routinely and periodically provide training for less-skilled workers.

It is necessary to supervise work targets to prevent too relaxed and undisciplined workers at work.
Giving rewards to the workforce if the productivity target is achieved.

### References

Bali Province Government Strategic Policy to Promote the Digitalization of MsMEs as an Effort to Support the Economic Recovery of Communities Affected by The Covid-19 Pandemic

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Abstract. The Covid-19 pandemic has had a significant impact on all aspects of the economy, including tourism. Especially for the Province of Bali, the impact is very pronounced and influential considering that Bali is a major tourism destination. Many companies are unable to pay their employees, so they have to lay off them as well as the MSME sector which has been the backbone of the economy, delays from MSME actors are declining sales, difficulty in obtaining raw materials, and hampered distribution. The government's policy to prevent the spread of COVID-19 through physical interaction with the community has, in various informal economic activities, except for the perpetrators who switch to brave platforms that have proven to be able to survive. there is an urgent need for digitalization, both in terms of providing training and providing technology platforms so that more MSMEs in Bali can embrace digitalization and survive in this new normal era. Are interested in conducting research with the title "Bali Provincial Government Policy Strategy to Encourage the Digitization of MSMEs as an Efforts to Support the Economic Recovery of Communities Affected by the Covid-19 Pandemic". This study uses qualitative research methods with descriptive research type. Primary data obtained through the process of observation, interviews, and documentaries. The selection of informants was done by purposive sampling. Data validation is done by triangulation of data sources so that the data presented is valid data. The results of this study are expected to be able to find out the strategic steps taken by the Bali Provincial Government to encourage the digitization of MSMEs as an effort to recover the community's economy from the discovery of the COVID-19 pandemic such as improving the quality of human resources, promotion and economic stimulus for MSME actors, technology assistance for MSME promotion.

Keywords: Government Strategic Policy, Digitalization of MSMEs, Community Economic Recovery

1 Introduction

The pandemic caused by the corona virus has also had a serious impact on the economic sector. The impact that is most felt is the economy. The following are the economic conditions in Bali Province and the Bali National Economy in the second quarter of 2020 which
experienced a contraction in the midst of the Covid-19 pandemic. Bali's economy with a real output of Rp35.86 trillion recorded a growth of -10.98% in the second quarter of 2020, lower than the first quarter of 2020 which was -1.14% and also lower than the national economic growth in the same period, of -5.32%). Bali's share of the national economy in the second quarter of 2020 was 1.48%, slightly lower than the previous quarter (1.54%). This is due to the decline in Bali's tourism performance due to the Covid-19 pandemic. The Corona Virus Disease 2019 (Covid-19) pandemic has had a significant impact on all aspects of the economy, including tourism. Especially for the Province of Bali, the impact is very pronounced and influential considering that Bali is a major tourism destination.

Many companies cannot afford to pay their employees and have to lay them off. COVID-19 has become increasingly honed the MSME sector, which has been the backbone of the economy, has become the most influential sector because of the impact. Complaints from MSME actors are declining sales, difficulty in obtaining raw materials, and hampered distribution. Even so, not all MSMEs experienced a decline. MSMEs and the informal sector which are the pillars of the national economy are so large. The government's policy to prevent the spread of COVID-19 through physical interaction with the community has resulted in various informal economic activities, except for the perpetrators who switch to brave platforms that have proven to be able to survive.

This condition causes public consumption to drop drastically, even though public consumption has a major contribution to the economy, which is almost 59%. The latest data in 2018, there were 64.2 million MSME business units operating in Indonesia which represented 99.99% of businesses in this country. The dominance of the number of business units is also in line with the labor absorption capacity of the informal economy, which is 116 million people or 97% of the total workforce. Although the number of business units and labor absorption dominate, productivity problems are a classic problem for MSME businesses. In the management of MSMEs, changes continue to occur, interrupting past normality’s and bringing new normal into existence.

Adaptation is the only answer so that the probability of survival is maintained. Adaptation can also be a momentum to rearrange the ways of managing MSMEs by integrating health protocols, adopting digital transformation. Enter the digital ecosystem. The digital ecosystem offers a wider marketing reach for MSMEs. Not only because of the ease of access, across time and across locations, the digital ecosystem promises extraordinary growth. Sales growth through electronic media in Indonesia reaches 300% per year. Meanwhile, monthly sales in the digital market rose 26% compared to the average monthly transaction in the second quarter of last year. Likewise, daily transactions rose to 4.8 million transactions from an average of 3.1 million transactions. Even the rate of increase in new consumer acquisitions reached 51%.

MSMEs that “go digital” also have greater opportunities to access financing. Several financial institutions have started to look at digital records as an instrument to measure business health as well as being able to function as a substitute for collateral. This can be a solution to the classic problem faced by MSMEs that are difficult to get financing from banks and financial institutions because of the limited assets they have to serve as collateral. The number of MSMEs was recorded at 327,310 with a percentage growth of 4 percent in 2019. When compared to the total population of Bali, which was recorded at 4,230,051, the ratio of entrepreneurship in Bali is still small, which is only 7.71 percent.

The provincial government also pays attention to SMEs, IKM (small and medium industries) and the informal sector. Despite the many obstacles faced in the midst of the COVID-19 pandemic, cooperatives and MSME actors are expected to build optimism by adapting to new habits in building markets. The first step to take is to recognize changing behavior and
consumers and transform proactively. The COVID-19 pandemic has significantly changed the pattern of interaction between sellers and customers. In line with the adaptation of new habits, consumers will visit physical meetings. Shopping boldly is predicted to be an option after this pandemic ends. This shows that there is an urgent need for digitalization, both in terms of providing training and providing technology platforms so that more MSMEs in Bali can embrace digitalization and survive in this new normal era.

MSMEs must be able to undergo a pattern of changing consumer behavior in this era, including the desires, expectations and needs of consumers in the new era order. Facing the global pandemic and the order of the new era, businesses must also find ways to stay connected with their customers/customers. Another way is by utilizing social media platforms, not only to offer the latest products or services, but also to create a network of loyal customers. Based on the above problems, researchers are interested in conducting research with the title “Bali Provincial Government Policy Strategy to Encourage the Digitization of MSMEs as an Effort to Support the Economic Recovery of Communities Affected by the Covid-19 Pandemic”.

2 Theoretical Foundation

Government Strategic Policy

Strategy is an approach that is all related to the implementation of ideas, planning and execution in activities that have a certain time. A good strategy lies in coordinating within a work team, having a theme, and carrying out supporting activities that are in accordance with the principles of implementing rational ideas, being efficient in generating resources, and having a way to achieve a goal effectively and effectively. Strategy has differences in narrow tactics, narrower scope and shorter time, although in general it is often confused between the two words.

Policies are a series of concepts and principles that serve as guidelines and the basis for plans in the implementation of a job, leadership, and ways of acting. It can be applied to governments, private sector organizations and groups, as well as individuals. Policies are different from rules and laws. If the law can eliminate or prohibit a behavior (such as a law requiring the payment of income tax), the policy only guides the actions that are most likely to have the desired result. (Accessed November 12, 2020).

Policymaking is a goal-directed activity, as distinct from a purely expressive and physical activity whose purpose is to influence alternatives in future directions. This view of policymaking as an activity affecting the future is comprehensive for the whole of policy analysis and policy development and underlies the part as a whole. Government as a state apparatus can be interpreted broadly (in a broad sense) and in a narrow sense (in a narrow sense). Government in a broad sense includes all state apparatuses which basically consist of executive, legislative and judicial branches of power or other apparatuses acting for and on behalf of the state. In a narrow sense, the government is the executive power.

Government strategy is an approach taken by the government where the basic concept of the plan is applied for the benefit of the community and can be used in the short and long term.

Digitizing MSMEs

Digitization is a term to describe the process of transferring media from printed, audio, or video forms to digital forms. Meanwhile, MSMEs are a driving force for the economy in all regions of Indonesia. So the digitization of MSMEs is an activity carried out with the modernization method of providing credit by the government through online media to the community in order to help the economic recovery felt by the community.
Economic Recovery of Communities Affected by Covid-19

Economic activities

Economic activity is an activity carried out by the government for the needs of its people as economic beings, which is carried out by providing effort to the community in the form of abilities, skills, and expertise to do and do things in an appropriate and efficient way. What is meant by usefulness here is the ability to meet every need of humans. (Chourmain and Concern, 1994:32-33).

Public

Society is a unit of human life that interacts according to a certain continuous customary system, and which is bound by the same sense of identity (Koentjaraningrat, 2000:146). According to Shadily (1993:47) society is a large or small group consisting of several humans who are naturally interconnected in groups and influence each other.

Business Training for the Community

The business training provided to the community is very necessary so that the community better understands the concepts of entrepreneurship with all kinds of intricacies of the problems that will be faced in the future. The purpose of the training is to provide a more thorough and actual insight so that it can foster motivation for the community besides being expected to have knowledge of entrepreneurial techniques in various aspects, especially the digital aspect during the current pandemic.

The current covid pandemic is felt by most of the community, not in the trade sector, the tourism sector is also very disturbed due to the current covid pandemic, the government always tries to provide the best service to the community so that people can return to their income during this pandemic. In this modernization era, the government seeks to provide assistance to the community in the form of MSMEs that are useful for the community so that people can return to their income. Efforts to increase the ability to generate added value must at least improve access to four things, namely resources, access to technology, access to markets, and access to demand. Patterns in improving the community's economy in an effort to improve people's living standards during the current pandemic, the right form is to help provide opportunities for community business groups to plan and implement what programs they run.

In addition, the community is also given the power to manage their own funds, both from the government. How can the community be productive during the pandemic while everything must be limited, such as maintaining distance and others? That is by means of a digital method, what is meant by this digital method is a method that is carried out through smart phones so that it makes it easier for people to make buying and selling transactions so as to reduce the possibility of the spread of the covid-19 outbreak spreading to the community, as we take for example in people who buy and sell online, Online buying and selling is done by someone ordering goods from the merchants, then the traders start preparing the ordered goods that are desired by the buyer and sent via online motorcycle taxi couriers. This is done to improve the community's economy productively so that it is able to generate added value during the pandemic.

3 Results and Discussion

Improving the Quality of Human Resources

The capacity and quality of a nation through the improvement of superior Human Resources (HR) is a shared task in creating a strong nation and a prosperous country. Through superior, tough and quality human resources both physically and mentally, it will have a positive impact
not only on increasing the nation's competitiveness and independence, but also in supporting national development. In this regard, there are several things that must be the main priority in developing the quality of human resources, among others, first, is a good and quality education system.

To achieve this, it is necessary to reorganize the education system as a whole, especially with regard to the quality of education, as well as its relevance to the needs of society and the world of work. The government in this case has an important role in the implementation of an effective and efficient education system, oriented to the mastery of science and technology and evenly distributed throughout the country. HR transformation is the key to driving the digitization of MSMEs in order to increase productivity in the midst of a pandemic.

Increasing productivity in MSMEs also needs to be supported by a comprehensive MSME development strategy that includes improving the quality of goods, expanding market access, and increasing the capacity of human resources equipped with skills regarding digital technology. Innovation is needed in preparing workforce competencies, including the importance of changing mindsets and increasing productivity towards digitalization, including in the scope of MSMEs.

**Programs and Economic Stimulus for MSME Actors**

The economy of the Province of Bali, which is supported by tourism, felt a tremendous impact during the COVID-19 pandemic. The series to improve the Balinese economy is like the policy issued by the Bali Provincial Government in recovering the impact of Covid-19, one of which is a program and stimulus for MSME actors.

**Technology Assistance and Promotion of SMEs**

The development of digital technology has a positive impact on human life in all joints. One of them is in the business world. This technology plays an important role in elevating the status of MSME actors to be even better. Emphasizing the important role of technology in accelerating MSMEs to be able to sell boldly. This acceleration is needed through young innovators so that MSMEs throughout Indonesia can increase their income significantly, specially to support the expected promotion and marketing virtually, so that they are still able to make an optimal contribution during the pandemic to the economy.

4 Conclusion

Improving the quality of human resources as one of the policies of the Bali provincial government to encourage the digitization of MSMEs is important to implement. The government plays an important role in preparing strategic programs to produce quality human resources and ready to enter the job market and as an MSME actor. Community coaching and development, especially the younger generation. As the main support for the wheel, empowering the younger generation is expected to create a generation that is creative, innovative and highly competitive. These characteristics of the younger generation are expected to be able to contribute and win the global competition.

Considering the role of HR strategy for accelerating the country's development, policies and strategic steps for a comprehensive work program must be realized in order to produce many superior Indonesian human resources who are able to compete at the global level. Policy synergy between stakeholders in related sectors and across sectors is absolutely necessary without the existing resources and potential to accelerate the development of Indonesian human resources.

These efforts, of course, require the cooperation of all, especially families, in terms of providing education and expertise in accordance with the standards set by the government. Awareness and enthusiasm to continue to improve self-quality and competitiveness are also
needed from the younger generation who are agents of development for this nation. In addition, monitoring and evaluation is needed to ensure the program runs as expected and has a significant impact in increasing the productivity of the workforce, especially the younger generation. With quality human resources, targets in Indonesia's development will be easier to achieve.

Furthermore, the Bali provincial government's strategic policy in terms of Programs and Economic Stimulus for MSMEs is also important to help capital loans for business actors so that they can continue to run their businesses. Lastly, technological assistance and promotions, the technological assistance in question is apparently not providing their business facilities and infrastructure but rather to market their business results instead of using conventional door-to-door methods, currently it is greatly facilitated with the help of several different marketplaces in Indonesia. For the promotion of Bali, the provincial government has implemented a program by utilizing digital platforms for business continuity and encouraging the expansion of MSME financial access through various efforts, including increasing knowledge.

References
Interpretation of Productive Space in Tourism Area in Semarapura City.

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Abstract. Semarapura is the city center of Klungkung Regency. The city has a unique tourist area, which can only be reached by walking. The orientation center of Semarapura City is known as Catuspatha or commonly known as the Agung intersection. In the development of a tourism city, the strategic potential developed in the interpretation of space in this city area is the structure of the city and tourism area as well as road space in the form of street space and street front. The method used in interpreting this Tourism Area is a quantitative method by collecting physical data from objects in the field with variables that have been determined in numbers and performing rationalistic analysis. The analysis is based on considerations of categorization, the uniqueness of the place, the form and situation of the site, as well as certain functions. The expected findings are in the form of changes in activities and community needs, which later can be a guide for how space in the tourism area is viewed and what impressions can be obtained and how planning recommendations for the city's tourism area are design.

Keywords: Interpretation of space; productive space; nonproductive space

1 Introduction

Semarapura is the administrative center of the district which is also known as a source area for arts and culture in Bali. Historically, Balinese art and culture was born and centered in Semarapura, including dance, craft, carving, sculpture, architecture, wayang and religious ceremonies. In general, Semarapura City has no administrative status and most of its territory is in Klungkung District. Semarapura City is the center of activity, social and culture in Klungkung Regency. The city center itself is dominated by trading activities, services and cultural centers as well as heritage sites from the Klungkung Kingdom.

The policy of spatial planning for the Klungkung Regency area on a macro/inter-regional basis will be directed at development by improving relations with regional service centers in South Bali through the arterial road network that connects Klungkung Regency with other regencies in Bali Province as well as through the Tohpati - Kusamba arterial road network, for the development of major centers in East Bali. In the development of the City of Semarapura, after the stipulation of Klungkung as an Administrative City, the development of the structure
of the city underwent changes, one of which was the Characteristics of Street Space in the capital city of Klungkung, namely the City of Semarapura.

It is explained in the Minister of Public Works Regulation no. 20 of 2010 concerning guidelines for the utilization and use of road sections in article 1 in numbers 4, 5, and 6, what is meant by road space are three, namely: (1) road benefit space is space along the road which is limited by width, height, and a certain depth determined by the road operator used for road bodies, roadside canals and their safety thresholds. (2) Road-owned space is the space for the use of certain roads and land lines outside of the road for the benefit of roads, road widening, additional traffic lanes in the future as well as space requirements for road security and are limited by width, depth, and height. certain. (3) Road supervision room is a certain space outside the road belonging to the road whose use is supervised by road organizers so as not to interfere with the driver's free view of road construction and road functions (FADLI, 2019).

Semarapura City Center is marked by the Kanda Pat Sari Statue, as well as the Zero point of the Klungkung district. Various characteristics and functions of buildings appear in this area and form the character of Semarapura City as a friendly city for tourists, because tourist attractions can be reached only by walking. We can see the concept of a traditional urban tread arrangement in the Catuspatha division (the division of the intersection into four), namely the residential elements (settlements), the market, the square as a public open space, and the center of government. These four functions are connected with the Street Room which has a different character, due to changes in the function of the building from the royal year to the present.

The division of the road that divides this Catuspatha is, Gajah Mada Street, Diponegoro Street, Untung Surapati Street, Puputan Street. Settlement buildings after the Klungkung Kingdom was destroyed by the Dutch and Klungkung was returned to regulate its own power along Jalan Gajah Mada. The center of government is along Untung Surapati Street, while markets and open spaces are on Puputan Street and Diponegoro Street.

These roads are the main movement routes to carry out tourism activities or City tours that have been carried out by the government, however, the existence of these roads is now developing on their own without any direction to strengthen this strategic potential. The characteristics of regional space are getting lost due to business-oriented development. Here the researcher pays attention to the need for direction in the design of tourism areas on Gajah Mada Street, Diponegoro Street, Untung Surapati Street, Puputan Street in order to create coordinated characteristics of corridors both physically and activities, so as to improve the quality of the environment that supports the existence of historic sites.
Fig.2. North Side Room of Semarapura City
Attractions (1) Puputan Klungkung Monument and (2) Modern Market in the form of a row of shop houses

Fig.3. South Side Room of Semarapura City
Tourism Objects (3) Endek Klungkung Traditional Market and (4) Kertha Gosa

2 Research Methods

Potentials Strategic that need to be considered in urban design are figure, linkage and place (Trancik, 1986). Physical mass and space (solid void) as well as movement paths for vehicles and pedestrians are important factors that determine the structure of the city. These factors become the reference material for analysis in this study.

Quantitative methods are used to record physical objects at the research location objectively in a numerical display, then analyses them in a rationalistic manner. Street space as a form of horizontal scoping (street floor) and mass which is a vertical element (street wall) are the variables used. The analysis was carried out with two kinds of processed data:

- The matrix of the variables that have been determined are the function of the building, the border line, the shape of the roof, the color, the age of the building. The depiction of the street picture of the building in the research location. The analyzed data matrix produces a tendency of building characteristics based on the highest number of physical and activity variables. The search for relationships from the data was carried out by correlational research using a multivariate cluster system to obtain a hierarchical grouping of these variables. This grouping will be able to show the tendency of interrelated variables.

- Then, to produce road space characteristics that are able to improve the quality of the tourism environment in accordance with the needs and support the existence of culture, social activities of historic sites, it is carried out by grouping processed data analysis with variables: (1) Building
variables in the form of: building function, border line, shape roof, colour, age of building and openings. (2) street furniture, (3) ongoing tourism activities/activities.

3 Results and Discussion

Parts of the City Center Area
The city of Semarapura which is the capital of Klungkung Regency, is no longer seen as a royal city in Bali after the Gelgel Kingdom, except for one of the relics that still exist today, namely Kertha Gosa and some folklore in the lives of its people. The city and the rest of the city's layout, no longer show the past of a King's City. The journey of history has shaped the Semarapura City Area as an area inhabited by many cloth craftsmen, several silver craftsmen and Kamasan traditional paintings. So that until now, cloth and craft shops are scattered along the main access road to the center of Semarapura City.

The analysis carried out on fragments of the area is based on: (1) categorization considerations (services, trade, socio-cultural, government), (2) the uniqueness of the place, (3) the form and situation of the site.

Fig.4. Object of research (Nurwarsih, 2020)

Puputan Street
Landmarks on this section of the road are: Kertha Gosha, Traditional Market and Klungkung Art. Functional changes that occur from settlements to houses and shops, stalls, banks, museums, residences, markets, tourist objects. Dominant architectural style: The style that developed in this section of the road is static and developed in the pre-industrial period. The development of modern architectural styles on Jalan Puputan is still bound by old rules and is close to traditional styles. The dominant colors are white, brick red, brown, gray, black.

Fig.5. Piece of St. Puputan
Fig. 6. Mapping Condition St. Puputan Untung Surapati Street

In the marked fragment, part B is another landmark owned by Klungkung Regency besides Kertha Gosa, namely the Monument to the Struggle of the Klungkung People, walking west, is part of the Klungkung kingdom complex, part A and on the south side is the Semarapura City square. Functions of permanent buildings, namely tourist objects, royal complexes, squares, residences. The style that developed in this section of the road was static and developed in pre-industrial times. The development of modern architectural styles on Jalan Untung Surapati is still bound by old rules and is close to traditional styles. The dominant colors are: White, Brick Red, Brown, Gray, Black.

Fig 7. Piece St. Untung Surapati

Fig 8. Mapping Condition St. Untung Surapati
Diponegoro Street

Jalan Diponegoro is included in the categorization of trade street. The state of the environment visually describes the cities that were formed in the early 90's which are still maintained in their shape and atmosphere to this day. Entering the Diponegoro Street area of Semarapura City brings a nostalgic impression. The shophouse buildings that stand still depict colonial characters with typical retro-style window shapes and openings.

There are no landmarks that represent this section of the road, but the identity of the place is marked by the characteristics of a contemporary style building with a height of 3-4 floors. The combination of Colonial, Traditional and Modern, implies acculturation accompanied by a process of adaptation between local, Chinese and Dutch architecture. The adaptation process experienced resulted in a colonial architectural style in the shops along this road. Judging from the acculturation process that occurred, there were two factors that influenced the formation of Dutch colonial architecture, namely local cultural factors and European or Dutch foreign cultural factors. Dominant colors: White, Brick Red, Brown.
Gajah Mada Street

In the section of Jalan Gajah Mada, the average street space is inhabited by indigenous people with traditional types of settlements. This space is not like the other three street spaces where there are landmarks in every part of the road. The visual form of the building and the outline that is present is no more than 2 floors. Jalan Gajah Mada is included in the categorization of residential roads. The environmental condition is visually almost monotonous along the road, with the same building height and building openings. Starting from the zero point to the north the road is opened with public infrastructure and worship, which is then followed by settlements.

We can find a thick traditional style throughout the settlements on St. Gajah Mada. The characteristics of the existing buildings are pyramid roof, border +/- 1 m from the road, red brick walls & fences, fence entrance in the form of Candi Bentar / angkul-angkul. The dominant tropical plant landscape is Cambodia. The dominant colors that appear are: White, Brick Red, Brown, Gray, Black, Yellow, Blue.
Building Variables and Analysis

Determining the variables present in the field is done through analysis with tabulation, which is divided into 12 variables, namely: Building Function, Depth of Building Border Lines, Vegetation, Wall Height, Wall Area Width, Number of Floors, Roof Shape, Existence of Ornaments, Uniqueness, Building Color, Age & Room Type.

Visually, the analysis is carried out by drawing the appearance of the existing buildings based on sections that produce a global outline and openings (doors and windows) of the existing buildings in the Radius of Semarapura City Center. This comparison produces findings that play a role in determining the tendency of the Area's characteristics.
The intensity of use of road space is highest during holidays and office and school hours. The mode of transportation is still dominated by private vehicles, both two-wheeled and four-wheeled. For pedestrian distribution, sidewalks with a width of 1.2 m are provided in all parts of the road, but they do not function optimally. The reason is seen from the results of a field search because the habits of users are more comfortable using private vehicles. So pedestrians tend to be used by tourists.
The results and findings are very visible, in the form of a new form of the city of Semarapura which is no longer a royal city due to changes in activities and community needs. The importance of road space where trade is more oriented to tourists, immigrants and buying and selling of daily necessities for local residents, whether traditional, modern or contemporary. Findings from the visual aspect of the area produce solid-void faade characteristics, rhythms and openings that affect the quality of street space.

From one hundred buildings surveyed in the radius of the Chess Front area, the building coefficients are shown in figure 14. The building parameters in the figure explain that the functions of the facilities are spread evenly in this area, starting from social facilities, reforestation, worship, offices, health, education, place of business and tourist attraction.

Path Space Diagram

The four main roads that are the object of research each have various building functions. As a marker on each road with different landmarks. Jalan Puputan, which is located in the southern part of Catuspatha, serves as a residential and commercial area. The tendency of building boundary lines is 3-4 meters. The height of the wall area (TBD) is a maximum of 4 meters and
the width is dominated by 8-16 meters. The maximum 2-storey building with a pyramidal roof geometry is dominant compared to rectangles and triangles. Most ornaments can be found on fences, doors and windows. While other parts such as the roof, console, more fuss, but fewer in number. The building is less than 50 years old.

Untung Surapati Street, which is located in the western part of Catuspatha, serves as a place for squares, offices and royal residences. The tendency of building boundary lines is 3–4 meters. The height of the wall area (TBD) is a maximum of 4 meters and the width is dominated by 8-16 meters. The maximum 2-storey building with a pyramidal roof geometry is dominant compared to rectangles and triangles. Most ornaments can be found on fences, doors and windows. While other parts such as the roof, console, more fuss, but fewer in number. The building is more than 50 years old.

Jalan Gajah Mada, which is located in the northern part of Catuspatha, serves as a settlement and a place for small businesses. The tendency of building boundary lines is 3-4 meters. The height of the wall area (TBD) is a maximum of 4 meters and the width is dominated by 8-16 meters. The maximum 2-storey building with a pyramidal roof geometry is dominant compared to rectangles and triangles. Most ornaments can be found on fences, doors and windows. While other parts such as the roof, console, more fuss, but fewer in number. Buildings with various ages, 30% are more than 50 years old and 70% are less than 50 years old.

Jalan Diponegoro, which is located in the eastern part of Catuspatha, functions as an Office and Commerce. The tendency of the building boundary line is 5-6 meters. The height of the wall area (TBD) is a maximum of 3.2 meters and the width is dominated by 5-10 meters. Maximum 4-storey building with a flat roof geometric shape compared to pyramids, rectangles and triangles. Most ornaments can be found on fences, doors and windows. While other parts such as the roof, console, more fuss, but fewer in number. The building is less than 50 years old.

Characteristics of the area contained in each road on the map of the research location is carried out by analyzing the visual elements of the building that produce findings and characteristics based on the analysis of solid-void facades, outlines and opening rhythms. The discussion on the quality of road space shows fluctuations in space based on road width, pedestrian width and building yard. The analysis process is carried out by rationally calculating the building, re-drawing it and entering it in google SketchUp to get an outline shadow based on time and calculating based on the parameters that produce a bar chart. The results are in the form of high and low building intensity with line diagrams.

4 Conclusion

From the results of the discussion of this study, it can answer the formulation of the research problem:

**Description of the characteristic pattern of the city of Semarapura**

The characteristic pattern of the Semarapura City area is measured using variables through analysis and tabulation in the form of Building Functions, Depth of Building Border Lines, Vegetation, Wall Height, Wall Area Width, Number of Floors, Roof Shape, Existence of Ornamentation, Uniqueness, Building Color, Age & Type of Space. The result is that the characters on each road have differences and landmarks as visual markers of the road space. On St. Puputan & St. Untung Surapati architecturally produces a mix of traditional and modern styles which can be seen in the building model which is still bound by the old rules and is close to the traditional style. On St.Diponegoro, several buildings have undergone an adaptation
process that has resulted in a colonial architectural style in the shops along this road. While on St. Gajah Mada, the building style is purely using the Traditional Architectural Style.

The potential that appears on each road has actually strengthened the identity and character to develop road space towards tourism design. However, these directives must be emphasized and strengthened with regulations so that the development of road space does not develop on its own and eliminates the existing potential and character.

**Reference Directions for the Design of Tourism Areas**

Based on Law Number 10 of 2009 concerning the development of tourist attractions, tourism development includes 2 (two) dimensions, namely the economic and socio-cultural dimensions. Basically, the Catuspatha area of Semarapura City already has tourism potential which has also become a tourist attraction. The reference for the design direction of the tourist area in this study focuses more on road spatial planning as part of accessibility facilities, namely facilities and infrastructure so as to allow tourists to visit an area or tourist area, which can be planned and designed while prioritizing the characteristics and potential of each road. which has been disclosed in point 1. Furthermore, the direction is to provide amenities, namely tourism facilities that can provide services to the community.

**Research Methods used**

The characteristics of the road space as part of the regional structure can be found through quantitative methods, based on objective data which are analyzed rationally. The characteristics of the road space are part of the regional design directives. Research on the road space of the Catuspatha Region of Semarapura City can still be continued with other relevant research so that it can be a reference for the preparation of the design directions for the Klungkung Regency Area as a Tourist Destination Area.

**References**


Legal Protection of Geographical Indications of Natural Products Native to the Bali Region Based on Law Number 20 Year 2016 about Trademark and Geographical Indications

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Abstract. Intellectual property provides benefits to the rights holders. First, the commercial use of intellectual property can be carried out directly by the owner of the property. Thus, the owner can directly obtain financial compensation due to transactions involving the use of such intellectual property. Second, the owner can sell or obtain financial compensation by allowing the use of the intellectual property rights to other parties. Third, the owner of the right to the property can prevent other parties from obtaining and using it. The number of geographical indications in Indonesia is still large, but they are not monitored. Geographical indications are only protected and protected after being registered as our intellectual property rights adhere to the first to file principle. Products from natural products as well as products made by humans, especially natural products and handicrafts from the Balinese people, have been registered and received approval from geographical indications, which from an economic point of view can also increase the competitiveness and economic value of the product itself compared to similar products produced by the community. have not yet obtained a geographical indication certification.

Keywords: Legal Protection; Geographical Indications; Bali Natural Products

1 Introduction

Indonesia is one of the largest archipelagic countries in the world. Indonesia has varied geographical conditions, diverse customs, and cultural resources, including traditional knowledge and rich traditional cultural expressions. Geographical conditions and the diversity of customs and cultures play an important role in the process of creating products with unique characters. Until now, Indonesia is still struggling to form an ideal system for optimizing the economic values of local products (Fadilah H. Arief, 2016, Indonesian Crafts: The Overlooked Potential For Geographical Indication, International Journal of Culture and History, Volume 2 No. 3).

Protection of Indonesia's geographical indications is given a deeper portion in Law Number 20 of 2016. In a number of products that cannot be separated from the area of origin,
geographical factors play a major role in creating the uniqueness of these products. When combined with creativity in production, distribution and marketing methods, the uniqueness that comes from geographical factors plays a major role in creating the uniqueness of the product. When combined with creativity in production, distribution, and marketing methods, the uniqueness that comes from these geographical factors can significantly increase the added value and selling value of the product.

On the other hand, the quality of a product that is selling well by elevating the uniqueness of the region can add value to the area. The mutualistic symbolic process between a product and the area of origin is what forms city branding or regional imaging (Ahmad Ramli and Miranda Risang, 2019: 68). Geographical indication products have great potential to act as a catalyst for urban imaging. In addition, geographic indications can trigger. Regional economic growth. As a concept, geographic indication product protection has been practiced on a global scale to prevent misleading information about the origin of a product. Geographical indications are also used to protect the rights of product producers who live in the geographical indication product area through the use of geographical indications or names that indicate the origin of the product (Nicolas Guyot, 2016: 2). These things make geographical indications very valuable for a city or region.

Intellectual property is a material right, which comes from the work of the brain, not muscles and is the result of human thinking and reasoning. The work of the brain by thinking and reasoning coupled with taste and intention is still abstract so it must be poured or realized into a work called intellectual work which is “intangible things”. Intellectual property among local entrepreneurs on the work/products that utilize local wisdom is one of the intellectual property issues.

In essence, geographical indications are the same as other intellectual property rights which are part of an exclusive right of intellectual property rights holders. In geographical indications, prospective buyers can find out where the product comes from, because each product produced will show a certain place by showing special characteristics and characteristics that can only be found in a certain area.

Geographical indications are a way that can be used strategically to advance regional or national industries. Because in geographical indications there are special features of an area. Consumers can see the privileges of an area if there is a group of an area that has exclusive rights to use certain geographical indications. Geographical indications can also increase the marketing of a dynamic product. This is because geographical indications are owned simultaneously or collectively in an area. Communities in the area can take advantage of it by making geographical indications as a very good tool for their area, and also for community-based economic development and local wisdom as well as local products native to Bali, especially natural products native to Bali.

2 Research Methods

Research on the Legal Protection of Geographical Indications of Natural Products Original from the Bali Region (Based on Law Number 20 of 2016 concerning Trademarks and Geographical Indications) is normative juridical research. Normative legal research is often referred to as qualitative research. Normative legal research should not be identified with qualitative research. Because the science of law as a science sui generis. Normative legal researchers do not only limit themselves to one law, nor does normative research recognize population and sampling.
3 Results and Discussion

Prior to the enactment of Law Number 20 of 2016 concerning Marks and Geographical Indications, the regulation regarding Geographical Indications was regulated in Law Number 15 of 2001 concerning Marks and Government Regulation Number 51 of 2007 concerning Geographical Indications. In Article 1 point 1 Government Regulation Number 51 of 2007 it is explained:

“Geographical indication is a sign indicating the area of origin of an item, which due to geographical environmental factors including natural factors, human factors, or a combination of these two factors, gives certain characteristics and qualities to the goods produced.”

Based on this explanation, it can be said that brands and Geographical Indications are different things. In Article 1 point 1 of the Trademark Law Number 15 of 2001 it is explained that a mark is a sign in the form of a picture, name, word, letters, numbers, color arrangement or a combination of these elements which has distinguishing power and is used in trading activities, goods or services.

It can be said that from the understanding of these two things, two things can be drawn that the brand is more a symbol of a combination of elements of images, names, words, letters, numbers, color arrangement without regard to the quality of natural resources for the products being marketed. While Geographical Indications emphasize more on natural products produced due to geographical environmental factors which include natural factors, human factors or a combination of these two factors.

There are peculiarities that are highlighted from these two meanings. Brands that emphasize symbols and Geographical Indications that emphasize more on the natural products produced by an area. Geographical indications used in relation to goods are (Sudaryat, 2010: 178)

1. Place and area of origin
2. Product quality and characteristics; and
3. The relationship between the quality or characteristics of the product with the geographical conditions and characteristics of the blood community/place of origin of the goods.

Thus, it can be said that Geographical Indications are more focused on products produced by geographical environmental factors which are a combination of natural factors and human factors. In the era of global trade, in line with international conventions that have been ratified by Indonesia, the role of Trademarks and Geographical Indications is very important, especially in maintaining healthy, fair business competition, protecting consumers, as well as protecting Micro, Small and Medium Enterprises and domestic industries.

Legal protection for Geographical Indications products can be obtained when they have been registered, this has been referred to in Article 53 of Law Number 20 of 2016 concerning Marks and Geographical Indications, In Geographical Indications, has a period of protection and elimination of Geographical Indications as stated in Article 61 of the Law -Law Number 20 of 2016 concerning Marks and Geographical Indications. In particular, regulations regarding the registration of Geographical Indications are regulated in Chapter III of the Terms and Procedures for Application for Government Regulation Number 51 of 2007 concerning Geographical Indications

Based on this, the protection of Geographical Indications in Indonesia is a constitutive system that requires registration to obtain protection from the State such as the Bali cashew fort to get a geographical indication certificate with registration number ID G 000000028 with the name of the Community Owner for the Geographical Indication Protection (MPIG) Cashew
Kubu Bali, Amed salt gets a certificate of geographical indication with registration number ID G 000000038 with the name of MPIG Owner (Society for the Protection of Geographical Indications) Amed Bali Salt, Arabica Kintamani Coffee gets a certificate of geographical indication with registration number ID IG 000000001 with the name of Owner of MPIG (Society for the Protection of Geographical Indications) Coffee Kintamani Bali. This shows that Geographical Indications cannot be owned by one person, but collectively owned by the community producing Geographical Indications.

Preventive legal protection is legal protection for the people, where the people are given the opportunity to submit objections or opinions before a government decision becomes a definitive form. This is intended to prevent disputes from occurring. To obtain Geographical Indication protection. Efforts taken by the Balinese people to obtain legal protection based on Geographical Indications by means of groups or commodities applying for registration of Geographical Indications products at the Directorate General of Intellectual Property in accordance with Law Number 20 of 2016 concerning Marks and Geographical Indications and Government Regulation Number 51 Year 2007 concerning Geographical Indications, which are known to have characteristics, characteristics, reputation, and quality in a product or goods produced in a certain area, became the basis for the enactment of the legal protection of Geographical Indications.

In accordance with the provisions of Article 61 of Law Number 20 of 2016 and Government Regulation Number 51 of 2007 concerning Geographical Indications, which read:

a. Geographical Indications are protected as long as reputation, quality, and characteristics are the basis for which Geographical Indications are protected for goods.

b. Geographical Indications can be deleted if:
   1) Non-fulfillment of the provisions as referred to in number (1); and/or.
   2) Violating the provisions as referred to in Article 56 number (1) letter a.

The Society for the Protection of Geographical Indications (MPIG) still has many shortcomings which are the reason why it has not developed until now, even though there are many benefits of registering Geographical Indications as the basis for the implementation of legal protection for Geographical Indications, most Balinese farmers do not even know about this Geographical Indication protection because they are still lack of socialization carried out by certain institutions related to Geographical Indications.

Therefore, the Balinese people must maintain and preserve their wealth, because Indonesia is an archipelagic country that is rich in traditional knowledge, traditions and culture as well as a tropical climate that produces various kinds of products that have no small economic potential, which should be protected and utilized optimally and of course, there are still many that have the potential to become Geographical Indications of Indonesia considering the natural wealth owned by Indonesia.

There are still many shortcomings in the Society for the Protection of Geographical Indications (MPIG) which is the reason why it has not developed until now, even though there are many benefits of registering Geographical Indications as the basis for the implementation of legal protection for Geographical Indications, most of the Cashew farmers of Kubu Typical Bali are not aware of the protection of Geographical Indications. This is because there is still a lack of socialization carried out by certain institutions related to Geographical Indications.

Therefore, the Balinese people must maintain and preserve their wealth, because Indonesia is an archipelagic country that is rich in traditional knowledge, traditions and culture as well as a tropical climate that produces various kinds of products that have no small economic potential, which should be protected and utilized optimally and of course, there are still many that have
the potential to become Geographical Indications of Indonesia considering the natural wealth owned by Indonesia.

Logically, products containing GI are owned by people who have a direct interest in the relevant GI. However, within the framework of legal protection, the protection of GI requires proactive efforts from interested parties (the owner community) in the form of registration in the context of their ownership. With regard to the Toraja Coffee case, claims can be made by interested parties representing the Toraja (customary) community or local government (see Article 5 paragraph [3] PP 51/2007). Kopi Kintamani Bali, for example, is a pilot project for GI registration in Indonesia. The importance that is taken into consideration for GI protection is the consistency of the quality of the regional characteristics of the product concerned, whether it comes from its natural conditions, human resources or a combination of both.

Efforts to register Toraja coffee as a GI in Indonesia are needed as an initial step to recognize rights. Indonesia's participation in international conventions such as the 1958 Lisbon Treaty needs to be explored to strengthen the ownership of GI in international forums. In addition, this Agreement also contains rules that prioritize the strength of GI registration so that it can place Mark ownership in second priority, even though it has been registered first on the basis of good faith (vide Article 5 paragraph [6] of the Lisbon Agreement 1958). However, legal remedies also need to remember the territorial principle of IPR. Local laws and regulations need to be a reference for considerations and studies related to the form of protection for GI and Trademarks and regarding Unfair Competition in Japan. The potential economic value of Toraja coffee has been realized and glimpsed by Japanese entrepreneurs. This case surfaced after the GI norm was introduced by the TRIPs Agreement. Therefore, it is necessary to improve the documentation of national assets.

A protected sign as a geographical indication is an identity that shows an item comes from a certain place or area and that place or area shows the quality and characteristics of a product. For example, the "Toraja" coffee brand which shows the quality and characteristics of the Toraja land area as a producer of coffee that has a harmonious sour and bitter taste.

However, the characteristics of a Geographical Indication product are not only influenced by natural factors. Human factors can also determine the uniqueness of a product. For example, Javanese batik. Like the holder of the right to the mark, the holder of the right to the geographical indication may prohibit other parties from using the same geographical indication. Violation of this rule causes Geographical Indication Rights holders to claim compensation from other parties.

Unlike the Mark Rights which can be owned individually, ownership of Geographical Indications is not solely individualistic. Geographical Indications are more communalistic, owned jointly by certain regional communities. However, the registration process is basically attributable to its geographical origin. Like exclusive rights to other intellectual property, geographical indications also have a limited period of protection, although the period of time is not clearly stated in the Law on Marks and Geographical Indications. Article 61 paragraph (1) of Law Number 20 of 2016 concerning Marks and Geographical Indications, stipulates that Geographical Indications are protected as long as reputation, quality, and characteristics are the basis for providing protection for Geographical Indications on an item. Furthermore, in Article 61 paragraph (2) of Law Number 20 of 2016 concerning Marks and Geographical Indications.

4 Conclusion

Protection of GI in Indonesia is a constitutive system that requires registration to obtain protection from the State, such as the Bali cashew nut to get a geographical indication certificate.
with registration number ID G 000000028 with the name of the Geographical Indication Protection Community Owner (MPIG) for the Bali Cashew Kubu, Amed salt to get an indication certificate. Geographical Indications with registration number ID G 000000038 with the name of the Owner of MPIG (Society for the Protection of Geographical Indications) Amed Bali Salt, Kintamani Arabica Coffee obtained a certificate of geographical indication with registration number ID 000000001 with the name of the Owner of MPIG (Society for the Protection of Geographical Indications) Bali Kintamani Coffee. This shows that Geographical Indications cannot be owned by one person, but collectively owned by the community producing Geographical Indications.

To obtain GI protection, efforts taken by the Balinese people to obtain legal protection based on Geographical Indications by means of groups or commodities applying for registration of Geographical Indications products at the Directorate General of Intellectual Property in accordance with Law Number 20 of 2016 concerning Marks and Geographical Indications which are known to have characteristics, reputation, and quality in a product or goods produced in a certain area, became the basis for the enactment of the legal protection of Geographical Indications.

References
The Role of The Government of The City of Denpasar in Realizing Social Protection of Communities Affected by Covid-19 Through the Social Safety Net Program (Case Study in Padangsambian Village, West Denpasar District)

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Abstract. Positive cases of COVID-19 in the city of Denpasar continue to increase with the most cases in the Padang Sambian sub-district, West Denpasar district. The Provincial Government of Bali has created a scheme for distributing assistance to the social safety net program which is forwarded to all districts/cities in Bali. The Denpasar City Government through the Denpasar City Social Service has realized social protection through a social safety net program by providing assistance in the form of basic necessities and direct cash assistance (BLT) to communities affected by COVID-19. Researchers are interested in knowing how the role of the Denpasar City government in realizing social protection for people affected by COVID-19 through a social safety net program, especially in the Padang Sambian village. This study uses qualitative research methods with descriptive research type. The selection of informants was done by purposive sampling. Data validation is done by triangulation of data sources so that the data presented is valid data. Through this research, the results obtained regarding the three roles of the Denpasar city government in realizing social protection, namely the role of the government as a regulator, facilitator, and catalyst in realizing social protection for communities affected by COVID-19 which has been going well supported by supporting factors, and it is hoped that the Denpasar city government can take steps the best solution to suppress the inhibiting factors so that the social safety net program can continue to benefit the community during the covid-19 pandemic.

Keywords: Government Role, Community Social Protection, Social Safety Net Program

1 Introduction

The current Covid-19 pandemic is a serious challenge for mankind. All sectors have been affected by the COVID-19 pandemic. The transmission of this virus also occurs very quickly
and uncontrollably. Positive cases of COVID-19 in the city of Denpasar continue to increase with the most cases in the Padang Sambian sub-district, West Denpasar. Covid-19 cases continue to occur where new positive cases within the family begin to dominate, with travel history in the area still being found.

It is these two new clusters that should be watched out for together considering the fairly high population density in the city of Denpasar. Therefore, to prevent and break the chain of transmission of COVID-19, the Denpasar City Government has implemented Community Activity Restrictions (PKM). The impact of this PKM has also reached the limited operating hours of the market and shops. Meanwhile, the community's kitchen needs must always be met. The Bali Provincial Government provides assistance through a social safety program to further provide assistance to regencies/cities in the Bali region.

The Denpasar City Government through the Social Service responded quickly to various complaints regarding social protection issues during the COVID-19 pandemic, by directly implementing this social safety net program. The assistance provided was in the form of basic necessities and direct cash assistance which was carried out according to the data provided by the village head and sub-district head in the Denpasar city area. Previously, the social service department had also conducted socialization regarding the social safety net program. The village of Padang Sambian has received letters and forms/blanks for the requirements for recipients of assistance that must be filled out by people affected by the COVID-19 pandemic so that the assistance provided is in accordance with the needs of the community.

The role of the Denpasar city government is very important in implementing this program because the government as a policy maker, provides facilities/assistance so that it is right on target, finally receiving criticism and suggestions from people who receive assistance and those who have not received assistance so that they can be reviewed. Based on the above problems, researchers are interested in conducting research with the title "The Role of Denpasar City Government in Realizing Social Protection for Communities Affected by Covid-19 through the Social Safety Net Program" (Case Study in Padangsambian Village, West Denpasar District).

2 Literature Review

Role of Government

The role of government according to Henry J. Abraham (Nursalam, 2016 and Fallis, 2013) can also be seen from three forms as follows:

Initially, the government's role was to guard security and order in development. In fact, often the function of tax collection is not dedicated to the interests of the people. This is the most traditional role of government. Then comes the notion of Service State, where the role of the government is to serve social needs that need to be regulated in society. It is also based on many thoughts about the Welfare State or the welfare state. But then there is also a way to implement the role of the government that gives the government the role of an entrepreneur or a driver of reform and community development initiatives. The government becomes the “agent of development” or the driving element for reform/development.

Tjokroamidjojo (Nursalam, 2016 and Fallis, 2013) Another classification of the way the government's role is implemented can also be expressed by Irving Swerdlow's thoughts which states that government involvement or intervention in the process of developing community activities (if more positive is a development process), can be done by five ways:

Direct operations (operations: basically, the government carries out certain activities on its own.
Direct control: the use of permits, licenses (for credit, other economic activities), allotments and others. This is done by government agencies that are “action laden” (which are in the authority of licensing, allocation, tariffs, etc.) or if not, trying to be another action.

Indirect control: the method by providing certain arrangements and conditions, for example the regulation of the use of certain funds that are permitted as long as for a “list of certain goods”

Direct influence: persuasion and advice is used here: for example, for example, certain community groups can join in certain cooperatives, or become acceptors of family planning programs.

Indirect influence: this is the lightest form of involution, for example only providing information, explaining to the government, exemplary examples of efficiency and not waste. There are others, for example counseling and coaching to be more receptive to new things (promoting a receptive attitude towards innovation).

The role of the government as stated by Sondang P. Siagian in his book Development Administration (Nursalam, 2016 and Fallis, 2013) the role of government generally appears in various forms such as regulatory functions, formulation functions of various types, service functions, law enforcement functions, and functions. general maintenance and security. The role of the government is important in terms of creating basic security to concern in matters of religion and belief as well as controlling the economy and ensuring the security of social life (Nursalam, 2016 and Fallis, 2013).

The government’s role is a movement to actualize State Control in achieving its goals which is controlled by basic norms and values in interaction with the environment (Nursalam, 2016 and Fallis, 2013). The opinion of the experts above can be explained that the role of the government is the relationship between the government and the command to achieve the goals to be achieved, this is in line with (Nursalam, 2016 and Fallis, 2013) the role of the government is the process of fulfilling the needs of the governed for public services not being privatized and civil service to everyone when needed so that it creates transactional relationships such as the following:

The government offers a wide selection of products to the public, each choice contains a promise.

Every member of the community is free to choose products that he considers to be in accordance with his aspirations. His freedoms are protected and guaranteed through the civil service.

If the consumer has made a choice among the products offered, then the producer/seller (the government) must keep his promise.

To test whether the promise is kept, consumers exercise social control over the products they receive.

If the promise is kept, it means the producer (government) is responsible otherwise the producer must be responsible.

If producers (government) are responsible, in terms of (society) trust grows in the promises of producers (governments) consumers.

Role of Government as Regulator

Regulator comes from the word regulation which means regulation. The government's role as a regulator means that the government has a role to make regulations or policies that aim to provide a legal basis and mechanism for implementing social safety net programs so that they are right on target.
Role of Government as Facilitator

Facilitator comes from the word facility which is the provision of facilities and infrastructure to be able to achieve the intended target. Facilitator is defined as a party who provides facilities and infrastructure, such as training and providing assistance in the form of goods and services. This study explains that the role of the Denpasar City Government in Realizing Social Protection for Communities Affected by Covid-19 through a social safety net program as a facilitator in the context of providing facilities to achieve the intended target is seen through the results in the field carried out by researchers. The Denpasar City Government has tried its best as a facilitator.

Role of Government as Catalyst

Catalyst comes from the word catalyst which is a substance that can promote a chemical reaction. But in the context of the role, a catalyst can be interpreted as a role carried out by the government to accelerate a job. This study explains that to carry out the government's role as a catalyst, the government acts as a party that can accelerate the process of implementing the social safety net program to realize social protection for the community to prevent COVID-19.

Community Social Protection

Social protection is a broad concept that is always evolving with the times. Governments and organizations around the world have made efforts to extend social protection to developing countries in the past few decades. Through social protection policies, governments of countries around the world are trying to ensure conditions of income security and access to social services for all their citizens. The scope of the social protection approach policy includes social security, such as pension funds for the elderly, as well as persons with disabilities, income benefits, job security, and services for workers and the poor.

Social policy also includes universal access to affordable social services in the fields of health, education, basic services such as access to air and sanitation, food security, housing and others. The definition of social protection has been put forward quite a lot by organizations and institutions in the world. The International Labor Organization (ILO) (1984) defines social protection as a system provided by public policy for the impact of economic and social shocks that can be caused by a decrease or decrease in income as a result of illness, pregnancy, work accident, change, disability, old age, or death. A comprehensive social system includes, among others, social security programs, social assistance, and includes aid schemes and guarantees of funds provided by the government as well as from its participation.

The concept of social protection is divided into two dimensions in the expansion of social security, which consists of basic social security for all people (dimension), as well as gradual implementation with higher horizontal standards (vertical dimension). This is in accordance with the ILO Convention No. 102 of 1952 concerning Minimum Standards for Social Security. Social protection is not limited to social assistance and social security. According to Berrientos and Shepherd (2003), social protection is traditionally known as a broader concept than social security, social insurance, and social safety nets. Social protection can be defined as a collection of efforts made in dealing with and dealing with existing vulnerabilities, limits and limits that are exceeded (Conwan, de Haan et al; 2002).

The meaning of social protection is basically in the principles of social justice, as well as specific universal rights where everyone must obtain social security and an adequate standard of living in order to obtain health and welfare services for themselves or their families. The social protection floor is closely linked to the Decent Work Agenda (ILO, 2012). to combat poverty, underdevelopment, and inequality, the social protection floor must be complemented by other strategies, for example by strengthening labor and social institutions and assessing the pro-worker micro-economic environment. Currently, several countries have suggested a pro-
worker microeconomic environment. Currently, several countries have incorporated these key elements into their social protection systems. In low-income countries, access to social protection programs with efforts to reduce disadvantage, inequality and other social transformations.

**The Social Safety Net Program**

The Social Safety Net Program is a program that is formulated as a basic strategy to prevent the process of impoverishment and troops and to restore the economy after being hit by the monetary crisis. However, during the Covid-19 Pandemic, the Bali Provincial Government again made a new scheme in this social safety net program, the schematic is as follows:

The first scheme, handling the impact of Covid-19 on the poor based on Traditional Villages in the form of the Social Safety Net Program (JPS) with a budget of Rp. 149 billion. Assistance given to krama (residents) of traditional villages in 1,493 traditional villages in Bali. The assistance provided is in the form of Non-Cash Food Assistance (BPNT).

Second Scheme, Handling the Impact of Covid-19 on the poor with a budget of Rp 112 billion. The budget for this Second Scheme is used for handling the impact of Covid-19 in the form of a Social Safety Net Program for community groups consisting of five packages.

Package 1, poor families who do not receive the Family Hope Program (PKH), Non-Cash Food Assistance (BPNT), Cash Social Assistance (BST), Direct Cash Assistance (BLT), and Pre-Employment Cards from the central government and district/city governments city.

Package 2, Group of formal workers affected by termination of employment (PHK) or who were laid off without being paid by companies in tourism, trade, and industry.

Package 3, Group of informal workers (freelancing workers, drivers, and parking attendants).

Package 4, Assistance with education costs for elementary, junior high, high school/vocational/SLB students in private education units, people affected by COVID-19, by replacing the cost of the Educational Development Contribution (SPP).

Package 5, Assistance with education costs for State/Private Higher Education students related to the impact of Covid-19, in the form of subsidies for semester education costs.

Assistance provided to groups receiving Package 1 in the form of Non-Cash Food Assistance (BPNT); Assistance provided to groups receiving Packages 2 and 3 in the form of Cash Social Assistance (BST); and Assistance provided to groups of recipients of Packages 4 and 5 in the form of Assistance/Subsidy for Education Fees. The scheme and policy package will be detailed including the number of beneficiaries, the amount of assistance, recipient requirements, and the realization of assistance and responsibilities which will be regulated by the Governor of Bali Regulation.

To implement the social safety net program with the above scheme, the Bali Provincial Government through social services in districts/cities throughout Bali began to socialize the program to each village/kelurahan in their area to further record the people who were really affected by the pandemic. covid-19 to provide assistance in the form of basic necessities and direct cash assistance (BLT).

### 3 Results and Discussion

The government has a role to make regulations or policies that aim to provide a legal basis and mechanism for implementing the safety net program so that it is right on target, to find out that the Denpasar city government is already running as a regulator. The Denpasar City Government is an effort to ensure social protection, sustainability and guarantee the availability
of food later in regional decisions, or major social celebrations and other policies that require guarantees of clothing, food and housing. We from the Department of Social Affairs carry out activities in the form of data, design budget needs, and the District and Village Government / Lurah validate community data and distribute basic food assistance and direct cash assistance. The social safety net policy scheme made by the provincial government of Bali which was sent directly to each district/city in Bali, in this case the Denpasar City Social Service only carried out the social safety net policy as well as possible so that it could benefit the people affected by the pandemic. covid-19

The role of the Denpasar City government in Realizing Social Protection for Communities Affected by Covid-19 through a social safety net program as a facilitator in the context of providing facilities to achieve the intended target. The facilities provided in the form of providing basic food packages are services for underprivileged families, people with disabilities, the elderly and people with other social welfare problems, including people with ODP status, PDP and families who are positive for COVID-19, as well as employees who have been laid off and who are housed. The basic food packages are in the form of commodity types that contain carbohydrate sources such as rice, corn, sago, animal protein sources such as eggs, chicken meat, fish, vegetable protein sources such as tofu, tempeh, nuts and vitamin mineral sources such as vegetables and fruit. -fruits. Then there is Direct Cash Assistance (BLT) of Rp. 600,000 for 3 months.

The role of the government as a catalyst, acting as a party that can accelerate the process of implementing the social safety net program to realize social protection for the community to prevent covid-19. The Denpasar City Government has prepared various steps to deal with the worst possible situation during the handling of COVID-19. Various efforts are also designed and ready to be implemented, starting from the implementation of the Food Barn and Social Protection Strategy.

In general, the policies achieved by the Denpasar City Government have been maximal and in accordance with the current conditions of Denpasar City and are the most optimal steps. In addition, a Social Protection Strategy was also designed by involving several related OPDs. Such as the Manpower Office with the Job Exchange program, Pre-Employment Cards, Denpasar Young Entrepreneurs, Professional Training and Certification, and Online Training. There are no significant obstacles for the inhibiting factor from the process of socializing the social safety net program because the assistance in the form of basic necessities and BLT is in accordance with the data we received from the kelurahan/village in the Denpasar city area. For the driving factor, all lurah and village heads have been actively encouraging their employees to collect data quickly.

4 Conclusion

The role of the Denpasar City Government in realizing social protection for the community to realize covid-19 through the running social safety net program can be seen from the government's role as a regulator, the Denpasar City Government through the Social Service has provided assistance to the community about covid-19 in all villages/kelurahan in the city area. Denpasar by first socializing this social safety net program to the village head/lurah then given a form/blank of assistance that must be completed by the community who wants to get assistance then submitted to the village/kelurahan office to be collected and then submitted to the Social Service, for further recapitulation and assistance that can be taken. The government's role as a facilitator has been going well by distributing assistance in the form of basic necessities and direct cash assistance to the community. The government's role as a catalyst has also gone well
because the government is quick to deal with public complaints about the social protection of the COVID-19 pandemic, preparing various steps to deal with the worst possibilities during the handling of COVID-19, one of which is a social protection strategy by involving several related OPDs. Such as the Manpower Office with the Job Exchange program, Pre-Employment Cards, Denpasar Young Entrepreneurs, Professional Training and Certification, and Online Training.

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Context of Taboo Words in Tenganan Pegringsingan Village

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Abstract. Every language must have taboo words. Taboo word or taboo language is expressions that should not be said carelessly. However, topics related to taboo have become an interesting study to discuss, because taboo words are part of a language that has close links with social society and culture. In Tenganan Pegringsingan itself, there are some expressions considered taboo depending on the context or situation of where, when, why, by whom, or to whom they are expressed or addressed. In addition, most taboo words in this village are slightly different from the Balinese taboo words in general, especially in Denpasar and other villages in Bali. Therefore, this study focused on the context and types of taboo words used by the people in Tenganan Pegringsingan village. The data were collected by using structured interview techniques supported by the elicitation technique. Based on the results, it was found that the context of taboo words used by Tenganan village communities occur in some context including setting, participants, ends, and norms. Meanwhile, according to the types, the taboo words in Tenganan can be classified into seven types; they are taboo words related to activities, animal names, body parts, excrement, sacred things, abusive swearing, and pronouns. There were only a few taboos found in this village if compared to the numbers of taboo words in other villages in Bali, especially in Denpasar, as the people who live in Tenganan Pegringsingan village highly uphold respect, courtesy, and sacredness in their social life.

Keywords: Taboo Words; Context; Tenganan Pegringsingan

1 Introduction

Tenganan Pegringsingan Village is one of the villages famous for its unique culture. This village has become one of Bali’s tourist destinations. This village is located in the Karangasem Regency, close to the Candidasa Tourism Object. Some residents of Tenganan village work as farmers and handicraftsmen. The agricultural products and handicrafts produced by the residents are all made using traditional methods inherited from their ancestors. Hence, Tenganan Pegringsingan Village was designated as the real-traditional Bali village, known as Bali Aga, and became one of the government’s national cultural heritages (Astawa et al., 2019).

Under the impact of the current globalization, the people of Tenganan Pegringsingan village keenly preserve ancient traditions and their culture. As the residents of Tenganan village are indigenous Bali tribes or commonly known as Bali Aga, their culture is considered unique compared to the common Balinese culture in general. This can be seen in the rituals, customs,
dressing styles and language they use in daily social activities. Moreover, compared with the common Balinese, the language spoken by the local people in Tenganan Pegingsingan village has its own characteristics. Their dialect is considered unique. It is not similar to the dialect of people who live in other villages, especially Denpasar. Furthermore, they also have different characteristics of language norms and politeness.

Every language must have taboo words, especially in Tenganan Pegingsingan village itself. In this village, there are some words considered taboo, one of which is kebo 'buffalo'. If the word is addressed to male buffalo, especially when it is used to conduct an abusive swearing to it, then the word kebo is considered taboo. The local people usually call the male buffalo jero gede, because it is one of an animals held to be sacred by the residents of Tenganan village. In daily life, when local people want to tell others that they have just seen a (male) buffalo, they will say "tuni tyang ningalin jero gede", I saw a (male) buffalo just now'. Therefore, it can be said that the word kebo is one of the words considered taboo, and in some cases, it should not be said carelessly, as well as other taboo words in Tenganan Pegingsingan village. This is in line with what proposed by Laksana (2009), in the case of taboos, the use of taboo words can be dangerous, because a word can have efficacy and harm the others (Laksana, 2009).

It should be pointed out that the problem of using swear words or taboo words stems from Patrick's (1901) statement, which reveals "why and when do we swear? Why do we choose certain words to curse?" (Jay, 2009). This indirectly gives the answer that a word/expression is taboo, depending on who we are talking to and where the conversation takes place. This phenomenon is consistent with what Jay (2009) said, that is, the offensiveness and appropriateness of a taboo word is affected by context variables and our sensitivity when hearing the phrase.

In general, some topics are considered taboo, such as sex, vital parts of the body, and so on. In America and European countries, certain expressions related to race and religion are taboo topics. For example: "Oh My God", "Jesus Christ", "Holy shit" are some expressions related to religion that should not be used carelessly. However, in Indonesia, especially Bali, words such as "Ya Allah, Mimih Dewa Ratu, are not taboo. Sociocultural factors such as gender and cultural norms affect whether the expression is the taboo or not (Schippers, 2013: 4). Similar to the word kebo which has been described above, it is an expression that is taboo and forbidden in some context in Tenganan Village, but is a common expression in other places, including Denpasar.

Based on the problems discussed above, this research is very interesting to do considering that taboo words are an inseparable part of language. This research focused on the context and types of taboo expressions used in the Tenganan Village. Therefore, it is hoped that this research can provide knowledge to readers, especially those who want to learn Balinese and its culture.

**Literature Review**

Taboo words are expressions that should not be said carelessly. However, topics related to taboo has become an interesting study to discuss, because these expressions are part of language that have close links with social and culture. Research on taboo words or swearing in Balinese has been done previously by several researchers. However, the research only focused on their types, forms, and references. Research focusing on the context of using taboo expressions in Balinese has never been studied or done. Nevertheless, previous studies that discussed the types and references, as well as the motives for the use of taboo expressions were used as references in this study.

Dewi et al. (2017) analyzed the swearing (swearing) used by the community in Cempaga Village. This study focused on the forms and functions of swearing found in the speech community of the Cempaga Village community. Similar to the research of Dewi (2017), research done by Dewipayani et al., (2017) analyzed the forms and functions of swearing in...
Balinese. The data source in this study was the local youth in Nusa Penida. Based on those two research, it was found that the use of swearing and taboo expressions is not only negative, but it has positive benefits such as entertainment, stress relief, and as a joke. In addition, eight main functions of swearing were found, namely, to attract attention, to provide catharsis, to provoke, to create interpersonal identity, integrative, aggressive, regressive, and suppressive.

Mahayana et al. (2020) analyzed the forms, types, and motives of the use of taboo expressions in Denpasar. This study revealed that there are three motifs and ten types of taboo expressions in Denpasar. This study provides an initial description of how Balinese people communicate informally and what types of taboo expressions were found, and why they use those taboo expressions.

**Taboo Words**

The term taboo is part of a culture. In general, taboos are things that are considered sacred, cannot be touched or spoken because they are considered as taboo or prohibitions. These taboo terms themselves can be described as offensive or insulting, shocking or disrespectful, or abusive. This taboo term is used by a speaker both personally and interpersonally. The word taboo comes from the Tongan language 'tabu' which means 'to forbid' or 'forbidden' (Allan & Burridge, 2006). An expression is said to be taboo based on community norms and agreements in certain social communities. As Whorf puts it in Wardaugh (2006: 221):

“Different societies may value certain things and do them in a certain way, yet almost all of the societies that exist in this world have the same requirements of the categorization of good and bad language.”

Based on the quotation above, it can be said that not all words are considered taboo, although most people in particular community agree on certain things that there are some topics considered taboo if they are related to certain things, for example topics related to sex, body parts, excrement, etc.

Napoli & Hoeksema (2009) mentioned that there are several topics that are considered taboo such as religion, sex, health, bodily excretions, insulting physical attributes and racial/ethnic groups, extreme political, and name calling. On the other hand, Jay (1992: 2-9) called taboo terms dirty words and classified them into ten types, namely: cursing, profanity, blasphemy, taboo, obscenity, vulgarity, slang, epithets, insults and slurs, and scatology.

At certain moments, taboo words may be tolerated by some people, but others may not. Sometimes, the use of taboo expressions or swearing indicates that the speaker has, or wants to have a close personal relationship with another person. On the other hand, swearing tends to be emotive, rude, and can provoke an unpleasant impression. Ljung, (2011) classified swearing into two types, namely swearing words and non-swearing words.

He added that taboo words could not necessarily be said to be swearing, however, all forms and swear words were definitely taboo expressions, as in the example below.

- We live in hell. Trapped
- Go straight to hell!

Based on the example above, the word hell in sentence (a) retains its original meaning indicating a metaphorical interpretation of "something unpleasant" or "an unpleasant place". While the word hell in sentence (b) is an explicit swearing (Pratama, 2017).

**Contexts**

In speech events, verbal interactions occur which always involve factors outside the language, including: the speaker, the interlocutor, the subject of the conversation and the time of the speech, as stated by Fish (Surana, 2017: 87) in the statement "Who speaks, What language, to whom, when and what end".
Hymes (in Brown & Yule, 1983: 38) explains the context of the situation, namely the speaker/writer (addressee), listener/reader (address), topic of conversation (topic), channel (channel), code (code), message form (message form), events (events), and place/time (settings). Furthermore, Hymes (in Junaidi & Wardani, 2019: 5) formulate the determinants of speech events in the context of situations that are not much different from the previous explanation, through the acronym SPEAKING. Each phoneme represents the intended determining factor.

(S) Setting and scene, namely background and situation. The setting is more physical, which includes the place and time of the speech. While the scene is a psychological setting that refers more to the psychological atmosphere that accompanies the speech.

(P) Participants, speech participants, namely people who are involved in the conversation, either directly or indirectly. Matters related to participants, such as age, education, social background, and so on.

(E) Ends, results, namely the results or responses of a conversation that is expected by the speaker (ends as outcomes), and the ultimate goal of the conversation itself (ends in view goals).

(A) Act sequence, message/mandate, consists of message form and message content.

(K) Key includes the manner, tone, attitude, or situation in the conversation. The situation of conversation, for example: serious, relaxed, friendly, and so on.

(I) Instrumentalities, namely the means of conversation. It means by what medium the conversation is delivered. For example: verbally, in writing, letters, radio, and so on.

(N) Norms, refers to the norms or rules that limit conversation. For example, what is allowed and not talked about, how to talk about it: smooth, rough, open, and so on.

(G) Genres or types, namely types or forms of discourse. This directly refers to the type of discourse delivered. For example: telephone, newspaper, poetry, lecture, and so on.

2 Research Methods

Research Type

This study was designed using a descriptive qualitative approach with direct observation method. Descriptive qualitative research aims to provide maximum space for researchers to describe and describe the variables studied in detail. The direct observation method was chosen because in the data collection process, researchers went directly observing participants in their natural environments over time to collect primary data. The stages in this research include: 1) data collection and 2) data analysis. In terms of data collection, the researcher involved three students in distributing questionnaires and interviews.

Data Source and Location of the Research

This research is a qualitative descriptive study using data sources in the form of informants, namely the local people in Tenganan Pegringsingan Village. A qualitative approach is considered very appropriate to be used as this study aims to describe, analyze, and interpret taboo words forms in the speech of the people of Tenganan Pegringsingan Village, Karangasem. This village was chosen because it is a Bali Aga village, which is a genuine Balinese village that still maintains their unique traditions and culture. However, nowadays the culture and traditions in Tenganan village are starting to change slowly, including the language. The influence of globalization affects people's attitudes in language, including taboo expressions.

Research Instrument

This research includes field research and in its implementation uses several instruments. The instruments used in this study are data tables, photo cameras and recording devices. A recording
device is needed in this study, the type of recording device used is one that can be used to record images and sound, such as a cellphone.

**Data Collection Procedure**

Research with qualitative research methods emphasizes data collection by observation and interviews. Before conducting interviews, the first step carried out was distributing questionnaires. Questionnaires were distributed to people who live in Tenganan Pegingsingan Village, Karangasem. The contents of the questionnaire given are as follows:

a. In your opinion, are there words that should not be said carelessly in Tenganan village? What are those words?

b. When/Where can this expression be said?

c. To whom should this expression not be spoken?

After giving the questionnaire, the observations and interviews were done. Interviews were conducted using unstructured interview method. As this research is qualitative research, it is very appropriate to use unstructured interview method. The informants who were interviewed were determined using the criteria proposed by Nothofer and Fernandes (in Junaidi et al., 2016), namely:

a. Male or female,

b. Aged + 30s.d. + 60 years.

c. Born and raised in a local village.

d. Can speak Balinese in the Tenganan dialect.

e. Can speak Indonesian; and

f. Mentally and physically healthy in the sense that the speech apparatus is perfect (Junaidi et al., 2016)

In this case, the researcher did not use interview guidelines that had been arranged systematically and completely in data collection (Estenberg in Sugiyono, 2010: 223). Therefore, the elicitation technique is considered necessary considering the data obtained is not easily obtained. This interview method only focused on getting an outline of the problems.

**Data Analysis Technique**

After the data were collected, the data were assembled into a text that contains descriptive and narrative elements. The data analysis technique used in this study is a qualitative analysis technique with the following steps:

- Selecting data that are truly valid,
- Describing all data on taboo words that are completely valid,
- Grouping the data based on the context, and
- Performing data analysis to draw conclusions.

**Data Presentation Technique**

The results of this study were in the form of contexts and types of taboo expressions analyzed based on theories that were outlined in the previous subchapter. The results were represented formally later in the form of tables and charts. Besides, they were also presented informally; the results were described in a sentence to make it easier to understand.
3 Results and Discussion

Types of Taboo Language

Taboo words have various types. In this chapter, the data of types of taboo words are described in detail including the table. Based on data found in this research, there were several types of taboo words use by people in Tenganan Pegringsingan village. They are divided into seven which can be seen as follows.

Taboo words related to activities

According to the data, there are several taboo words related to activities, such as ngingem „drinking”. Besides ngingem, the word nyegseg is also considered taboo in Tenganan Pegringsingan Village. The word nyegseg means ‘eat’ in a rough context. Words that have a similar meaning to nyegseg are manted. The word is also considered taboo and prohibited to express in some situation. Another taboo word related to an activity is nyangklik which means 'having intercourse'. This word is classified as it has something to do with sex activity. In addition to the aforementioned words above, there is one word that is taboo and is included in the type of activity word, namely melud. The meaning of the word melud itself is 'sleep'.

„Fight over something” or in Balinese called megarang is a taboo word to be addressed to humans because the word megarang can only be addressed to animals such as the example in the sentence “nasi e garang buyung” which means "the rice is snatched by flies ". A summary of all the words above can be seen in the following table

<table>
<thead>
<tr>
<th>No.</th>
<th>Word</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Nyegseg/manted</td>
<td>Activity (eating)</td>
</tr>
<tr>
<td>2.</td>
<td>Ngingem</td>
<td>Activity (drinking)</td>
</tr>
<tr>
<td>3.</td>
<td>Nyangklik</td>
<td>Activity (having sex)</td>
</tr>
<tr>
<td>4.</td>
<td>Melud</td>
<td>Activity (sleeping)</td>
</tr>
<tr>
<td>5.</td>
<td>Megarang</td>
<td>Activity (fight over something)</td>
</tr>
</tbody>
</table>
Taboo words related to animal names

In the taboo words related to animal names, there were several words found by researchers, including bojog. The word bojog which refers to 'monkey' is taboo, especially during the pesangkepan event of Tenganan Pegringsingan village. The word is taboo because it is believed that if someone said the word, he/she would get a monkey as his/her spouse. Another taboo animal word is bikul 'rat'. The people of Tenganan Pegringsingan village are forbidden to mention it. Therefore, they use jero ketut instead of bikul when talking about something related to the rats. Another word is Kaung. Kaung in Tenganan language means 'male pig'. The people of Tenganan Pegringsingan Village are not allowed to say it, especially during a formal meeting in pesangkepan event. The substitute for the word kaung is truna. Therefore, the community of this village uses euphemism truna to avoid the taboo word. Sampi 'cow' is also taboo because according to the beliefs of the Tenganan Pegringsingan community, cows are sacred animals. A summary of all the words above can be seen in the following table.

<table>
<thead>
<tr>
<th>No.</th>
<th>Word</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Bojog</td>
<td>Animal (monkey)</td>
</tr>
<tr>
<td>2.</td>
<td>Bikul</td>
<td>Animal (rat)</td>
</tr>
<tr>
<td>3.</td>
<td>Kaung</td>
<td>Animal (male pig)</td>
</tr>
<tr>
<td>4.</td>
<td>Sampi</td>
<td>Animal (cow)</td>
</tr>
<tr>
<td>5.</td>
<td>Kebo</td>
<td>Animal (buffalo)</td>
</tr>
</tbody>
</table>

Taboo words related to body parts

In addition to the types of taboo words above, there are other types of words that are taboo in Tenganan Pegringsingan Village, namely Taboo words related to Body Parts. There were several words related to body organs that were found, such as lengget. The meaning of the word lengget itself is the male genitalia (penis). The word is very taboo, especially if the youths say it in front of the older person. In addition to the word lengget, there is a similar type of taboo word related to genitals, namely momok which means female genitalia. A summary of all the words above can be seen in the following table.

<table>
<thead>
<tr>
<th>No.</th>
<th>Word</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Lengget</td>
<td>Body Part (penis) - (genital)</td>
</tr>
<tr>
<td>2.</td>
<td>Momok</td>
<td>Body Part (vagina) - (genital)</td>
</tr>
</tbody>
</table>

Taboo words related to excrement

According to Cambridge English Dictionaries, excrement means the solid waste that is released from the bowels of a person or animal. Based on the results, there was only one taboo word found in the type of excrement, such as ngendig. Ngendig itself means defecation. The word is considered taboo, especially when talking to an older person.

<table>
<thead>
<tr>
<th>No.</th>
<th>Word</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Ngendig</td>
<td>Excrement (defecation)</td>
</tr>
</tbody>
</table>
Taboo words related to sacred things

The people of Tenganan Pegringsingan Village highly uphold sacred values, especially in language. There are words that are taboo to be said carelessly because they contain sacred values, namely there are six sacred names that are forbidden to be mentioned carelessly. The six sacred names are pronounced when the community performs the Nganyunang Loka ceremony, or which means the ceremony of turning the earth. The people of Tenganan Village believe that this ceremony is very important to do in order to maintain the balance of the earth. A summary of all the words above can be seen in the following table.

<table>
<thead>
<tr>
<th>No.</th>
<th>Word</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Six sacred names</td>
<td>Sacred</td>
</tr>
</tbody>
</table>

Taboo words used as abusive swearing

The people of Tenganan Pegringsingan Village also have curses that are unique and different from other areas in Bali. If other areas in Bali know the word bastard or naskleng, then the people of Tenganan use the words kawah and kawah incuk. The word kawah has the same meaning as the word 'jerk', while incuk does not have a specific meaning. A summary of all the words above can be seen in the following table.

<table>
<thead>
<tr>
<th>No.</th>
<th>Word</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Kawah</td>
<td>Abusive swearing</td>
</tr>
<tr>
<td>2.</td>
<td>Kawah incuk</td>
<td>Abusive swearing</td>
</tr>
</tbody>
</table>

Taboo words related to pronoun

A pronoun is a type of word that replaces a noun or noun phrase. The pronominal type of taboo expressions in Tenganan Pegringsingan Village, for example, engko which in Indonesian means 'you'. The word engko is considered impolite when addressed to an older person. But in general, the word engko can be used for people of the same age. In addition to the word engko, the word wake is also taboo if it is addressed to older people. A summary of all the words above can be seen in the following table.

<table>
<thead>
<tr>
<th>No.</th>
<th>Word</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Engko</td>
<td>Pronoun (you/your)</td>
</tr>
<tr>
<td>2.</td>
<td>Wake</td>
<td>Pronoun (I/my/me)</td>
</tr>
</tbody>
</table>

Context of Using Taboo Words

The word taboo has various contexts of use. In the Balinese language used in the Tenganan Pegringsingan area, there were some contexts of taboo words used by Tenganan Pegringsingan village occurring in context proposed by Hymes’ SPEAKING theory, including

Setting and scene

The setting referred to here is the place and time of the speech, while the atmosphere is a psychological setting that refers more to the psychological atmosphere that accompanies the
speech. The taboo utterances based on the context of the background and atmosphere are as follows:

**Data 1**

“eh, ade bojog!” (uh, there's a monkey!)

In the data, the use of the word bojog is taboo in certain places, especially in Paruman. This happens because the people of Tenganan Pegingsingan believe that if a young woman or a child says the word, then it is believed that later daha will get a husband like a bojog or a monkey. When they see a monkey they simply say "ade bo!" or "there is a monkey!". The word "bo" is a word that is the result of the back-clipping process. In this case, the word bojog is changed to bo to avoid taboo speech.

**Participants**

Speech participants are people who are involved in the conversation, either directly or indirectly. The taboo utterances based on the context of participants are as follows:

**Data 1**

"engko ngejang sampat " (You put the broom.)

The sentence above is very taboo when addressed to older people. Instead, if a younger person wants to call an older person like grandpa, for example, they will add a ki that comes from clipping the word kaki (grandfather).

**Ends or Results**

The result in question is a response from a conversation that is expected by the speaker and the ultimate goal of the conversation itself. The taboo utterances based on the context of ends or results are as follows:

**Data 1**

“kawah sajan nak cenik to!” (cheeky little boy!)

The sentence is taboo because it is intended to curse a small child who behaves rudely to that person.

**Data 2**

“kawah kebo ento!” (damn that buffalo!)

This sentence is forbidden to be uttered or used to curse because the buffalo itself is sacred in Tenganan Pegingsingan.

**Norms**

Norms refer to norms or rules that limit conversation. As for taboo utterances based on the context of norms, such as six sacred names that can only be mentioned by people who attend the Nganyunang Loka ceremony or the ritual of turning the earth, even researchers are not allowed to know these six names. If it is said carelessly, there will be an outbreak in Tenganan Pegringsingan Village. This only applies in Tenganan Pegringsingan Village. The results of the clarification of the taboo language found in the Tenganan Pegringsingan area will be described in the table below.

<table>
<thead>
<tr>
<th>No.</th>
<th>Word</th>
<th>Context of Using Taboo Word</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Nyegseg</td>
<td>Setting, speech participant</td>
</tr>
<tr>
<td>2.</td>
<td>Nginem</td>
<td>Speech participant</td>
</tr>
</tbody>
</table>
3. Nyungklik | Speech participants, results
4. Melud | Speech participant
5. Megarang | Speech participant
6. Bojog | Setting, participants, results
7. Bikul | Setting, results
8. Kaung | Setting, participants, results
9. Lengget | Setting, participants of speech
10. Momok | Setting, participants of speech
11. Ngendig | Speech participant
12. Enam nama sakral | Setting, participants, norms
13. Kawah | Setting, participants, results
14. Kawah incuk | Setting, participants, results
15. Engko | Speech participant
16. Kebo | Results

4 Conclusion

Based on the results of data analysis and explanations that have been presented in previous chapters, it can be concluded that there were several types of taboo words found in Tenganan Pegringsingan Village including taboo expressions of activity, animal, organ parts, excrement, sacred, swearing, and pronouns. In addition to the types listed above, there were also taboo language contexts found in Tenganan Pegringsingan Village, namely setting, participants, ends, and norms. Through the results of data analysis that has been described in several chapters above, it can also be concluded that the people of Tenganan Pegringsingan Village highly uphold the norms of decency. Therefore, only a few of taboo words found in Tenganan Pegringsingan Village as well as its context. The total of numbers was only sixteen.

References


Protection of Workers' Rights Under Law Number 8 of 2016

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Abstract. Guideline of the security of laborers with inabilities in the Republic of Indonesia dependent on Pancasila and the Constitution of the Republic of Indonesia year 1945 which directs to regard and maintain the poise and respect of individuals. Common liberties as a premise intrinsic in individuals are all around important to be secured, regarded, and kept up with so the assurance and basic freedoms of weak gatherings explicitly for individuals with handicaps. Respect and security of laborers' privileges with inabilities is the obligation of the state. This is additionally expressed in Law No. 39 of 1999 on Common freedoms so the general population has an obligation to regard the privileges of individuals with inabilities. Respect and security of laborers' privileges with inabilities is the obligation of the state. This is additionally expressed in Law No. 39 of 1999 on Common freedoms so general society has an obligation to regard the privileges of individuals with incapacities. This is a different approach of the business, where the business is additionally obliged to encourage a decent connection with the public authority, for this situation, the Branch of Work, on the grounds that the strategies and guidelines gave by the organization are not isolated from its oversight, to stay away from the chance of separation by bosses against laborers with incapacities. The motivation behind the guideline of insurance of the privileges of laborers with handicaps is to understand the uniformity of rights and openings for individuals with incapacities to a prosperous, free, and non-prejudicial life legally necessary No. 8 of 20016 on People with Handicaps in lieu of Law No. 4 of 1997 on People with Handicaps, which can ensure legitimate assurance for laborers with inabilities. While the assurance of business openings for laborers with inabilities is additionally perceived in Law No. 13 of 2003 on Business, specifically in article 5 which expresses that each specialist has a similar chance without separation to find a new line of work. Furthermore, Indonesia has additionally confirmed in Law No. 19 of 2011 the sanction of the show on the privileges of people with handicaps expressing that the public authority of Indonesia is obliged to regard, ensure, and satisfy the privileges of laborers with incapacities that eventually work on the government assistance of individuals with inabilities. The external logical diaries that are designated are Exploration Diaries as Limlit Proseding Warmadewa College just as examination reports, and Exploration Banners as Licensed innovation Rights.

Keywords: Legal Protection; Workers' Rights; People with Disabilities
Introduction

Alongside the progression of innovation and industry in the time of globalization, open the eyes and experiences of laborers, such countless specialists need to sharpen themselves to foster the likely that exists in them. With the change from the modern time to the time of data change is speeding up, at long last entering the period of an unregulated economy is an indication of globalization, accidentally requesting laborers to additional battle for its reality.

The unitary condition of the Republic of Indonesia keeps up with the endurance of each resident incorporating people with incapacities has a legitimate position and has similar basic liberties as Indonesian residents and as a fundamental piece of Indonesian residents and society is the command and endowment of God all-powerful to live advance and grow decently and pride.

The vast majority with handicaps in Indonesia lives in defenseless, in reverse, and helpless conditions because of limitations, deterrents, challenges, and impact or evacuation of incapacity rights. The advancement of innovation doesn't cover the chance of an individual with handicaps as a specialist, this is because of the requests of his every day’s life in the financial field, due to the powerlessness of his folks to live with him, and there is likewise one truth in the large city since diversion and have abilities as a vocalist at long last attached to work contracts.

Bali Area has Nearby Guideline No. 9 of 2015 on The Insurance and Satisfaction of The Privileges of People with Handicaps, containing about the significance of availability in all circumstances, particularly in the current crisis. The organization utilizes laborers with incapacities to meet quantities just, however it should be seen its capacity to work not its powerlessness to work. What's more, the organization additionally leads training for the overall population by systems administration, for example, with lawful guide offices (LBH) and different associations pointed toward raising public mindfulness. Taking a gander at the quantity of handicapped specialists who have effectively found a new line of work, the figure of 350 laborers with incapacities isn't pompous when determined from 2013-2020.

There has been a change in outlook since the arrival of Law No. 8 of 2016 on People with Incapacities rather than Law No. 4 of 1997 on people with incapacities, already even in Indonesia individuals with inabilities were called impaired with a worldview of not an engaged individual, but rather an individual of pitty. After the arrival of Law No. 8 of 20016 on People with Inabilities is viewed as a subject and has the right and dynamic job locally. This is the place where the right of people with handicaps to find a new line of work is caused rules to give security and lawful assurance.

For instance, on account of Romi Dental specialist, he took part in the choice of Forthcoming Government workers in 2018, was proclaimed graduated, and put first in dental specialist drug store in Puskesmas Saluran Solok Selatan. Nonetheless, on Walk 18, 2019, Romi Dental specialist's graduation was dropped by the South Solok Government and the State Faculty Office, refering to being considered ineligible for Physical and Otherworldly Wellbeing, because of utilizing a wheelchair.

Seeing the instance of Dental specialist Romi that the wiping out of graduation incorporates an impediment for individuals with inabilities to get the option to work appropriately.

Courses of action on laborers with handicaps are likewise specified in article 5 of Law No. 13 of 2003 on Business. Which determines that laborers have equivalent freedoms without separation to acquire business, and article 6 indicates that each specialist/laborer is qualified for equivalent treatment without segregation from managers.

Beginning from the foundation above, there are a few issues concerning the exploration proposed. The issue can be figured as follows:
What is the lawful security of incapacity laborers' privileges as indicated by Law No. 8 of 2016?

What are the results of the Organization's law that oppresses laborers with incapacities and is it an infringement of basic liberties?

2 Research Methods

The exploration utilized is exact law research which is a technique for legitimate examination that utilizes observational realities taken from human conduct, both verbal practices got interviews and different practices. Observational legitimate exploration is field research by looking and seeing what's going on in the field, the utilization of these guidelines practically speaking locally. To help exact exploration utilized regulating research with a legal methodology by concentrating on enactment identified with laborers with handicaps.

Problem Approach

The issue approach utilized in this review is to utilize a legal methodology, to be specific the exercises of investigating enactment, standards, and lawful standards that live locally, particularly concerning laborers with incapacities and sociological methodologies, which are approaches used to analyze social factors that influence the security of the privileges of laborers with handicaps as indicated by Law No. 8 of 2016 on individuals with incapacities.

Data Source

To help the conversation on the proposed issue information acquired from:

Essential Information is information acquired in the field through field research.

Auxiliary information is information gotten through library research, comprising of essential lawful materials and optional lawful materials. The essential legitimate materials are the Common Code, Law No. 13 of 2003 on Work, Law No. 8 of 2016 on People with Inabilities, Law No. 1999 on Basic liberties, Official Guideline No. 68 of 2020 on the Public Commission on Inability (KND). Auxiliary Lawful Materials are led with writing research acquired from writing, books, and diaries.

Data Collection Techniques

Essential information assortment strategies and optional information, the creators directed field research with perception procedures and meeting methods identified with issues, and information were then filled logical papers by identifying with the issues talked about.

Data Analysis

After the essential information and optional information are gathered, the information is prepared and dissected utilizing subjective methods. In the wake of going through the most common way of handling and examination, then, at that point, the lawful material is introduced distinctly investigation. Enlightening means the openness of examination results deliberately and completely concerning information identified with research issues. While the examination implies that the information identified with research is investigated cautiously so then, at that point, ends are acquired.

3 Results and Discussion

Legal Protection of Workers' Rights with Disabilities According to Law Number 8 of 2016

The state ensures the endurance of each resident, incorporating people with incapacities who have a lawful position and have similar basic liberties as Indonesian residents and as an essential
part and Indonesian residents and individuals, are the command and endowment of God all-powerful, to live advance and create as reasonably and valuably.

The vast majority with handicaps in Indonesia live in powerless, immature, or potentially helpless conditions because of limitations, deterrents, troubles, and the decrease or evacuation of inability rights. To understand the correspondence of rights and openings for individuals with disabilities towards a prosperous, autonomous, and non-prejudicial life, enactment is necessitated that ensures its execution, which is specified in Law No. 8 of 2016.

People with handicaps are lawfully harsh, explicitly specified in Law No. 8 of 2016 on People with Handicaps. With Law No. 8 of 2016 on people with handicaps. Execution and satisfaction of the privileges of people with handicaps plan to:

a. Realizing regard, advancement, security, and satisfaction of common liberties and fundamental opportunities of people with disabilities in full and equivalent.

b. Ensuring the endeavors of regard, advancement, assurance, and satisfaction of rights as poise joined to the individual with handicaps.

c. Realizing a superior quality, reasonable, prosperous, free, and helpful way of life for individuals with disabilities.

d. Protecting people with handicaps and deserting and abuse, provocation, and all demonstrations of separation, just as infringement of basic freedoms and

Guaranteeing the execution of regard, advancement, security, and satisfaction of the right of people with disabilities to foster themselves and use all capacities as indicated by their gifts and interests to appreciate, take part and contribute ideally, securely, openly, and noble in all parts of public life, state, and society.

Insurance endeavors are done intentionally to secure, ensure, and fortify the privileges of people with disabilities, which is specified in article 5 passage (1) of Law No. 8 of 2016, indicating that: the privileges of people with disabilities have the right: life, free and disgrace, security, equity, and legitimate assurance, instruction, work, business, and cooperatives, wellbeing, governmental issues, religion, sports, culture and the travel industry, social government assistance, increase, public administrations, fiasco insurance, restoration and recovery, transformation, information assortment, living autonomously, and being engaged with society, migrating and citizenship, and liberated from demonstrations of separation, relinquishment, torment, and abuse.

Article 5 passage (2) of Law No. 8 of 2016 concerning people with disabilities, indicates that ladies with handicaps have the accompanying rights:

a. On conceptional wellbeing;

b. accept or reject the utilization of contraceptives;

c. get more security from layered segregation treatment, and;

d. To apply for additional security from viciousness, including sexual savagery and abuse.

e. Article 5 passage (3) of Law No. 8 of 2016, indicates that: youngsters with incapacities have the right:

f. Obtain unique insurance from segregation, deserting, badgering, abuse, and sexual viciousness and wrongdoing;

g. Get care and sustaining a proxy family or family to develop ideally;

h. Protected its advantage in dynamic;

i. Humane treatment of kids following the poise and privileges of the youngster;

j. Fulfillment of unique necessities;

k. Equal treatment with different kids to accomplish social joining and individual turn of events, and

l. Get social help.
The rights and commitments of laborers and businesses are specified in article 111 of Law No. 13 of 2003, determining that the Organization's Guidelines contain basically the rights and commitments of businesses, the rights and commitments of laborers/laborers, working conditions, corporate discipline, and the time of section into power of organization guidelines. On a basic level, laborers are qualified for get a living compensation that is the lowest pay permitted by law is a base standard utilized by managers to give wages to laborers in the business climate or work. In this way the commitment of each business to give compensation observing the lowest pay permitted by law guideline.

Laborers with incapacities preventive legitimate insurance are done preventive endeavors if there should arise an occurrence of debates assuming specialists with handicaps are hurt by the Organization, the goal of questions is sought after using consultation, this is attested in the work understanding between the Organization and people with disabilities. For this situation observing the guideline of Law No. 8 of 2016, a Public Commission on Incapacity was set up, which is entrusted with observing, assessing, pushing the execution of regard, insurance, and satisfaction of the privileges of people with disabilities.

**As a result of The Law Companies That Discriminate Against Workers With Disabilities And whether It Is a Violation of Human Rights.**

Article 134 of Law No. 8 of 2016 on people with handicaps determines that: state- and privately-owned businesses give equivalent help and treatment to people with incapacities by utilizing people with disabilities in their Organization as indicated by their sort and level of handicap, training, and capacity that adds up to acclimated to the quantity of workers or potentially capabilities of the organization.

The clarification of Article 134 of Law No. 8 of 2016 concerning people with handicaps clarifies that the Organization should utilize no less than 1 (one) individual with incapacities who meet the necessities and capabilities of the important work, for each 100 (one hundred) representatives. Organizations utilizing high innovation should utilize somewhere around one individual with a qualified and the incapacity work capabilities being referred to regardless of whether the quantity of representatives is under 100 individuals. The assurance of business openings for laborers with incapacities is likewise perceived in Law No. 13 of 2003 on business, specifically in article 5 which expresses that each specialist has a similar chance without segregation to find a new line of work. Indonesia has likewise approved the fundamental instruments in Worldwide law administering the business privileges of people with handicaps.

Article 134 of Law No. 8 of 2016 on People with Incapacities requires state- and privately-owned businesses to ensure work freedoms to individuals with handicaps.

From the aftereffects of the review dated May 23, 2021, with Mr. Putu Agus Sudiarnawa, as Aide Supervisor III Burger Ruler, that the Organization or retail chains today appear to have started to be touchy to the people who have unique conditions. As of late, there have been a few organizations or shops in the country that give freedoms to have the option to fill in as individuals overall. Just as burger ruler global establishment in Bali that utilizes individuals with handicaps (incapacities). Burger Ruler situated in Bali has been recruiting representatives with handicaps or frequently called uncommon team, so the clerk has been since 2018. Two Burger Lord areas in Bali utilize Exceptional Team. First area At Ngurah Rai Air terminal Denpasar Bali. The second is in Simpang Dewi Sri.

As per Mr. Putu Agus Sudiarnawa, that what Burger Lord is doing is turning into a buzz and another soul, and notices that the kickoff of work openings is a gathering for the individuals who have actual limits to show their capacities. What's more, as per him likewise said, so far Burger Lord has recruited (22) representatives and workers with handicaps. As a rule, voyagers who come to Burger Ruler in Bali, particularly in the two spots referenced before will be
shocked. When entering the Burger Lord region and requesting the menu, this Extraordinary Team will show a data board that makes proper acquaintance. I'm hard of hearing, kindly select the image on the menu for the request, much obliged. The Unique Group has recently been prepared with the goal that clients won't have any troubles, and the general population is welcome to basically specify gesture-based communication, if conceivable.

The chance to get fairness of position, rights and commitments for individuals with handicaps must be acknowledged whether there is increase, which is simple for individuals with incapacities to accomplish equivalent freedoms in acquiring balance of position, rights, and commitments so availability should be made for individuals with disabilities. With these endeavors, it is normal that individuals with disabilities can coordinate totally in acknowledging improvement objectives, broadly as a general rule, and working on the social government assistance of individuals with incapacities specifically.

The laborers have the right to accept their privileges in full, without being influenced by any conditions concerning them. One of these rights can be a reasonable treatment that ought to be acquired by all specialists no matter what. It has been asserted in article 6 of Law No. 13 of 2003 on business, which expresses that each laborer/specialist is qualified for a similar treatment without segregation in the field of work is likewise directed in the arrangements of different laws and guidelines. According to the enactment managers/businesses are not permitted to do things that are supposed to be oppressive, which is characterized as any differentiation, prohibition of limitations, badgering, or rejection dependent on inability that expects or effects on the impediment or laying off of acknowledgment, connoisseurship, or exercise of one's privileges.

From the aftereffects of the review, different rights for individuals with handicaps as specified in Law No. 8 of 2016 on People with Handicaps, one of which is about business rights, innovative rights, and cooperatives. Individuals with handicaps are qualified for a task held by the public authority, Nearby Government (Neighborhood Government), or Private Government without segregation. What's more, it is qualified for similar wages as different laborers in a similar kind of work and obligations. Then, at that point, qualified for nice convenience in the work and return the program once again to work.

In-Law No. 8 of 2016 on People with Incapacities certifies that there ought to be no segregation, individuals with handicaps are qualified for promising circumstances in creating professions just as intrinsic standardizing rights. To wrap things up, laborers ought not be laid off for reasons of handicap.

The assumptions for individuals with handicaps are not obliged in Law No. 8 of 2016 on individuals with handicaps. Be that as it may, there is one significant place of Law No. 8 of 2016 on individuals with handicaps that are relied upon to advance the execution of the Law. The fact of the matter is about the Foundation of a Public Commission on Incapacity curtailed kind is an autonomous nonstructural establishment, which is accountable for checking, assessing, pushing the execution of regard, security, and satisfaction of the privileges of people with disabilities. All obligations are accounted for to the President. Its arrangement is vital. This is the Observing and Execution Office of Law No. 8 of 2016 on people with incapacities. A free office that screens, assesses, and carries out the privileges of laborers with incapacities. Without any an incapacity Commission, the execution of handicap rights satisfaction is undermined uniquely on paper. It is perceived that general society and government authorities actually don't comprehend the significance of handicap and the presence of individuals with incapacities as a feature of the residents.

With the issuance of Official Guideline No. 68 of 2020 concerning the Public Commission on Inability (KND). This Official Guideline is the standard of execution of Article 134 of Law
No. 8 of 2016 on People with Inabilities. In Official Guideline No. 68 of 2020 concerning the Public Commission on Inability (KND), which is dependable to the President. KND has the errand of doing the observing, assessment, and backing of the execution of regard, security, and satisfaction of the privileges of people with handicaps.

Article 5 of Official Guideline No. 68 of 2020, it plays out the elements of:

a. Planning of kind action intend to execute regard, security, and satisfaction of the privileges of people with incapacities;
b. Observing and assessment of the execution of regard, security, and satisfaction of the privileges of people with incapacities;
c. Backing for regard, security, and satisfaction of the privileges of people with incapacities, and
d. Execution of participation in the treatment of people with handicaps with pertinent partners.

As a substantial model in the field of schooling, there is oppression individuals with incapacities, affecting exceptionally restricted work for individuals with handicaps. This is exceptionally in opposition to the arrangements contained in Law No. 8 of 2016 which determines that individuals with disabilities should get equity and lawful security, and there is no component of separation, which happens in the field that organizations that utilization handicap laborers in the Denpasar region are important for the Clerk.

When there is segregation in the organization then there is an infringement of Basic freedoms, as indicated by Law No. 39 of 1999 on Basic liberties, decide in article 1 section (6) is a demonstration of an individual or gathering of individuals including state authorities either deliberately or inadvertently or carelessness that unlawfully diminishes, blocks, limits, and additionally denies the basic freedoms of an individual or gathering of individuals ensured by the Law, and don't acquire or be dreaded not to get a reasonable and right legitimate settlement dependent on the predominant lawful eating regimens.

The Public Commission on Common liberties hereinafter alluded to as Komnas HAM is an autonomous foundation situated in different nations serving to complete the appraisal, research, dissemination, checking, and intervention of basic freedoms.

From the consequences of the exploration on the legitimate remaining of laborers with handicaps in the organization Macdi Kuta, get lawful insurance of rights and commitments following the concurred in the business arrangement, and there is no separation of laborers' privileges equivalent to laborers overall.

External Research Achieved

The examination remotely accomplished is as exploration reports of Unwar Exploration Foundation, research diaries as Procedures of Unwar Exploration Establishment, Exploration Banners as IPR.

4 Conclusion

Legal security of laborers/laborers with handicaps in Indonesia in the phases of arrangements and guidelines is sufficient dependent on different laws and guidelines that apply, in particular from the Constitution of the Republic of Indonesia year 1945, Law, Official Guideline, to the choice of the Priest of Industry even in nearby guidelines. Just in the execution of lawful security for laborers/laborers with incapacities has not been completed as expected, particularly concerning the commitment of each organization or office to utilize 1 (one) specialist/laborer with inabilities in each organization that utilizes 100 (one hundred) individuals.
In organizations that utilize laborers/laborers with incapacities from the aftereffects of exploration, have given legitimate assurance to laborers/laborers with incapacities, both as courses of action contained in the work arrangement. Organization guidelines and as joint working jobs (PKB). Subsequently, by and by, there is no separation, yet when segregation happens against individual incapacities are an infringement of common freedoms, and the settlement endeavors are taken care of by the Public Commission on Basic liberties (Komnas Ham) and the Public Commission on Incapacity (KND).

For the arrangements to ensure laborers/laborers with incapacities viably executed and complied by organizations/offices, sanctions are required that entrap and require severe management by administrative representatives in the work administration. At the public level, a commission for people with incapacities should be set up, to secure, handle and help, the issues experienced by individuals with incapacities, particularly laborers/laborers with handicaps so the rights and commitments of individuals with incapacities can be ensured.

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Phenomenology Study: Effects of The Covid-19 Pandemic on Income of Young Entrepreneurs MSMES in Denpasar City

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Abstract. The Covid-19 pandemic has caused drastic changes in various sectors, one of which is the economic sector. MSMEs (Micro, Small and Medium Enterprises) as the largest contributor to GDP cannot be separated from being affected by the pandemic. PP Policy No. 21 regarding large-scale social restrictions has caused many companies to lay off their jobs (PHK) and caused a decline in people’s consumption and purchasing power. This policy also limits the operational activities of MSMEs by reducing consumers who are accustomed to shopping directly, causing MSMEs to close their businesses due to lack of visitors and no income. This study uses a transcendental phenomenological analysis which aims to explore how the influence of before the Covid-19 Pandemic on current conditions on the income of MSME Young Entrepreneurs in Denpasar City and to explore how MSME Young Entrepreneurs overcome this influence. The results of this research are entrepreneurs who are new to digital marketing must be smart to see the development of the target market, provide attractive prices and of course be able to compete in the online market, have innovations to be creative to be different, and most importantly an entrepreneur must have a strong commitment, but MSME entrepreneurs also need support from the government in the midst of this pandemic.

Keywords: Business Continuity; Income, Phenomenology; Covid-19

1 Introduction

The Covid-19 outbreak has become a pandemic greatly affected to MSMEs (Micro Small and Medium Enterprises). The Ministry of Cooperatives and MSMEs stated that there were around 37,000 MSMEs who reported being very seriously affected by this pandemic, which is characterized by about 56% reporting a drop in sales, 22% reporting problems in the financing aspect, 15% reporting problems with distribution of goods, and 4 % reported difficulties in obtaining raw materials (Thaha, 2020).

Research related to the impact on MSME turnover was carried out by Hardilawati (2020), regarding MSME survival strategies during the COVID-19 pandemic with qualitative techniques, stating that the COVID-19 pandemic has an impact on instability in the Indonesian economy, especially in MSMEs. MSMEs directly experienced a decrease in revenue turnover caused by government policies that implemented PSBB (Large-Scale Social Restrictions). In
In this case, MSMEs must have a strategy to survive in this pandemic situation. One of them is by implementing digital marketing.

Ubaidillah's research (2020) on maintaining the sustainability of MSMEs during the COVID-19 outbreak using Structural Equation Modeling (SEM) analysis techniques. There are two variables analyzed which are governance, Human Resources (HR) on the sustainability of MSMEs. The results of the study show that governance affects the sustainability of MSMEs, where to maintain the sustainability of MSMEs, it is necessary to improve state governance in accordance with the current national economy. Human Resources also affect the sustainability of MSMEs, human resources themselves also need to be considered, competent human resources will also assist in dealing with problems that occur when this pandemic occurs.

Based on the background and previous research, researchers are interested in knowing more about the effects of the COVID-19 pandemic on the income faced by MSME actors, especially MSME Young entrepreneurs, and how the strategies are carried out by these MSME Young entrepreneurs. So far, no previous research has used transcendental phenomenology techniques. In addition, the urgency of this research is to see that there are still many MSMEs that have not risen from the impact of the covid pandemic, especially those that focus on offline stores instead of online, so that many MSMEs that have small shops have started to close their shops because their income cannot support them to pay for store rental fees, and employee salaries.

Besides that, look at the online shop too, where all MSMEs can compete in the online shop. Competition in the online shop is not easy. Moreover, offline SMEs are just starting to go online by opening an online shop. Of course, it has many competitors. Therefore, this research must continue to be carried out to find out how the experience of MSME actors in dealing with the Covid-19 pandemic is. How MSMEs with offline stores can continue to rise and this research also will be useful for MSME actors who are still affected and still confused about what strategy to use to maximize their return. The use of transcendental phenomenology, Researchers will be able to analyze more deeply about the experiences experienced by Young MSME entrepreneurs in the city of Denpasar in facing the COVID-19 pandemic which cannot always be measured using quantitative data or Likert-scale questionnaires. This research is expected to be an input for MSME entrepreneurs in rebuilding and surviving the current Covid-19 pandemic situation.

2 Research Methods

According to the Bali Provincial Cooperatives and SMEs Service as of April 16, 2020, Denpasar City is one of the most dominant cities affected by Covid-19 with a total of 4,445 MSMEs. Therefore, researchers are interested in exploring how the effects from before the Covid-19 Pandemic to the current conditions on the income of MSME Young Entrepreneurs in Denpasar City were. The informants in this study were young MSME entrepreneurs in the city of Denpasar.

<table>
<thead>
<tr>
<th>No</th>
<th>Name</th>
<th>Store Name</th>
<th>Store Address</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>Diah Intan</td>
<td>Yalota</td>
<td>Jl. Waturenggong (Denata)</td>
</tr>
<tr>
<td>2.</td>
<td>Ayu Mutiara</td>
<td>Kisanika Store</td>
<td>Jl. Tukad Batang Hari</td>
</tr>
<tr>
<td>3.</td>
<td>Nanda</td>
<td>Givanda Store</td>
<td>Jl. Pulau Tarakan</td>
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<tr>
<td>4.</td>
<td>Tini</td>
<td>Bali Etnik</td>
<td>Jl. Bedugul</td>
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<tr>
<td>5.</td>
<td>Widari</td>
<td>Kidang Boutique</td>
<td>Jl. Tukad Barito</td>
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During the data collection process, the researcher used 'Epoch', which is the confinement of the knowledge, experience, and perceptions of the researcher to find the complete purity of the informant's experience. The data that has been collected will be processed using transcendental phenomenology analysis techniques. The data analysis stage consists of a phenomenological reduction process (horizontalization, and textural description), imaginative variation (structural description) and combining meaning and essence (Dewi et al 2018). Data collection was carried out using the in-depth interview method with informants. The data collection process was assisted by using a recording device and field notes.

3 Results and Discussion

The Impact of The Covid-19 Pandemic on The Income of Young MSMEs

The impact of the COVID-19 pandemic is enormous for the SMEs in retail sectors. As stated by the informant, Tini, the owner of Bali Ethnic Boutique, which is engaged in the Fashion Outfit Retail business.

The researcher began to explore the experiences of the informants by asking the first question, 'Is this pandemic having an impact on your business?'

Analysis Table Informant Tini

"The impact of the covid pandemic is certainly there, at the beginning of the pandemic we were closed for 3 months…. So, it really has an effect, it's really decreased than usual.”

Researchers carried out eidetic reduction and phenomenological reduction on the answers given by Tini. Researchers found the meaning of ‘it's really decreased than usual’. The researcher asked again to find the meaning found from the reduction results to obtain an in-depth structural description of 'how much income decreased during the pandemic'. Tini recounted her experience as follows:

Analysis Table Informant Tini

"Income in a month is usually relative. More or less…yes it can go up or down, we can’t predict, but an average of 100 million.. After this pandemic it could be around 50 million to 50% less…”

Tini stated that the income earned by Bali Ethnic for a month was indeed unpredictable but on average it could touch Rp. 100,000,000. but after the pandemic, Bali Ethnic Boutique's income decreased by 50%. The decrease in income was also revealed by Informant Widari, the owner of the Kidang Boutique:

Analysis Table Informant Widari

"Now..My income is greatly reduced ... on a normal day my income is also small...”

Researchers carried out eidetic reduction and phenomenological reduction on the answers given by Widari. The researcher found the meaning of ‘My income is greatly reduced...on a normal day my income is also small’. The researcher asked again to find the meaning from the results of the reduction to obtain an in-depth structural description of 'why do you have a small income on normal days?’. Widari recounted his experience as follows:

Analysis Table Informant Widari
"I'm selling traditional clothes when there's a certain religious event or holiday, it's not like modern clothes...especially during this pandemic, it's decreasing drastically...and there's also that rule, right, the Hindu community in Bali, during this pandemic, can't do it yajna due to government regulations, we are not allowed to leave the house or hold a crowd event…"

The main cause of the drop in revenues is due to the efforts in the retail sector, especially in traditional clothing retail which is different from clothing for everyday life where according to Widari, the traditional clothing business is not always crowded with consumers only during religious holidays. In contrast to everyday fashion stores or 'modern' clothing, which are more in demand and are not fixed on certain situations, in other words, they can be bought every day. The existence of this pandemic has certainly exacerbated the decline in the income of the Widari Traditional Clothing Store.

The ‘PSBB’ (Large-Scale Social Restrictions) regulation had a very significant impact on the business of Informant Dian, the owner of the LDDSHOP business, as he described the following experience, 'Is this pandemic having an impact on your business?':

Analysis Table Informant Dian

"It's very effective, I previously opened a joint shop with my friends, Covid like this, there are many rules, so we follow the rules and have an impact on our income too, and now the shop is forced to close."

Researchers carried out eidetic reduction and phenomenological reduction on the answers given by Dian. Researcher found the meaning of 'it has an impact on our income too' and 'the shop is forced to close now'. The researcher asked again to find the meaning from the reduction results to obtain an in-depth structural description. 'What was the impact on your income and why did you close the shop?'. Dian explained:

Analysis Table Informant Dian

"If you ask about the income before and after that... previously, it came to 10 million, since Covid from March 2020 and the worst in February, it reached 1.5 million a month. So, you can't pay employees, you can't pay shop rent either... it's better to just close the shop, right?"

The monthly income that LDDSHOP earned before the pandemic could reach Rp. 10,000,000. However, since the covid virus spread to become a pandemic, LDDSHOP's income decreased until it reached the worst point, namely in February 2021, Rp. 1,500,000. The decrease in income caused Dian to be unable to pay the employees in her shop as well as the cost of renting the shop. Dian chose to make the decision to close his shop.

Dive Into Online Marketing For a Survival Strategy.

Knowing the effects and impacts of the pandemic are very significant on their income and even the sustainability of their business, MSME actors will not stand still. MSME actors are also trying their best to rise from the pandemic period and maintain their business to keep operating or just to reverse capital. Like the experience of the following informant Ayu, the owner of the Kisanika Store: ‘what are you doing to survive in this situation?’:

Analysis Table Informant Ayu

"Surviving is really difficult..Besides being a boutique, I also have an open booth at the mall, now it's no longer operating like it used to, especially since the mall is quiet, where do you want to sell your product..when the people are now being picky about their basic needs, right? Yes, I'm really down right now, I'm currently trying to open on the marketplace and to be honest,, doing business online is really difficult, even more difficult than doing business
Researchers carried out eidetic reduction and phenomenological reduction on the answers given by Ayu. The researcher found the meaning of 'doing business online' and 'to be honest, doing business online is more difficult than doing business offline'. The researcher asked again to find the meaning from the reduction results to obtain an in-depth structural description. 'why did you enter the online market and how difficult is it?'. Ayu explained:

Analysis Table Informant Ayu

"Because my offline store is closed and there are still a lot of products that I have, it's not usefull or not selling, so I'm trying to do business online so I can get my capital back. If it's been offline, I've been offline for a long time, so I already have a name and people can also try the outfit and it's more efficient than online, but what can I do, so I strengthen myself in online now to spend stock and my capital comes back again."

Kisanika Store dives into digital marketing due to the large number of unsold product stocks. Not to mention, Kisanika Store has closed its offline store due to lack of buyers. However, selling business in digital marketing is not as easy as imagined. This is because they are used to only in offline stores and already have a name. Buyers also in buying fashion outfits prefer to try directly at offline stores rather than buying online which incidentally cannot be tried. To spend stock so that capital also rotates, Kisanika Store still chooses to try to keep selling in digital marketing.

Choosing to use digital marketing as a selling strategy is also done by Intan as his experience below: ‘what are you doing to survive in this situation?’

Analysis Table Informant Intan

"Now I'm also trying online marketing, especially now that there are many people who are active in social media right?.. but the point is that you have to be able to and know how to get around the online marketing."

Researchers carried out eidetic reduction and phenomenological reduction on the answers given by Intan. Researchers found the meaning of 'how to get around the online marketing'. The researcher asked again to find the meaning from the reduction results to obtain an in-depth structural description. 'how to get around online marketing and like what?'. Intan explained:

Analysis Table Informant Intan

"Treat it more in the promotion. At Yalota, we originally wanted to endorse the 'celebgram', but because our current income is decreasing, we are more concerned about the impact in the future. Right now, it's not just one and two entrepreneurs relying on promotions through artists on social media, but thousands of people, and especially right now, there are so many new entrepreneurs who have emerged because of this pandemic, so we have to think about it for the long term."

Yalota is more about how to promote when using online marketing. However, Yalota.id still pays attention to the cost efficiency that will be incurred in using promotions and what the impact of the promotions carried out. Whether the promotional costs incurred will have a good impact on their business. One that is widely used by online entrepreneurs is to hire promotional services through ‘celebgrams’ artists on social media. Even though the rates set by the ‘celebgram’ are various, there can be cheap and expensive (if they are already well-known and
have many followers on their account). But they still make it difficult to promote. Because there are many online entrepreneurs use social media artist promotion services (celebgrams).

**How Helpful is Digital Marketing as a Survival Strategy?**

Digital Marketing is widely used by young MSME entrepreneurs for their strategy in maintaining their business during the COVID-19 pandemic. But does digital marketing fully help to help young MSME entrepreneurs maintain their business. Intan gave her opinion as follows: ‘Can the digital or online marketing be used for survival strategy in this situation?’

Analysis Table Informant Intan

| "The defensive strategy is yes, but to increase my income significantly, no, because I also sell it on sale. So, I can't get a lot of profit, so what can I do, let me just sell my stock of goods. If you just put it, it can get moldy too. Unfortunately, there are also many competitors online." |

Researchers carried out eidetic reduction and phenomenological reduction on the answers given by Intan. Researchers found the meaning of 'sell it on sale'. The researcher asked again to find the meaning found from the results of the reduction to obtain an in-depth structural description, 'what kind of sale do you mean?'

Analysis Table Informant Intan

| "Yes, by giving a good price that will attract consumers, that’s why we must also be able to promote our goods, such as creating interesting content. If it's not like that, you'll lose, especially since I’m new in online because I used to focus in offline. So, like it or not, you have to keep pushing." |

Yalota provides 'good' prices which are competitive prices to attract consumers to buy the outfits they sell. In addition to setting a 'good' price, Intan also believes that as a young entrepreneur who has just entered the online world, they must be able to be more creative as attractive as possible when promoting his sales so as not to be outdone by other online sellers. Moreover, MSME entrepreneurs who are just entering the online world must be stronger in promoting their products. In addition, a strength to survive is also needed by an entrepreneur, as stated by Dian: ‘Can the digital or online marketing be used for survival strategy in this situation?’

Analysis Table Informant Dian

| "helpful or not for me is to return to entrepreneurs... if for example they have a strong desire to survive and continue their business, they must be consistent, want to use digital marketing or other methods." |

Researchers carried out eidetic reduction and phenomenological reduction on the answers given by Dian. Researchers found the meaning of 'must be consistent'. The researcher asked again to find the meaning from the reduction results to obtain an in-depth structural description, 'what kind of consistency should be?'

Analysis Table Informant Dian

| "It has to be consistent, for me, when I go down, don't be too down and want to stop selling, especially if the stock is still a lot, it's a pity, right? Just be consistent even though we're down, we must find a way to make it up. Like relying on online. Even though it's not as busy as offline, it's better than nothing." |

Dian said that surviving a pandemic requires a consistent attitude from the entrepreneurs themselves. If during a pandemic the business carried out has decreased, If the attitude of an entrepreneur does not immediately go down, then he decides not to sell anymore. Moreover, the stock of outfit equipment is still a lot. It would make quite a loss. Entrepreneurs must find ways to stay motivated and find ways out to deal with such conditions. One way that can be used is
to rely on digital marketing / online marketing. Although not as busy as online stores, they still provide a little income.

Like Tini, as an entrepreneur who has been in the retail world for a long-time outfit, the pandemic condition is a new thing that caused Tini to enter the world of digital marketing, as in her statement below:

**Analysis Table Informant Tini**

"Because I have been in the business for a long time, so you could say that I have often experienced ups and downs in offline business, this is something new for me online but still the point is the same. Be smart to see the development and target of the market. What kind of fashion needs are prioritized by the community even in this pandemic condition"

Researchers carried out eidetic reduction and phenomenological reduction on the answers given by Tini. Researchers find the meaning of 'Be smart to see the development and target of the market. What kind of fashion needs are prioritized by the community even in this pandemic condition'. The researcher asked again to find the meaning from the reduction results to obtain an in-depth structural description. 'What kind of fashion needs are people prioritizing even in a pandemic like this?'

**Analysis Table Informant Tini**

"So, here's an example, like before the pandemic, the trend was a kind of long dress, and during this pandemic the trend was casual home clothes. So, we have to look at what people are most looking for and interested in in terms of what people need the most. Because during this pandemic, people's incomes are also decreasing, so people must be looking for something that is a priority, so what are the most urgent needs for them. If the needs that are prioritized in the outfit are like home outfits, nice and neat casual outfits at home so that they can be used for WFH too, that is more in demand now"

Tini through her experience argues that, as an entrepreneur, you must be smart in seeing customer desires. Like during this pandemic where people's lifestyles will be different from before and one of them is choosing outfits to wear at home. Before the pandemic, the fashion trend that consumers were very interested in was long dress outfits, while during this pandemic fashion trends turned into home outfits such as casual clothes that are comfortable to wear at home, neat casual clothes that can also be worn when working from home (WFH). This is important to do to see that during a pandemic, consumers will prefer which items are the most priority to buy.

**Outpouring of Hearts and Suggestions from Young MSMEs to the Government?**

Continuing with the experience of the informants regarding digital marketing as a strategy to survive during the pandemic, the informants also need support from the local government such as the experience expressed by Informant Givanda:

**Informant Table Analysis Givanda**

"We as young MSMEs must still be enthusiastic, pray, the sustenance has already been arranged, just keep on using existing strategies such as digital marketing, more manage financial problems. And honestly, I really want the government to support us."

Researchers carried out eidetic reduction and phenomenological reduction on the answers given by Intan. Researchers found the meaning of “better manage financial problems” and “really want the government to support us”. The researcher asked again to find the meaning from the results of the reduction to obtain an in-depth structural description, 'how to regulate financial problems and what kind of government role is expected?'

**Analysis Table Informant Givanda**
"For example, for friends whose capital is very depleted because of covid or have not returned their capital because of the cost of renting shops and others, instead of having no income, let's become a reseller first and calculate to rise again even from method 0. The government is more support us, let's loosen the rules, we know that the covid virus does exist, just look at this MSME business, don't just issue ABC D regulations.. especially now that the economy is really down right.. we MSMEs are also one of the supporting economics of a country. So please support. We have been given leeway to operate for those of us who have started offline stores from the start."

Informant Givanda, through his experience, revealed that as an MSME entrepreneur, during this pandemic period, he must make more use of existing strategies to promote his business products. In addition, MSME entrepreneurs must also be better able to manage financial problems, such as being a reseller for other entrepreneurs. This is useful for returning the capital that was used up due to paying shop rent and other costs during a pandemic. Informant Givanda also hopes that the government will support MSME entrepreneurs more, such as by relaxing regulations during the pandemic. Moreover, there are PPKM rules, namely the Enforcement of Restrictions on Community Activities, which is the latest rule after PSBB. One of the PPKM rules states, 'activities in shopping centers or malls and trade centers are temporarily closed' and of course this rule makes business MSMEs worse off. The expected relaxation of regulations is leeway to continue operating in other words allowing business MSMEs to open offline stores during a pandemic.

Informant Intan also revealed that MSMEs really need government assistance and support, as expressed in the following experience:

Analysis Table Informant Intan

"Actually, apart from us learning to use digital marketing, there is also a role for the government in my opinion... so a forum was made for the people in Bali."

Researchers carried out eidetic reduction and phenomenological reduction on the answers given by Intan. Researchers found the meaning of 'the role of government' and 'a platform for the 'people in Bali'. The researcher asked again to find the meaning found from the results of the reduction to obtain an in-depth structural description.

Analysis Table Informant Intan

“Actually, I want us to have a platform, not like shopee or other online merchants, because competitors from all over Indonesia are like a platform made for Balinese entrepreneurs. Yes, who knows the government can give us a special online platform, so the government makes a special website for MSMEs with a small turnover to sell online. We can promote our products there, and how to take or transfer the money. So if there is a customer who is from Bali and he finds it difficult to use like other online merchants, they can directly open the website provided by the government. It saves on shipping costs too, right.. so hopefully in the future there will be something like that, sis. I hope that the COVID-19 pandemic will recover quickly."

Informant Intan hopes that the government can help MSMEs by providing a platform to support MSMEs in promoting their products, especially MSMEs in Bali. So that in addition to facilitating transactions on the island of Bali, also save on shipping costs. So this is quite helpful in increasing the income of MSMEs in the midst of a pandemic.

Informant Tini also expressed the same thing through the following experience:

Analysis Table Informant Tini
Actually, all entrepreneurs want to survive in the midst of this pandemic, not only young MSMEs but all MSMEs in Bali. In my opinion, this should be supported by the government, not all MSMEs understand how to survive and also use online.”

Researchers carried out eidetic reduction and phenomenological reduction on the answers given by Tini. Researchers found the meaning of "must be supported by the government". The researcher asked again to find the meaning found from the results of the reduction to obtain an in-depth structural description, ‘what do you mean by support from the government?’

Analysis Table Informant Tini

"Maybe this has been discussed a lot by MSMEs or big entrepreneurs, yes, the government should support SMEs that are just starting out because during this pandemic it is very difficult to survive. It's also better to have training providing a training platform for seminars and so on, so MSMEs can be more innovative and survive during this pandemic and also teach more strategies in the digital marketing world, because there are still many who are stuck even though they are using digital marketing. It's okay... even if the government takes a long time to respond, we MSMEs must try to move forward, so try to be up-to-date using the marketplace... learn to use it more..."

Informant Tini through her experience in the middle This pandemic really expects the government to be more supportive of MSMEs that are just starting their business. As stated by Informant Intan, the government is expected to create a special platform, provide training for the use of online platforms, and also teach useful strategies to survive in the world of digital marketing. Seeing that there are still many MSMEs whose businesses are not running even though they have plunged into using digital marketing. Support from the government is very useful so that MSMEs can be more innovative to increase business income and also survive. However, if the old government comes down to help MSMEs, MSMEs must keep trying to move forward by learning from each other using digital marketing.

4 Conclusion

The COVID-19 pandemic has had a major impact on the incomes of young MSME entrepreneurs. As revealed by the informants in this study, the average informant experienced a significant decrease in income, even to the point of being forced to close his shop because he could not pay the rent for the shop and employees. The existence of PP No. 21 of 2020 concerning Large-Scale Social Restrictions worsens the condition of entrepreneurs which causes changes in store operating hours and consumers who cannot leave the house to shop at the store. In addition, retail outfits that are not always visited by consumers such as traditional clothes for praying are also heavily affected. Moreover, the decrease in consumer income has also become the biggest impact in the retail fashion outfit sector, which incidentally is not a basic need.

However, this problem does not make entrepreneurs simply give up on trying to earn income even if only to reverse the capital from the remaining inventory stock. Young entrepreneurs who initially only worked in offline stores began to dive into digital marketing as a strategy to survive during a pandemic. Digital marketing used is social media promotion services such as promotions through social media artists, Facebook promotion services, online merchants (Shopee). However, it must still consider the amount of promotion/advertising costs incurred with the benefits to be obtained. Are the benefits obtained commensurate with the costs
incurred? In addition, using digital marketing alone is not enough to see the intense competition in digital marketing.

Entrepreneurs who are new to digital marketing must be smart in seeing the development of the target market, which is useful for developing into what outfit products are suitable for sale in an atmosphere of covid, providing attractive prices and of course being able to compete in the online market, having innovations to be creative to look different. and the most important thing is that an entrepreneur must have a strong commitment to keep his business running. Because if there is no strong commitment, then an entrepreneur will not be able to survive in this pandemic situation.

Young MSMEs also really need help and support from the government where the expected support is by providing leeway to operate offline in the rules set during the covid pandemic. In addition, the government is also expected to create an online platform specifically for MSMEs in Bali. This online platform will make it easier for MSMEs and consumers to transact. Supporting a special online marketing platform for Bali MSMEs as well as other conventional online platforms, the government must also provide more in-depth training to help MSME entrepreneurs strengthen their sales strategy during a pandemic. There needs to be an effort from the government to support MSMEs, especially in Bali in order to increase the income of MSME entrepreneurs and of course state income. Considering that the MSME sector is a supporter of the country's economy.

References
The Cultivation of Local Bees in Beekeeper Group “Sarining Trigona Pertiwi” in Bongkasa Pertiwi Village, Badung Regency

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Abstract. Cultivation of local stingless bees has a good prospect job for the local community in Badung Regency, Bali to survive their life during Covid 19. It has a good potency to develop related tourism. The purpose of this research is to study the real condition of the cultivation of local stingless bees in the beekeeper group of Sarining Trigona Pertiwi. The description method is used to analyze this data that collected from 22 respondent who joined in the group. The results of the analysis showed that the beekeeper group of Sarining Trigona Pertiwi has 22 members, and every member has a different number of colonies and total colony every group between 40 to 233 bee colonies. Most of the bee cultivated is local bee namely Tetragonula Laeviceps and Tetragonula Itama. The Tetragonula Itama has a higher yield of honeybee than Tetragonula Laeviceps but the price of the colony the Tetragonula Itama is more expensive. All members in that group still cultivate the local bee with the conventional method with less adoption of technology, skill, knowledge and there is no mentoring and training from the government and stakeholders. This method due to the production and quality of the honeybee is still lowered especially the color and taste inconsistency.

Keywords: Local Bees; Cultivation, Quality; Sarining Trigona Pertiwi Group

1 Introduction

The development of stingless beekeeping is one the alternative job can do by the people in Badung regency Bali to survive in their life during Covid-19. The local stingless bee species in Badung Regency especially in “Sarining Trigona Pertiwi” group are mostly Tetragonula Laeviceps and Tetragonula Itama usually Balinese people called “Kela-Kela” honeybee although there are many kinds of stingless bee such as T. Terminata, T. Torasika, and T. Biroi these stingless bees are limited available.
The environment and vegetation in Bongkasa Pertiwi village are favorable for the growth of the local stingless bees. However, the number of vegetation is very various and natural so this condition can affect the quality and sustainability of the honey production. The optimum temperature for the local bee is around 26°C [1].

Honey, in most cases, is widely used as a food ingredient [2]. Due to its natural properties with medical importance, people have used it for healthcare reasons [3]. The demand for honey continues with an increased usage yet the number of beekeepers remains the same. For some reason, others may have shifted to other industries or other forms of livelihood which led to one of the critical issues in the beekeeping industry: the unstable supply of honey. One factor that could probably discourage people from raising bees is the sting that it can cause to beekeepers.

In Indonesia, there is a growing interest in stingless bees because of their high profitability [4]. Stingless bee honey contains more than 200 constituents such as vitamins, acids, minerals, enzymes [5], fructose, and glucose [6]. It has anti-inflammatory, antimicrobial, antioxidant, anticaner, and antiseptic, immune-boosting properties [7]. According to [8] due to its high degree of bioactive compounds [9], [10], [11], [12].

The quality and nutritional value of honey vary depending on the bee species, geographical floral origin, season, environmental factors, and treatment of beekeepers [13]. Honey has a lot of nutritional content and some chemical compounds that have antioxidant activity. Some chemical components have an antioxidant activity such as ascorbic acid, flavonoids, phenolic acid, carotenoid derivatives, amino acid, proteins, pollen, pigments, and enzyme (glucose oxidase and catalase) [14]. In Indonesia, honey’s authenticity is a major concern among consumers and industries [13], [15], [16], [17].

Cultivation of local stingless bees in Badung regency has a good prospect and can use as an alternative job and will increase in the future. Hence, needs research to study the condition of the cultivation method of local bees in the beekeeper group of “Sarining Trigona Pertiwi” in Badung Regency, Bali.

2 Research Methods

The research location is in the beekeeper group of “Sarining Trigona Pertiwi” which has 22 members. Every member has a different number of the colony around 40 to 233 bee colonies. The total colony in that group is 470 colonies. Most of the colonies are Tetragonula Laivicep and Tetragonula Itama both are stingless bee types. This research was conducted from August to October 2021.

The method used is the descriptive method with a qualitative approach. The technique of collecting data used surveys, interviews with questionnaires, and documentation [18]. The samples used in this research are 22 respondents consist of a leader and members of the beekeeper in Sarining Trigona Pertiwi group using the purposive sampling method.

There are two kinds of data obtained consists of primer and secondary data. Primary data is data obtained directly from the research location through deep interviews with informants related to research problems, and also through direct observation of the research objects. Meanwhile, secondary data is data obtained in the form of numbers and descriptions. In this study, secondary data required include the literature relevant to the research title. The data were analyzed used as a descriptive method with a qualitative approach.
3 Results and Discussion

**Bongkasa Pertiwi Village and Sarining Trigona Pertiwi Group**

Bongkasa Pertiwi is one village in Abiansemal district Badung regency Bali. This classified is a new village in Badung regency and built-in year 2019. Bongkasa Pertiwi village is located on the north side of Carangsari village on the south side of Bongkasa village in the east Kedewatan village and the west side of Taman village. This village around 25.3 km from Denpasar is the capital of Bali province. Bongkasa Pertiwi village has a total population of 2600 people consisting of 1299 males and 1301 females in the year 2019 [19]. Most of the population of 1557 person are the worker who has 18-56 years old. Many sectors contribute to economic development in Bongkasa Pertiwi village, the sector includes agriculture, plantation, livestock, handmade, small micro-business and there is no economic income from forestry area. According to the total population, about 175 families work in the agriculture sector, 91 families in livestock, and 90 families work in plantation fields.

Based on data from the Bongkasa Pertiwi village office in 2019, there is no data available of beekeeper population yet and also in agriculture and related institution in Badung regency. This is to be a problem to guidance, mentoring, and providing training for the beekeeper. The reason is probably due to the number of the beekeeper is still limited and a new job for the local people. In the Bongkasa Pertiwi village, there is one group of a beekeeper is “Sarining Trigona Pertiwi” group. This group built-in 2020 is a new beekeeper group that consists of 22 members who have a colony of bees between 40-227 colonies. The total colony of bees is 470 colonies with a different type of bees. The local bees they cultivated are abundant of stingless bees including Tetragonula Laevicep and Tetragonula Itama. These bees in Bali have a local name and they call “Kela-kela”.

Both stingless bees Tetragonula Laevicep and Tetragonula Itama are the main bees that cultivate by the farmers in Bongkasa Pertiwi village. There are differences in the cultivation of both bees that cultivation of Tetragonula Itama is more expensive invest than Tetragonula Laevicep but the production of honey is higher due to the farmers in Bongkasa Pertiwi is mostly cultivated of Tetragonula Laevicep. In Bali province, the price of colony Tetragonula Laevicep is around 250,000 rupiah, but Tetragonula Itama is 1,500,000 rupiah per colony. For growing both bees need some vegetation as food for the bees. There are much vegetation in the beekeeper group area namely coconut, mangosteen, mango, Xanthos semon, “air mata pengantin”, etc. This vegetation producing of nectar, resin, and propolis as a food resource for the bees to produce honeybee. The important factor that influences the foraging behavior of Tetragonula Laeviceps is food source availability [20]. The quality and quantity of the honeybee produced depend on the type of vegetation.

**Development of Local bees Cultivation in Bongkasa Pertiwi Village**

There are many locations of local bees’ cultivation in Bali but the population is limited and the distribution is not similar. In Badung regency where this research is done has few beekeeper groups and most of the local bees cultivate is stingless bees type namely Tetragonula Laevicep and Tetragonula Itama. Based on the environment, elevation, and vegetation condition the growing cultivation in Bongkasa Pertiwi Village has a good potency to increase in the future. Furthermore, the local office government provides strong support and facilitates the beekeeper group to improve their bee’s cultivation. The “Sarining Trigona Pertiwi” is the only group that located and developed in Bongkasa Pertiwi village. This beekeeper has a plan for collaborating with some stakeholders to improve and increase the productivity of honeybee, quality, knowledge, the skill of the beekeeper through conducting training, adopting technology, and increase market access.
The limited beekeeper number in Badung regency is probably due to the cultivation of the honeybee is not easy to do by beekeepers need skill and experience for growing and maintenance the honeybee, which needs some requirements such as feed for honeybee with enough quantity and more varieties as well as continuously available. In other to grow the bee needs water resources, good quality of human resources, has an optimum temperature for growing the local bees, etc. On the other hand, the cultivation of stingless bees in Badung regency is not to be the main job but mostly as an alternative job.

In Bali, the “Kela-Kela” honeybee can grow well with an elevation of ± 800 m above sea level but not find in 1000 m above sea level [21]. The increasing elevation will increase the relative humidity and decreasing the temperature. According to [20], the activity of Tetragonula Laeviceps was influenced by temperature and relative humidity. The activity of the bees will be limited and decrease with increasing of relative humidity and lowering of temperature. Elevation has a significant correlation with temperature and humidity that can affect food availability and the quality of honeybees [22]. The production of the honeybee is influenced by food availability.

**The Opportunity and Challenges of Beekeeping Development in Badung Regency**

Badung regency is one Regency of Bali province that has many interesting places as an object that visited by a lot of tourists from domestic and international. Most of the gross domestic income is obtained from the tourism sector and due to many people works in that sector. For many years Badung Regency focuses its economic development on supporting the tourism sector and growing of the north Badung and south of Badung is not balance. The tourism development in the north of Badung is slower than south of Badung. The north of Badung regency has more advantages in the agriculture sector but unfortunately, this sector is not growing past yet.

Since COVID-19 the government of Bali province and also Badung Regency starting to balance both sector tourism and agriculture to grow for supporting the economic development of Bali and Badung regency. Moreover, the agriculture sector will be created as the main foundation of Bali province's development. Increasing of agriculture sector in the north of Badung regency is a good policy to develop and improve the economic income level for the people especially those who lost their jobs in the tourism sector due to the COVID-19 pandemic.

Environmental factor in Badung regency is a favor for local bees’ cultivation, elevation, vegetation, a human resource available and local official village has strong support for developing of the local bees cultivation especially in Bongkasa Pertiwi Village. This village also has a good potency in the tourism field that can support and grow simultaneously. Based on the survey, there are some beekeepers found in Badung Regency namely “Sarining Trigona Pertiwi”, “Sari Madu Sedana”, and “Etno Bali”. All of the beekeepers cultivate local bees such as Trigonula Laeviceps.

This bee is a stingless bee that can be adapted to the local environment, multiflora and the colony price is cheaper than the other stingless bees is Trigonula Itama but the production is lower about 30 ml per colony otherwise the Trigonula Itama can produce 150 ml per colony, but the price is more expensive than local bees. Both bees can grow well in Badung regency especially in Bongkasa Pertiwi village where the Beekeeper of “Sarining Trigona Pertiwi” is located. The farmers prefer to cultivate the local bee in Trigonula Laevicep in the area because the investment capital is cheaper although the production is lower the Trigonula Itami also has a good prospect to cultivate when they have more capital.

Based on the result showed that farmers that have 180 colonies Trigonula Laevicep can produce 5 liters of honeybee per month and 6 liters per month from 40 colonies of Trigonula Itama. The total production of a honeybee is 11 liter per month when the price of honeybee is
1000 rupiah per 1 ml so the farmers can get an income of 11 million rupiahs per month. The increase of total colonies will increase their income. This is to be one of the good alternative jobs for people during the COVID-19 pandemic.

Cultivation of stingless bees in Badung regency is a new alternative job for in the rural community and not growing yet. The research showed that many challenges were found in the beekeeper group during cultivating the local bees such as there is no intervention technology of bee’s cultivation, low skill, no training, lack of marketing strategy, no product innovation, uncontrol of honeybee quality, and inconsistency of honeybee quality.

On the other hand, the local government and related institutions were not guidance and mentoring the beekeeper yet. According to [23] many of the beekeepers are marginal farmers and consider beekeeping as a sideline job only. They lack financial resources and technical capacity to create new products. This is what limits them from utilizing other high-value products of stingless bees. The honey, for instance, is usually sold raw and unprocessed, and they do not even bother to pasteurize it. They give less importance to other bee products that, if processed, would give them more income. The lack of knowledge of value-adding would have been the reason for such action. Product marketing and promotion of stingless bee products and by-products are weak. Products developed are of few kinds, limited in supply, and with poor packaging.

4 Conclusion

This research found that Badung regency has high potency for developing stingless beekeeping in the future. The number of cultivation local bees is limited and most of local bees cultivation by the farmers is Trigonula Laevicev but the other bees are Trigonula Itama also cultivated in some beekeeper group. Both bees can grow well in Bongkasa Pertiwi village with the natural environment, vegetation, and conventional cultivation method. The cultivation of local bees in Bongkasa Pertiwi village can give good additional income for the family if do it seriously but the job is still an alternative job for the rural community. The quality of honeybee produced is still low and inconsistent with the color indicator.

Acknowledgment

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References


Geographic Simulation of Denpasar City in Game
Cities : Skylines

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Abstract. Cities: Skylines is a video game based on building and developing cities or CBG (City Build Game). This game is a representation of the planning system in this game is very efficient even though it does not present the whole process realistically. However, city design games are very well modeled and have real potential for educational purposes. In the development of the game, Cities: Skylines has an extensive application programming interface (API) that allows the game to be modified from the appearance and behavior of the game. With this mode, we can enter the city map in real time into the game to be simulated. This mod can map various land uses, buildings including infrastructure found in specific cities, to map relevant urban issues. Denpasar City will be the object of study to be simulated in real time in the Cities game, Skyline. Apart from being the capital city of Bali Province, Denpasar city has the heterogeneity and complexity of urban activities on a downtown scale in the Bali region. The perspective of infrastructure completeness, density and complexity are the reasons why Denpasar City deserves a simulation test in this study as the first pilot area to be simulated. By using an automatic geodata processing method, the simulation of urban areas in the Denpasar city area can be translated not only visually but also in terms of city-specific behavior. The use of game-based simulations is able to provide views and make it easier for someone to understand the development of geographic knowledge, creativity, and spatial awareness of the city of Denpasar so that for educational purposes this is an opportunity for researchers, students and everyone in the future to better understand the city of Denpasar with more interactive media.

Keywords: Mobilitas; Cities, Skyline; Geodata

1 Introduction

The city is a system that supports human life that has complexity. The complexity in question is the result of the concentration of the population with its activities and is a place. Due to the level of urban complexity, in the study a modeling method is needed to see specifically how the city is active on a massive scale. In today's technological developments, various methods and technologies for city modeling have been developed. So that the analysis of urban areas is easier to do both quantitatively and qualitatively just by predicting it through modeling. One of the urban modeling methods that is currently developing is through gamification. Gamification is a learning approach using elements in games or video games with the aim of
motivating students in the learning process and maximizing pleasant feelings towards the learning process, besides that this media can be used to capture things that interest students and inspire them to continue doing learning (Jusuf, 2016).

On the educational side, gamification is an effective medium to improve logical skills and speed in understanding a problem according to the game being played. Games provide an educational side that is superior in several aspects when compared to conventional learning methods. This advantage is in the form of an educational technique that tends to display animation so that it is easy to understand.

The simulation-based educational game genre is designed to be an alternative educational game. This simulation genre game tends to have a learning by doing pattern of learning. By simulating certain objects or conditions, we are trained to solve problems that occur during the game. Game status, instructions, interfaces and tools contained in the game will guide players actively to explore information so that they can enrich knowledge and strategies while playing (Vitianingsih, 2017). In its development, the simulation genre was expanded into a Life simulation game, which offers players more freedom to do things like in everyday life, with the aim of simulating life in real and in detail. Haahreta, P. (2015).

Cities: Skylines is a video game based on building and developing a city or CBG (City Build Game) created by the Finnish game developer, Colossal Order and published by Paradox Interactive in March 2015. Since the five years this game was launched, many fans have emerged from both pro-gamers and practitioners in the field of urban planning and design to play this game. With a review rate that reaches a percentage of 96%, with very positive reviews of 102,744 from people who play this game.

This game learns to build a city comprehensively. Seeing everything from a multi-sectoral perspective, to build certain infrastructure, the government must think about funding, its functions, and its impact on people's lives (Rismawati in Kompas, 2015). The realistic and complex simulation is the main reason why a good city design is needed in this simulation game. Despite their limitations as formal pedagogical tools, CBGs still represent an effective and unique medium for learning and cognitive development to understand system dynamics in order to solve problems critically and creatively with respect to spatial dimensions (Brysch, Huynh, and Scholz 2012).

In the development of the game, Cities: Skylines has an extensive application programming interface (API) that allows the game to be modified from the appearance and behavior of the game. The Mod feature was added to give players the flexibility to modify the game for a specific purpose. Mod is short for Modification as a development innovation carried out by the player himself to expand the game design and experience in playing it (Scacchi, 2010). The mod contained in the game Cities: Skylines is an OSM Map to export city maps into OSM format.

With this mode, we can enter the city map in real time into the game to be simulated. This mod can map various land uses, buildings including infrastructure found in specific cities, to map the most relevant issues that need to be considered (Pinos et al, 2019). Cities: Skylines is a representation of the planning system in this game which is very efficient even though it does not present the whole process realistically. However, city design games are very well modeled and have real potential for educational purposes and can be applied (Haahreta, P. 2015).

Based on these developments, in this study Denpasar City will be used as the object of study to be simulated in real time in the Cities game, Skyline. Apart from being the capital city of Bali Province, Denpasar city has the heterogeneity and complexity of urban activities on a downtown scale in the Bali region. The perspective of infrastructure completeness, density and complexity are the reasons why Denpasar City deserves a simulation test in this study as the first pilot area to be simulated into the Cities: Skyline game media. By using an automatic
geodata processing method, the simulation of urban areas in the Denpasar city area can be translated not only visually but also in specific behavior of the city area, so that we can study Denpasar city interactively and be able to predict various future possibilities. The aspect considered in this simulation is to focus first on processing the API in the form of an OSM map type into the game, and then translating land use in relation to seeing the mobility simulation in the Denpasar city.

City building games represent a specific example of the use of games in the field of urban planning. Indeed, in reality, the process of planning and designing the City has many elements that are quite complicated and complex. But by looking at the approach through the in-game Cities API, Skyline we can expand the simulation to see some important aspects in urban planning and design, especially Denpasar City. The use of game-based simulations is able to provide insight and make it easier for someone to understand the development of geographic knowledge, creativity, and spatial awareness of the city of Denpasar itself, because this is done interactively (Bereitschaft, 2016). The game presents graphics that are more playful and interesting to understand, so for educational purposes this is an opportunity for researchers, students and everyone in the future to better understand the city of Denpasar.

Research Problem

Based on the above background, the formulation of the research problem is:

What are the elements involved in making the Denpasar City mobility simulation in Cities; Skyline?

Bagaimana proses dan hasil pengolahan Geodata Kota Denpasar pada Cities ; Skyline sebagai hasil visualisasi mobilitas Kota Denpasar?

Research Purpose

The purpose of this study is to provide a real time mobility simulation in Denpasar City through Geospatial data processing which is carried out through the Cities game; Skyline, which in the future can be used to provide views and make it easier for someone to understand the development of geographic knowledge, creativity, and spatial awareness of the city of Denpasar. Analyzing the Denpasar City Map through the process of modifying the Denpasar city map in real time which is imported into the Cities game; Skyline to obtain overall geodata regarding the infrastructure network and land use in Denpasar City.

2 Research Methods

Importing the entire geodata, the data analysis process is carried out by modifying the geodata into a playable model in Cities: Skylines involving manually post-processing the base model and converting the geodata into playable models and running simulation games. The model creation process is carried out by modifying the game based on the availability of geodata that has been imported into the game, which consists of:

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<th>Table 1. Types of Methods in Geoskyline Modification</th>
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<td>Methods</td>
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<td>ImportRails()</td>
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matches rail types according to rwo_cs_rail_match.csv and creates a rail network. Uploads water_rwo.csv and lowers the terrain for each polygon using the Ray casting algorithm.

ImportWaterBody() Ctrl + W water_rwo.csv, import_export.conf

ImportWaterWay() Uploads waterway_rwo.csv and lowers terrain for each waterway segment.

ImportTreesRaster() Uploads trees.png and for every non-white pixel creates a tree

ImportTreesVector() Uploads trees_rwo.csv and creates a tree for each record

ImportZones() Uploads zones_rwo.csv, matches locations of each zone with the locations of game’s zone blocks and sets the zone

ImportServices() matches service types according to rwo_cs_service_match.csv and creates services. Exports all road segments created in the game into a CSV file.

ExportSegments() Ctrl + G import_export.conf

ExportBuildings() Export all buildings created in the game into a CSV file.

ExportTrees() Exports all trees created in the game into a CSV file.

ExportZones() Exports all zones created in the game into a CSV file.

DisplayLLOnMouseClick() Displays screen, game and WGS 84 coordinates of the place of the click. Outputs all road, building and tree types that are currently loaded in the game

OutputPrefabInfo() Ctrl + P Nothing

Manual post-processing covers the fixed problems of the generated base model, but also adds other requirements such as linking the city model to existing infrastructure (making the amount of time spent on manual post-processing of the base model longer). The following is the sequence of the geodata analysis process into a model that can be simulated or played.
3 Results and Discussion

Geographical Simulation of Denpasar City and its surroundings

The basic thing that needs to be done in making geodata for Denpasar City is to convert geographic coordinates in real time according to the desired target location into game coordinates. For information, in the game Cities: Skylines uses cells with a size of 8 x 8 m in the game which is equivalent to 1920 m x 1920 m or can be called 9 x 9 cells, in real dimensions. On a metric scale this area is equal to 17.28 km x 17.28 km or with a total area of 298.5984 sq km. However, the basic version only consists of 5 x 5 cells that can be played, the illustration is as shown below.

The first step for conversion is to recognize the coordinate system or more commonly referred to as CRS (Coordinate Reference System) or in its translation is the Coordinate Reference System. In this study, two types of CRS are considered relevant, namely the 1984 World Geodetic System (WGS 84) and the Universal Transverse Mercator (UTM). Simply put, WGS 84 is 3D (three-dimensional) with the origin at the center of the earth and measured in degrees. UTM is 2D (two-dimensional) measured in meters. This is useful for placing a 3D globe onto a 2D plane accompanied by large map deformations at the edges. Therefore, UTM is divided into 60 zones which have CRS in each zone.

Bounding Box serves to capture geographic information on the map of the location of objects that are bounded by a rectangular border line. This process is basic before converting other geographic objects. The area of the Bounding Box used to make it compatible with the Cities Skylines game is 17.28 x 17.28 Km or 298.5984 sq. km. The bounding box is created using the QGIS application.
By using google maps as a base map, here is the geographic information of Denpasar City:

a. Metrics Coordinate “x,y” Kota Denpasar is 303339.582,9041088.390
b. EPSG code for Bali Region epsg: 32750“
c. Zone Code for Bali region“epsg 50s”

Navigating through CRS may be confusing at first, but using the EPSG code (EPSG is the authority that manages CRS) and Google makes it easier. Use the code found in QGIS to select the appropriate CRS.

![Fig.3. Denpasar City Area Bounding Box](image)

Height Map is a map that provides information on the height of an area. To get a special heightmap map in the territory of Indonesia, it can be obtained through DEM (Digital Elevation Model) data which can be downloaded in TIF format on the https://tanahair.indonesia.go.id/demnas/#/demnas website. By selecting the desired area, topographic elevation data will be obtained in Denpasar City and its surroundings. Especially for the elevation of the city of Denpasar, it takes 3 different cells to get the entire DEM data. The following is an illustration of the DEM on the National DEM website.

![Fig 4. Denpasar City DEM map on the National DEM website](image)

Sumber : Hasil Penelitian, 2021

After getting the complete file, the final step is to provide the desired DEM limit using the bounding box that has been prepared previously. The following is an illustration depicted in Figure below.
Fig 5. Height Map calibration results with Denpasar City Bounding Box
Simulation of Geographical Results for the City of Denpasar and the elevation of geographic contours in Cities: Skylines. After going through the whole process to get the geographic data of Denpasar City, the next step is to import the following data into the simulation game Cities: Skyline by doing a cross platform from the mapping application into a game application. The following are the results of the geographical simulation of the City of Denpasar.

Fig 6. DEM Simulation Results and Geographical Shapes of Denpasar City and Surroundings through the game Cities: Skylines

4 Conclusion

The process of preparing geodata for the city of Denpasar is described in two major processes, namely the preparation of a map of the city of Denpasar in terms of elevation and geographical area and the preparation of geographic objects in the city of Denpasar as a whole

Making a Denpasar City Simulation so that it can be simulated into a game can actually use various methods, but in this study the simulation process is carried out by creating a file in CSV format. So it is necessary to prepare all geographic objects in this type format.
References


The Gelgel Era of Bale Samar Myths: The Relationship with Cultural Heritage and Pandemic Prevention Policies

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Abstract. The political conflict between King Gelgel and Dalem Nusa was ended by the unification of the kingdom of Nusa under Gelgel accompanied by the surrender of Bale Samar (invisible troops). This myth is related to a number of cultural heritages in Nusa Penida, in Gelgel Village, and in Semarapura Klungkung. Bale Samar is believed to be a protective soldier and at the same time as a disease spreader. The Bale Samar myth also indicates the existence of local wisdom in preventing gering. This study seeks to examine the Bale Samar myth in order to identify related cultural heritage, and local wisdom to prevent pandemics as a form of public policy issued by the authorities at that time. To achieve this target, three ecliptic theories are combined, namely semiotic theory, hermeneutic theory and public policy theory. This research is qualitative with a cultural studies approach. The main type of data is qualitative data, supported by quantitative data. Data collection using observation techniques, in-depth interviews, and documentation, as well as inductive data analysis. The results of the study found that the Bale Samar myth of the Gelgel era is related to cultural heritage remains in Nusa Penida (toponyms of the names of the villages Ped, Sampalan, and Kutampi), in Gelgel Village and at Pura Pejenengan Puri Klungkung. The Bale Samar myth reflects local wisdom in the field of pandemics, especially the preparedness to face Gering Agung and efforts to overcome it on a sekala - niskala manner as a form of public policy issued by the king.

Keywords: Myth; Bale Samar; Cultural Heritage; Local Wisdom; Public Policy

1 Introduction

The Gelgel era of Bale Samar myth tells of the conflict between King Dalem Waturenggong and Dalem Nusa or Raja Dalem Bungkut. This story ends with the unification of the Nusa Penida region under the rule of the Kingdom of Swecapura. In addition to the territory, Bale Samar (invisible troops) was also handed over to King Gelgel. Wong Samar's troops live in the Keraton Swecapura Gelgel which is in charge of guarding the kingdom's territory and punishing citizens who do not obey their religious obligations by spreading disease. Every year on the fifth to sixth sasih (the name of the Balinese month) this wong samar looks for prey. The king as ruler did not allow Bale Samar to hurt obedient citizens, as indicated by people wearing tridhatu thread bracelets. Towards the full moon, Sasih Kapat Bale Samar is given offerings in the Moga
Kala ceremony in the central courtyard of the Pura Dasar Buana. The mythical story of Bale Samar in Gelgel is not just an oral story but is also written in the Babad Dalem and other traditional historiography [1]. The Bale Samar myth related to the site of Pura Dasar Buana and other places in Gelgel, as well as the Moga Kala ceremony tradition is a cultural symbol of the Gelgel community which is interesting to study.

The myth of Bale Samar as the Dalem Nusa troops is believed by the people of Klungkung as the source of the 'gering agung' outbreaks such as cholera, chronic illness and other pandemic diseases. There is a "taboo" belief or taboo for the community, especially in the fifth and sixth sasih, to travel at certain times such as during the day (tengah tepet) and late in the evening (sandi kala). These hours were considered the time for the Dalem Nusa troops to seek followers by spreading disease.

People also believe that epidemics can be prevented through rituals and spiritual-magic behavior. Spiritual - magical prevention is carried out with the moga kala ceremony at the Pura Dasar Buana, ceremonial offerings in each house, and offering prayer offerings asking for the safety of "nunas benang tridhatu" (three colored threads namely black, white, and red) at Merajan Pejenengan Klungkung Castle. The tradition of using three colored threads cannot be separated from the Bale Samar myth and the continuity of the king's power in the past. Puri Agung Semarapura Klungkung is seen as a continuation of the Gelgel Kingdom. It may be that the policy in preventing pandemics is a tradition from the past related to the dimensions of wisdom and power relations that show the relationship between patron client [2].

Local wisdom in preventing ‘gering agung’ is relevant to the current Covid-19 pandemic condition. Corona virus, which has become an issue and a global pandemic today, apart from prevention through a scientific approach to physical health, it seems that it is also taken through a wisdom approach and cultural traditions. Especially in Bali, the prevention of the Covid-19 pandemic utilizes the traditional village base which seeks to synergize government authorities, religious institutions, and traditional village institutions.

It is clear that the policies taken by the Bali regional government prioritize and accommodate the role of Parisada and traditional villages to mobilize community participation in preventing and overcoming the Covid-19 pandemic. The local wisdom that characterizes the behavior of the Balinese people can also be seen in dealing with the spread of the corona virus using a ritual approach such as the Pangripyu Baya Ceremony, Neduh Jagat, and offering Segehan Wong-wongan, using tridhatu thread, and hanging pandan leaves in front of the house as a repellent against reinforcements [3].

Observing this trend, it is important to examine the Bale Samar myth in relation to local wisdom-based public policies in preventing the COVID-19 pandemic. The mythical story of Bale Samar related to the cultural heritage of the Gelgel era is clearly visible in the story of the characters, the context of the events, and the various meanings. The phenomenon of myth and its contextualization requires a detailed and in-depth study so that the Bale Samar myth of the Gelgel era is the focus of the study to reveal its relationship with cultural heritage, local wisdom as the basis for policies in preventing pandemics.

2 Research Methods

Observing the location of the research conducted in the Gelgel Traditional Village, Klungkung District, Klungkung Regency, Bali. Administratively, Gelgel Traditional Village consists of three official villages, namely Kamasan Village, Tojan Village, and Gelgel Village. Gelgel Traditional village is known as the city of Sweca Linggarsa Pura which in the XIV-XVI
centuries became the center of the royal palace of Bali [1] [4]. The focus of the research is directed at examining myths on cultural heritage in Gelgel Traditional Village in order to carry out an inventory of cultural heritage and explore wisdom as the basis for policies in preventing outbreaks. This research is interdisciplinary in nature from the perspective of archeology and cultural studies.

The types and sources of research data consist of primary data and secondary data. Primary data includes forms of cultural heritage, related historical source texts, collective memory information about myths in that cultural heritage. Secondary data in the form of information from the government, community leaders, and reports or writings, pictures related to cultural heritage in Pekraman Gelgel Village.

In accordance with the characteristics of qualitative research, the main instrument of this research is the researcher himself. In its implementation, it is also supported by supporting instruments such as: recording forms, measuring instruments, interview guidelines, and audio-visual documentation tools, digitization in the form of smartphones. Data collection techniques applied in this study include field observations, focused interviews with a number of key informants, and documentation techniques.

Field observations were made on the physical condition of artifacts, sites, and environmental elements as the cultural background of the cultural heritage in the Gelgel Traditional Village. In-depth interviews were used to explore historical background, collective memory, and information to support physical data sources from field observations. The documentation technique seeks to collect secondary data sources from reports, historical records, and other written sources related to the existence of cultural heritage in Gelgel Traditional Village.

The data that has been collected is processed and organized through data classification and sorting for further data analysis. The analytical model applied is descriptive qualitative, combined with simple quantitative analysis (such as analysis of tables, graphs, number and size of artifacts). In addition, contextual analysis is also carried out to examine the relationship between data within the scope of a particular area, with related regulations, and is equipped with a public policy study to see the relevance of the current pandemic prevention policy. Furthermore, the technique of presenting the results is done by combining informal techniques (descriptive narrative) with formal techniques (making various charts, tables and figures). This informal presentation method is done by describing the condition of the subject being investigated as it is, based on the actual facts at the time the research was conducted [5].

3 Results and Discussion

The Bale Samar myth informs the existence of a number of places as the background of events and is also related to Cultural Heritage. In order to see the relationship between the Bale Samar myth and cultural heritage, it will be classified into four stages. First, when the Gelgel troops attacked Nusa Penida under the leadership of Gusti Peminggir. Second, the attack on Nusa Penida by I Gusti Jelantik Bogol. Third, after Bale Samar stayed at Gelgel. Fourth, the transfer of the center of the kingdom to Semarapura Klungkung. The story of the attack by Gelgel troops led by I Gusti Peminggir is related to the toponyms of 3 place names in Nusa Penida, and two sites in Gelgel. Three place names in Nusa Penida are Ped Village, Kutampi, and Sampalan.

The name is related to the story of Gelgel's troops when they landed in Toya Pakeh, they immediately attacked the interior. Gelgel's troops did not realize that they were facing an invisible army, they were slashed by a faint Bale Samar that it sounded "ped". The body part
that was cut was then handed over/thrown while saying “neh tampi sempalane” (this is part of the body). That is why until now there are three names of places in Nusa Penida, namely: Ped Village, Kutampi and Sampalan.

The Gelgel soldiers who had died by the wong samar troops were then sent to Gelgel and buried in a "tabug" hole, so that the burial place is still called Sema Bugbugan. As a tribute to the heroism of the Gelgel soldiers who died on the battlefield, a holy place was made next to Sema Bugbugan called Pura Dalem Prajurit. Two toponyms of names in Gelgel related to this event are the site of Setra Bugbugan and Pura Dalem Prajurit which are located in Banjar Minggir, Gelgel Village.

Paying attention to the toponyms of 3 place names in Nusa Penida and two sites in Gelgel which are sourced from the mythical story of Bale Samar, it can be compared with the Maya Denawa myth in Tampak Siring Gianyar and the Balingkang myth in Kintamani Bangli. The myth of the ancient King Maya Danawa who fought against Dewa Indra is associated with the place names of Manukaya Village and Tampak Siring. The name Manukaya when Mayadanawa turned into a big bird, while the name Tampak Siring, when he became a giant, wanted to eliminate the trail by walking sideways so as to leave a trail of slanted footprints. Likewise, the Balingkang myth when King Jaya Pangus married the Chinese princess Kang Ciwi, then places in the Lake Beratan valley (Ikang Rani Buahan) are identical to the toponyms of Chinese names such as: Pinggan (Ping-an), Songan (Song-an), Buahan (buah-an) and Trunyan (Turun-an).

Cultural heritage sites related to the second half of the attack on Nusa Penida by Patih Jelantik Bogol are the Dalem Ped Temple, the Prajurit Sunia Temple, the Uma Gunung site, and the Dasar Buana Gelgel Temple. When Patih Jelantik Bogol was able to defeat Dalem Bungkut with a Pencok Saang (Taring Naga Basuki) weapon, then Dalem Bungkut moksha and took a palace at Dalem Ped Temple. Dalem Bungkut handed over the territory of Nusa Penida and Bale Samar to Dalem Waturenggong, so that from then Bale Samar became a member of King Gelgel's army. Like ordinary humans, wong samar also has Prajepati Temple and graves. Prajepati Sunia Temple, which is located in Minggir Village, is believed to be a gathering location for the wong samar to carry out the task of guarding the central area of the Gelgel kingdom, especially the Dasar Buana Gelgel Temple.

In addition, if a wong samar dies, they have a place for the Ngaben (corpse burning) ceremony and a grave located in Subak Uma Gunung. Bale's duties in Gelgel are twofold, namely maintaining the security of the kingdom and punishing people who are not religious. In order to give gifts for the services of Bale Samar to protect the kingdom and so as not to punish innocent citizens, every time before full moon sasih kapat an offering ceremony is made to wong/Bale Samar namely the Moga Kala ceremony in the middle jaba courtyard of the Pura Dasar Buana. Moga Kala or the offering ceremony (bhoga) for the blind people can be seen as a repellent to reinforcements so that the blind people / Bale Samar do not disturb the community. Thus the cultural heritage associated with the Bale Samar myth consists of monumental (tangible) and intangible cultural heritage.

The Bale Samar myth is also related to the cultural heritage of the royal era after the center of the palace moved from Swecapura Gelgel to Smarapura Klungkung. The cultural heritage in question is the sacred Kentongan of Puri Klungkung and the tradition of wearing tridhatu thread bracelets. Kentongan in Puri Klungkung is believed to be able to sound itself (unseen sound) as a sign of imminent danger such as plague and other dangers. When the voice of Puri Kulkul's voice is heard by people who live far away, it is a sign that there will be danger. The people who heard the sound of the kentongan came to the Puri Klungkung, made offerings, and were then given a tridhatu thread bracelet. The use of tridhatu thread is believed to be a sign of 'rejecting reinforcements' so as not to be sacrificed by Bale Samar.
If you look closely at the contents of the Bale Samar myth, it indicates the source and means of preventing the outbreak. According to this story, the source of the pandemic outbreak that occurred in the community was spread by wong samar. In addition to being tasked with guarding the Gelgel kingdom, Bale Samar was given the task of punishing people who did not obey religious ceremonies. In his task of punishing people who neglect their religion, Bale Samar spreads disease outbreaks. Jero Mangku Gelgel (79 years old) stated that: “Every fifth and sixth Bale Samar, Dalem Nusa’s plan, will look for prey to be used as troops by spreading disease. The people targeted are those who are not religious.” The story about Bale Samar seeking followers by spreading disease is highly believed by the local community so that if a disease outbreak occurs, it is believed that the pandemic originated and spread by bhuta kala or wong samar.

Belief in the Bale Samar myth as the source of the vague is also related to how to prevent the plague. In the mythical story of Bale Samar, it is also stated that people will not be preyed upon if they are obedient to carry out religious ceremonies regularly. As a logical consequence of this belief, the Ngusaba Nini ceremony is held once a year. One day before the peak ceremony, a series of special ceremonies were held, namely moga kala. Moga Kala is an offering ceremony to Bhuta Kala / Bale Samar for his services that have guarded the Gelgel kingdom and at the same time so as not to spread disease. Jero Mangku Dasar Buana Gelgel (61 years old) said: "The purpose of the moga kala ceremony is not only to give offerings to butha kala and wong samar who have guarded the area of Bali, but also to neutralize the Bale Samar so they don't spread disease". The implementation of the Moga Kala ceremony in the context of preventing disease outbreaks can be seen as a form of refusing reinforcements using a magical religious approach.

Although the ceremony has been carried out regularly every year, the community believes that Bale Samar will always look for sacrifices at certain times periodically, especially during transition seasons such as the fifth and sixth sasih. Therefore, on the fifth and sixth sasih parents forbid their children to go out of the house. Parents advised their families to be careful traveling and avoid going out during the day or at dusk. This belief provides an indication of efforts to limit going out of the house by community members in order to cope with disasters including disease outbreaks that may be spread by Bale Samar.

It is quite interesting to reveal that the Bale Samar myth cannot be separated from the power relations of the royal elite. The existence of Bale Samar in Gelgel is an agreement between the King of Dalem Nusa and the King of Swecapura Gelgel. Likewise, the task of maintaining the security of the Gelgel palace area, obtaining offerings, and looking for victims or followers related to royal power. In the Bale Samar myth, it is stated that they will seek 'victim' followers for the people of the Balinese kingdom who are not religious. The king of Bali agreed, and emphasized that those who were allowed to become followers of Bale Samar were people who did not wear tricolor thread bracelets.

The use of tridhatu thread is a sign that the person is a religious citizen, so it should not be taken as a follower of Bale Samar. In other words, the King has the authority to determine the people who can be sacrificed by the Bale Samar. The tradition of giving tridhatu thread facilities to the community continues to this day at Puri Semarapura Klungkung. When the kentongan of Puri Klungkung sounds magically, the community offers offerings and will be given a tridhatu thread. People believe the use of tridhatu thread as a repellent for reinforcements so as to avoid the plague spread by Bale Samar.
4 Conclusion

Based on the study of the Bale Samar Myth during the Gelgel Kingdom, two things can be concluded as follows. The myth of Bale Samar in Gelgel is closely related to tangible and intangible cultural heritage. Tangible heritage concerns the toponyms of place names in Nusa Penida and sites in Gelgel Village and Semarapura City, Klungkung. Intangible cultural heritage includes the tradition of the moga kala ceremony, and the use of tridhatu threads as pandemic prevention. The Bale Samar myth reflects local wisdom in the field of sources and methods of preventing outbreaks. The source of the pandemic is believed to come from wong samar, while prevention is done on a sekala (physical) and niskala (nonphysical). This local wisdom can be seen as a public policy in preventing pandemics that are socio-religious magic based on castles.

References
Optimizing The Role of *Desa Adat* in Handling Covid-19

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**Abstract.** The establishment of the Covid-19 Prevention Mutual Assistance Task Force Based on Desa Adat in Bali, places Desa Adat as the spearhead of handling Covid-19 throughout the island in Bali. The role of Desa Adat as one of the policy actors who collaborate in handling Covid-19 in Bali in general and in Denpasar City in particular is highly expected. This qualitative descriptive study aims to analyze the role of Desa Adat in handling Covid-19 in Denpasar City. Analyzing the role of Desa Adat as the spearhead in handling Covid-19 in Denpasar City is interesting, because with the issuance of a Joint Decree of the Governor with the Bali Province Desa Adat Council, as one of the policies for handling Covid-19, it has not been able to play an optimal role. Data were collected through observation, literature study and interviews with informants who were determined by purposive sampling. The results show that the role of Desa Adat in handling Covid-19 has not been optimal because the achievement of activity objectives has not been in accordance with the plan. Alternative decisions still depend on the various potential resources of each customary village. The ability to utilize the limited resources owned is still not optimal in alternative decisions. Meanwhile, the factors that hinder the optimization of the role of Desa Adat in handling Covid-19 in Denpasar City are internal and external factors of Desa Adat.

**Keywords:** Traditional Village, Optimization

1 **Introduction**

As an urban city with high community mobility, causing a high intensity of interaction, it opens up opportunities for local transmission to accelerate the spread of the COVID-19 outbreak. One of the policies to prevent and overcome the spread of COVID-19 in Bali is the issuance of a Joint Decree of the Governor with the Bali Province Traditional Village Council Number: 472/1571/PPDA/DPMA Number: 05/SK/MDA-Prov Bali/III/2020, concerning Establishment of a Mutual Cooperation Task Force for Covid-19 Prevention Based on Desa Adat in Bali. Expectations for the Role of Desa Adat are very high to prevent the spread of Covid 19 and handle its impacts. The role of Desa Adat as one of the actors who collaborate in handling Covid-19 in Bali in general and in Denpasar City in particular is highly expected.

The involvement of traditional institutions such as traditional banjars and Desa Adat is intended as the spearhead of the epidemic prevention, as the front line in dealing with COVID-
19 in Denpasar City. However, based on the results of research on actor collaboration in handling Covid19 in Denpasar City, it turned out that the traditional village had not yet played an optimal role. This can be seen from the process of involvement and the number of the spread of Covid that occurred. In this regard, this research is important to identify the optimization of the role of Desa Adat as the implementation of the Governor's SKB and MDA policies 472/1571/PPDA/DPMA and SK Number: 05/SK/MDA-Prov Bali/III/2020 concerning the Establishment of a Mutual Cooperation Task Force. Prevention of Covid-19 Based on Desa Adat in Bali, in an effort to overcome the Covid-19 outbreak in Denpasar City.

3 Results and Discussion

To optimize the government's role in implementing public policies and providing public services, it requires the involvement of various parties. Moreover, in the 21st century when the new public governance paradigm began to be applied in developing countries, the involvement of all parties, namely the government, civil society, and the private sector in the administration of government, was prioritized. Likewise with the handling of infectious disease outbreaks, the involvement and cooperation of various parties is needed.

Referring to Law no. 4 of 1984 concerning Outbreaks of Communicable Diseases, in Chapter I Article 1a, the Ministry of Health defines an infectious disease outbreak as an outbreak of an infectious disease in the community whose number of sufferers has significantly increased beyond the usual situation at a certain time and area and can cause havoc [1]. Based on the definition of an infectious disease outbreak, it can be understood how important the role or participation of various parties is to help the government prevent or suppress its transmission. The rapid spread of the pandemic outbreak must be faced together by the government, interest groups, non-governmental institutions, the mass media and the community.

Likewise, the COVID-19 pandemic requires multidimensional handling, because it affects various areas of life, thus requiring multidimensional policies. Multidimensional policies in their implementation require the involvement of various actors, both government and non-government [2]. The participation of various parties in the form of collaborative cooperation is urgently needed to deal with the Covid-19 pandemic. Because with the synergistic cooperation of all existing components, it is hoped that the spread of the outbreak can be controlled, and the impact can be minimized. Optimizing the role of actors involved in the synergy of policy implementation is very important. Because with an optimal role, the hope of achieving the goals of the collaborative process of actors in overcoming an outbreak will be maximized.

Based on previous research, it can be stated that the role of Desa Adat in efforts to overcome the Covid-19 pandemic is very important. Because the cooperation of government actors and Desa Adat is important in implementing various policies, especially those related to disaster management and disease outbreaks. Cooperation in overcoming efforts according to the role of each institution will greatly support the achievement of the program or policy being implemented. Optimizing the role of Desa Adat is very important to do.

There are three elements of optimization problems that must be identified, namely goal achievement, decision alternatives, and limited resources. The goal of optimization can be in the form of maximization or minimization. Maximization is used when the optimization objective relates to profit, revenue, and the like. While minimization is used for optimization purposes related to cost, time, distance, and the like. The determination must of course be adjusted to what will be maximized or minimized.
Alternative decisions are activities carried out to obtain or achieve a goal. Decision alternatives are available using limited resources for decision making. Decision making is also faced with several options that need to be considered well. Resources are sacrifices that must be made to achieve the goals set. The availability of these resources is limited. This resulted in the need for an optimization process [3].

The benefits of optimization can be seen from efforts to determine goals, identify various obstacles and provide more appropriate solutions that can be used for decision making. If it is related to this research, in an effort to handle Covid-19 in Denpasar City, optimizing the role of Desa Adat is an effort to increase activities that are expected to realize the desired or desired benefits. Thus, optimization is a form of effort, process, method, and action by utilizing the sources of funds and resources owned by an area to achieve the desired and most profitable conditions in a reasonable manner within certain limits and certain criteria.

There are 35 Desa Adat in Denpasar City and are members of the Denpasar City Traditional Village Council (MDA), which has the authority to provide advice, consideration, guidance, interpretation, and decisions in the fields of custom, tradition, culture, socio-religious, local wisdom, customary law and economics. customary law, so that the Pakraman/customary village has the right to regulate its territory. Regional Regulation No. 4 of 2019 concerning Desa Adat is a reference for Desa Adat in carrying out their functions. Problems related to territory and religion are the responsibility of the traditional village, especially the banjar scope, which always coordinates closely with the TNI and Polri.

Joint Decree of the Governor and MDA Number 472/1571/PPDA/DPMA and Number 05/SK/MDA-Prov Bali/III/2020 concerning the establishment of a task force for Covid-19 prevention based on Desa Adat in Bali on March 13, 2020, is a Balinese strategy in carrying out its policies. The decision of the Governor and the MDA in the formation of a task force made the traditional village the spearhead or the frontline in protecting its territory, assisted by the Babinkamtibmas, Babinsa, and related stakeholders. The appointment of a traditional village as a task force is a careful consideration made by the government to prevent the spread of Covid-19.

Desa Adat carry out functions and goals, one of which is to increase the socio-cultural resilience of Traditional Village Kramas in order to realize Traditional Village Kramas that are able to maintain social unity as part of national resilience in the fight against Covid-19. The Balinese cultural values that are inherent and bound by customary rules directly become a kind of unwritten doctrine that any activity held must involve the intervention of the traditional village. The handling of COVID-19 in Bali, which includes Desa Adat, is a positive value that can be used by other regions because Bali has 2 (two) governments in regulating its territory, namely the traditional village and the official village. The official village is the same rule as other regions in Indonesia, while the traditional village has its own rules in Bali.

Desa Adat as the spearhead of the Task Force for Mutual Cooperation Prevention of Covid-19 have the main task, abstract and scale tasks. The main task is to empower Krama Desa Adat and Yowana to work together in preventing Covid-19 in their traditional village areas in a niskala and scale; use the Traditional Village facilities as a coordination post for SATGAS; coordinate and synergize with related parties. The abstract task is nunas ica with the stakeholders at Kahyangan Tiga Temple and asking Ida Bhatara Sasuhunan in accordance with the Traditional Village Dresta so that the Covid-19 outbreak will end soon for the sake of harmony in nature, Balinese manners and culture. Meanwhile, the task of preventing Covid-19 is through education, socialization, prevention, guidance and supervision; directing manners to limit oneself to activities that involve many people; to record the manners of the customary village of immigrants and people under monitoring (ODP); directing the manners of those
affected by Covid-19 to self-isolate; report the manners of ODP guests to the nearest puskesmas; prepare cleaning tools such as masks, hand sanitizers, wash hands with soap. Another task of the scale is to build mutual cooperation among the customary village manners by recording the manners of those who need assistance with basic needs; collect basic basic needs for krama that are able to jointly distribute to affected krama; raise funds voluntarily for those in need.

Optimizing the role of Desa Adat related to traditional village tasks as contained in the Joint Decree of the Governor of Bali with the Bali Province MDA can be seen from the objectives, alternative decisions and limited resources. The purpose of the Traditional Village as the spearhead of the overall handling of Covid-19 has similarities because it is guided by a joint decree or implementation of the Bali Governor's SKB policy and the Bali Province MDA N0. 472/1571/PPDA/DPMA and SK Number: 05/SK/MDA-Prov Bali/III/2020 concerning the Establishment of the Covid-19 Prevention Mutual Assistance Task Force Based on Desa Adat in Bali. So, the goal is the same, namely to prevent the spread of Covid-19. In alternative decisions, there are variations based on the ability of the traditional village head to take a role in handling Covid-19, while the limited resources are related to the resources owned by each traditional village.

4 Conclusion

Judging from the measurement indicators for optimizing the role of Desa Adat in handling Covid-19 in Denpasar City, it can be concluded that the Role of Desa Adat in handling Covid-19 in Denpasar City has not been optimal. This is indicated by the fact that there are still indicators of optimal size that have not been met, namely in the decision alternative indicators. Alternative decisions are very dependent on the limited resource potential of each traditional village. Alternative decisions can be optimal when the potential resources can be maximally useful in making alternative decisions. The difference in the resource potential of each traditional village affects the achievement of the goals formulated in handling Covid-19. Based on this, it can be stated that the optimization of the role of Desa Adat in handling Covid-19 in Denpasar has not been optimal.

References
**E-Commerce as Small and Medium Enterprise’s Marketing Strategy on Pandemic Covid-19 Case Study on Local SME’s in Kelurahan Kapasa, Makassar**

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**Abstract.** This study discusses SME’s Marketing Strategy during pandemic covid-19 in Kelurahan Kapasa Makassar, South Sulawesi, Indonesia. Due to pandemic covid-19 most of SME’s are in fragile. This paper aims to explore on how the SME’s in Kelurahan Tamalanrea utilize E-commerce Strategy to intensify their profit. By implementing eight key elements of a business models such as Market Opportunity; Value Proposition; Revenue Model; Competitive Advantage; Competitive Environment; Market Strategy; Organizational Development; Management Team, this research involves ten participants who using digital tools as payment method or orders. And the result shows most of SME’s have been successful to increase or persist in difficult situations on their SME’s during Pandemic Covid-19 era.

**Keywords:** SME’s; E-commerce; Business model; Pandemic Covid-19

1 **Introduction**

People has been suffering of pandemic outbreaks[1]. It is difficult to estimate its long-term effect. Economic, behavioral, or societal are suffer of outbreaks. Behavioral changes, while using face masks people are expected to be able to keep the distance on others. Work from home become one of the behavioral changes, school activity shifts their method reincarnate into home schooling.

On a societal level, are completely not all ready for this large scale of pandemic situation[1]. People rely on the important product (food, energy, and medical). Our societal are more open than ever, many countries work together on importing whether in terms of food, energy and medical equipment. On the economic side, the sudden drops in both demand and supply were the first impact of this outbreaks[2]. In order to control the pandemic, businesses were widespread shutdowns. It has caused a decline in supply and at the same time demand were decline upon on the reduction in consumption and investment.

Many an organization struggling for survival[2]. It pushes some organization to look for another alternative strategic way. Small medium enterprises is one of the affected organization. Data shows 1654 SME’s in Makassar affected the outbreaks[3]. Focus this research on Ten SME’s in Kelurahan Kapasa, Makassar South Sulawesi who have run business through digital application. Using eight key elements of a business models this research tries to analyze how
the local business in Kelurahan Kapasa survive during the Covid-19 outbreaks. Which of the features do they implement well, and which of the features does not implement well?

2 Research Methods

This paper will use qualitative approach that contains information about phenomenon explored in the field. This research is concerned on how people think and act in their everyday lives during the outbreaks[4]. Using eight key element businesses such as Value preposition; revenue model; market opportunity; competitive environment advantage; market strategy; organizational development; and management team[5].

This research applying three methods such as participant observation for collecting data on occurring in their usual business; in-depth interview for collecting data on their business histories and experiences; focus groups for emerging data during interview. Using note, audio or video recordings and transcripts as an collecting tools data[6]. Research objects consist of ten different type of business choosing by snowball sampling technique.

3 Results and Discussion

A business model is referred to as business processes or a set of planned activities[5]. A business plan is a center for the business model and for the business model as a document that describes a firm's. An e-commerce business models aims to use and utilize the unique qualities of the web, internet, and the mobile platform.

<table>
<thead>
<tr>
<th>Table 1. Key Elements of Business Model</th>
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<tbody>
<tr>
<td>Components</td>
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<tr>
<td>Value Preposition</td>
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<tr>
<td>Revenue model</td>
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provides a forum for advertisements and receives fees from advertisers.  
- subscription revenue model, a company that offers content or services charges a subscription fee for access to some or all of its offerings  
- a freemium strategy, the companies give away a certain level of product or services for free, but then charge a subscription fee for premium levels of the product or service

| Market opportunity | refers to the company’s intended marketspace (i.e., an area of actual or potential commercial value) and the overall potential financial opportunities available to the firm in that marketspace. The market opportunity is usually divided into smaller market niches | Saloon X:  
- strategic location  
- worth it  
- customer get discount  
guest house:  
- complit facilities  
- lot of parking area  
- strategic location  
- only provide 20 rooms  
bording house:  
- less of parking area  
- small room size  
- only ready for workers |

| Competitive advantage | refers to the other companies operating in the same market space selling similar products | Café X:  
- does not have main course than a competitor  
- no varied menu |

| Market strategy | How do you plan to promote your products or services to attract your target audience? | Bording house:  
- offer discount  
- promotion on special app for bording house (kool kast, etc)  
food store X:  
- promo using app  
- delivery free |

| Organizational development | What types of organizational structures within the firm are necessary to carry out the business plan? | Café X:  
- barista are qualified  
- waiter has got training  
- pharmacist are qualified |
Management team | What kinds of experiences and background are important for the company’s leaders to have?
---|---
food store X: | • good at hire employee
• a good leader
saloon X: | • owner are certificate
• employee has got training

Source: Laudon (2017)

The outbreaks that suddenly attacked society made people unprepared. Especially SME’s business. Lack of understanding of how to run a business makes many of entrepreneurs out of business. They force to find another way so that the business could survive. Data on table 3.1 shows that participants are learned to understand another strategic for their business in order to make sure their business could survive. There are few performances need to be fixed in order to advance their business.

4 Conclusion

The outbreaks force business to look for another strategic plan so that they can run their business and be sustainable. The result of this study identified all the participants implement eight key business models well. There are a few of result does not implement well. Run business in this outbreak’s situation is a difficult thing to do. Many businesses have to stop their business. Lack of business knowledge, lack of capital, only a few customers, and other problem that force them to stop. Out participants research try to use another path only to run their business. Need more improvement for their business followed by eight key business models, hence the business can operate well and be sustainable.

References
Accountability And Transparency in The Industrial Revolution 4.0 Era at Private Universities in Makassar

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Abstract. The Industrial Revolution 4.0 results from increasing demands for accountability and transparency for all organizations, especially private universities organizations. The research aims to change the organizational design paradigm in implementing accountability and openness at private universities in Makassar. In this 4.0 industrial revolution, adaptive power and responsiveness are the keys to achieving the vision and mission of private universities. It is a challenge for private universities to adapt to various problems in this era of disruption. Organizational transformation of private universities is one alternative to realize public services-oriented and prepare competent human resources in their fields. This research offers a solution for private universities in Makassar to determine how far universities are ready to face this era. This study uses a descriptive method with a qualitative approach. The result using purposive sampling and snowball data sources show that the transformation of higher education in Makassar must immediately adapt to the demands of the industrial revolution 4.0, recommended to improve the management of information technology services and the application of information security management to be more effective, increase the adaptive power of the industrial revolution 4.0.

Keywords: Accountability; Transparency; Industrial Revolution 4.0; Private Universities

1 Introduction

Accountability and transparency are new paradigms in higher education management to face the challenges of globalization and autonomy. Accountability, which is the responsibility for the implementation of higher education to stakeholders, both students, parents, the world of work, the government, lecturers, supporting staff, and other interested parties. Implementation of accountability in higher education must appear in activities such as accreditation, evaluation of study programs based on self-evaluation, and quality assurance. The three activities are directed at achieving the quality of higher education on an ongoing basis. Accountability is accountability based on external written records/reports, while responsibility is defined as accountability based on internal policies (Mahsum, 2016) [2]. Following this statement, Daigle and Cuocco (2012) [3] suggest that accountability can be delegated, while responsibility cannot be delegated.

Transparency is one of the principles that is a global standard for organizational governance that is important in achieving Good Governance. The organizational governance framework
must ensure that disclosures are made timely, accurate and include all material, corporate information, including financial, performance, ownership, and governance information of the organization (Needles, Turel, Sengur, & Turel, 2012)[4]. The Concept of materiality determining the content of the disclosure, namely assessing the benefits of the scope of the exposure (Rey-Garcia, Martin-Cavanna, & Alvarez-Gonzalez, 2012 [5]; Maniora, 2017; James, 2013; Vorster & Marais, 2014) [6]. They Research conducted on the websites of Spanish universities was completed in 2010 to observe university transparency (Gallego-Alvarez, Rodriguez-Dominguez, & Garcia-Sanchez, 2011) [7]. The study results suggest several factors that have a significant effect on university transparency: internationality, profitability, complexity, the importance of the function of university websites in disclosing teaching and research activities, and supervision of university management. Medina & Rufin researched at an open university in Spain (2015) [8], where the research results show that transparency affects public trust directly and affects satisfaction indirectly. Research conducted in 2015 (Dobbins & Khachatryan, 2015) [9] focused on university governance. This study found that cooperation between the state and university administrators is needed to create good university governance. Another study (Peters, 2013) [10] concluded that the openness of university management involves: A shift in input control to quantitative output measurement, An emphasis on short-term performance contracts, productive efficiency.

The government has issued a Distance Education policy since 2013 through Permenristekdikti No 109 of 2013. Universities using the guidelines for online learning before the Covid-19 pandemic. This policy anticipates the spread of Covid-19 with online learning tests universities to evaluate readiness to implement online learning and maintain accountability for education. The willingness of human resources, adequate infrastructure, and quality assurance of learning activities is an essential part of accountability to students and parents as stakeholders. Lecturers and education personnel must adapt well to technological changes and be ready to use advanced technology. Universities need to provide technical support in trained staff who will provide assistance, training, and hotline services. They are the ones on the front line who are ready to help if lecturers and education staff need technical assistance in overcoming the obstacles.

In early February 2019, The Ministry of Research, Technology and Higher Education (Kemenristekdikti) has revoked the permits to establish 11 private universities in Sulawesi. The campus does not meet the National Higher Education Standards (SNPT). The Ministry of Research, Technology, and Higher Education revoking licenses of Private universities can no longer carry out academic activities by the National Higher Education Standards (SNPT). Based on data from the Ministry of Research, Technology and Higher Education, about 14 percent of all private universities in Indonesia, a total of 3128 private universities, are unhealthy because they cannot finance their educational operations and cannot provide services, according to standards.

Minister of Research, Technology and Higher Education Regulation Number 3 of 2018, updated through Permenristekdikti Number 51 of 2018, recommends that private universities, especially those under the auspices of the same Foundation, merge or unify higher education institutions so that management is more effective and efficient. The Ministry of Research, Technology, and Higher Education is currently carrying out reforms and deregulation in licensing services. The regulations hampering the development of higher education have been simplified and adapted to natural conditions in society. Therefore, transparency and accountability in the management of higher education are very much needed.

In the era of the industrial revolution 4.0, as a beginner, Indonesia carried out a digital industry that was still limited, so that it faced the risk of failing in industrial development.
Countries such as Cambodia and Vietnam as beginner countries in developing digital-based industries.

Meanwhile, Singapore and Malaysia are leaders because they have vital initiatives prepared to face risks in developing new technologies. These limitations encourage efforts to strengthen universities as catalysts for creating the digital industry through research and technology. Another step is to increase the relevance of the skills taught to those needed to develop industry 4.0. Strengthening universities as catalysts for the development of the digital sector through research and technology is an effort that needs in facing the industrial revolution 4.0 through education, research, and innovation.

Research Questions:

a. How to Implement Accountability at Private Universities in Makassar in the New Normal era
b. How to Implement Transparency in Private Universities in Makassar in the New Normal era

2 Research Methods

Research sites
Research locations in five private universities in Makassar

Data Types and Sources

a. Primary Data, namely data collected directly from the company through observations and interviews with the company related to this discussion
b. Secondary Data, namely data obtained by collecting documents and other sources related to the issues being studied.

Methods Used: In this study using qualitative research methods where this study will emphasize the depth of research results where researchers are directly involved as research instruments. Qualitative method is contextual research that uses humans as instruments and is adapted to a reasonable situation in relation to data collection, which is generally qualitative in nature.

Data Collection Techniques and Variable Testing

The research uses direct interviews with stakeholders in private universities as "internal" and "external" governance structures. The Chancellor of the University-Head of College/Faculty Deans as an "internal" governance structure, while Yayasan and BPH are considered an "external" governance structure. Data collections were using in-depth interviews and observation methods. An interview is a tool that can confirm and prove information or information previously obtained. Observation is a data collection technique, where researchers make observations directly to the object of research to see closely the activities carried out (Gunawan, 2013) [11]

Analysis Method

In this study, the analytical method used consists of descriptive qualitative analysis (descriptive qualitative analysis). The descriptive method analyzes the status group of people, objects, conditions, systems of thought, or classes of events in the present. The descriptive strategy aims to make a systematic, factual, and accurate description, picture, or painting of the facts and the relationship between the investigated phenomena. Qualitative data analysis started since researchers began to collect data by selecting essential data.
3 Results and Discussion

Implementation of Accountability at Private Universities in Makassar in the New Normal era

Universities implement accountability by reporting on-campus activities, both academic and non-academic. Article 78 of the Education Law No. 12 of 2012 concerning Higher Education clearly states accountability in higher education. The results of an interview with an education observer from the University of Bosowa Makassar, Abdul Rahman, explained that "not many universities, especially private universities, are accountable and transparent in the management and use of the education budget because they are still using the old paradigm. Budget matters are the internal responsibility of universities. Implementing only academic activities, achievements, and activities of lecturers and students reported in the university database and universities must be accountable in functions and mechanisms. Accountability is a system that controls the relationship between the organs in the company as a solution to overcome agency problems between shareholders and commissioners. Accountability encourages all company organs to be aware of their responsibilities, authorities, and obligations.

In this New Normal era, the function of the Foundation and its management must still be accountable in its role and implementation. All organs in private universities must be aware of their responsibilities, authorities, rights, and obligations. The implementation statutes must support business innovation models that are adaptive, superior, and able to carry out their strategic roles as creators of innovative, creative, and independent generations carried out by universities during the covid 19 pandemic. Changes in the education service model in the New Normal era require innovation in IT development and an information system that must be supported both by the Foundation as the owner of the college and entrusting its management to the management of the university.

At first, the implementation of online learning has many obstacles, especially the capacity of information technology, the ability of lecturers and students to use online learning technology platforms, and university management strategies during the pandemic. The Foundation still strives and supports in meeting the needs of higher education managers.

In terms of the quality of the accountability mechanism, based on the results of interviews with several private universities in Makassar, in the new standard era, on average, private universities still make regular reports on the implementation and use of the funds they receive. Report form of Accountability for implementing a budget to the budget provider, both the government and the community, for a manager to education provider foundation, submitted to the community that provides education funds. Implementation of the accountability dimension of the private university administration body must carry out the university's missions in line with the mandate of the government and society.

The achievement of the performance indicators promised in the Strategic Plan is one proof of the implementation of Accountability at the university and the functioning of the quality assurance function under the rector. The results of Sabandar's research (2018) show a small loading factor because the object of study is mostly universities where foundations and managers have carried out functions according to their respective authorities so that respondents' answers do not vary [12].

Based on interviews with respondents, several private universities have not implemented the preparation of financial information based on Financial Accounting Standards Number 45 regarding non-profit organizations in the form of making statements of financial position, activity reports, cash flow statements, and notes to financial statements. It takes the placement
of the right people who understand these standards in strategic roles such as financial decision-makers.

The report model should be in the form of receipts and expenses according to the study program or university on a cash basis but must also present information on assets and liabilities. Universities need to place personnel, both leaders and staff, according to the required competencies (right man in the right place) and be given training and training on the implementation of accountability aspects at private universities according to the standards set by DIKTI. Accountability of private universities is not only to the government but, more importantly, are Accountability to the community, especially stakeholders using higher education products, graduate beneficiaries, associations, and the professional world, professional associations, and scientists.

Implementation of Transparency in Private Universities in Makassar in the New Normal era

Transparency means the decision-making and implementation of laws and regulations. Transparency must be present in the management of higher education institutions. One of the benefits of implementing Transparency in higher education is to overcome irregularities; Universities can improve the quality of higher education due to proper budget management, (Sabandar, 2021) [13]

Based on interviews with how many respondents, where the information available at the university is still manual, it is difficult for stakeholders to get accurate and timely information services when needed. On average, respondents' answers for information quality indicators are in the medium criteria. It shows that the implementation of this indicator on the transparency dimension has not gone well. Other indicators of transparency variables are the frequency of information delivery and the quality of data. One example of the application of the transparency dimension at universities is Transparency in performance appraisal.

For example, the application of employee competency assessment using competency assessment tools, where through online review the evaluation is carried out directly, involving the employee concerned, direct supervisor, co-workers, and subordinates and value documents individual performance. The assessment center determines an employee's potential in terms of positioning and promotion. In this new normal era, several private universities in Makassar already have transparent information service facilities such as educational information systems to access academic information needed by stakeholders. The universities system has integrated DIKTI information. However, based on the interviews, this effort remains the main priority for the average private university in Makassar.

Transparency, in another form, is to increase Transparency to all partners. Implementing e-procurement, where physical contact between suppliers/partners and the committee have minimized, and all tender activities using a computer system to support Transparency. All suppliers receive the same information. Industrial revolution 4.0 opens up vast opportunities for anyone to advance. Information technology that is increasingly accessible to all corners causes everyone has connect in a social network. Much information provides excellent benefits for the development of science and the economy.

Based on the results of interviews with internal stakeholders of universities, several private universities have implemented e-procurement during the pandemic, mainly due to restrictions on direct face-to-face access in procuring goods. Some have used an integrated information system with accounting and procurement systems, but some universities still use manual techniques and procedures through online purchases to partners.
In the new normal era, Transparency in higher education is marked by digital transformation in education, replacing offline learning. All academic and administrative services were going online. In terms of learning in this new normal era, of the five private universities studied, 90 percent have used technology platforms in online learning. The learning platform LLDIKTI Spada can integrate the teaching activities of lecturers and students and materials nationally. Changes in work patterns in higher education and campus management from conventional to digital designs related to implementing the tri dharma of higher education, education, teaching, research, and community service are also quickly, transparently, accountable, effective, and efficient.

4 Conclusion

Industry 4.0 brings many changes in human life that fundamentally change the way human activities and have a significant influence on the world of work. The positive effect of industry 4.0 is the effectiveness and efficiency of resources and production costs, although it impacts reducing employment. Industry 4.0 requires workers who have skills in digital literacy, technological literacy, and human literacy. Universities must equip graduates with these three literacies, including the learning system of the education unit, students, educators, and education staff. Entering the era of today's disruptive industrial revolution, universities must carry out digital transformation through digitizing data and services and campus activities so that they are not left behind and swallowed up by the times. Higher education digitalization is a change in work patterns and campus management from conventional ways to digital designs. That will facilitate campus community members in doing various things, primarily related to implementing the Tri Dharma of Higher Education and other educational services in a fast, precise, accountable, data-based, efficient and effective manner and low cost.

Private universities in Makassar are well-implemented Accountability and Transparency in carrying out the tri dharma activities. However, several things are still an obstacle, especially in learning technology platforms that require training and development, both the venue itself and the human resources that apply it. Culture, work, and learning ethics also undergo adjustments that need tolerance and understanding from various parties.

It recommended that there is a higher education public relations department that can provide precise and accurate information to all university stakeholders to respond to the demands of the times and base the planned program based on research. Able to take advantage of existing social media. This section can create video content that students work on about campus life. Public relations must be able to adopt every new order that exists. For example, with the outbreak of the Covid-19 pandemic, health protocols apply in all fields, including education on campus, and are disseminated to prospective students and their parents to know the campus's actual condition. Promotional activities usually held with roadshows to various regions but now stop due to Covid-19. It can be replaced with promotional methods using visual content, listening more to prospective students' problems, and looking for creative, collaborative, and innovative solutions.

References

Impact of social media on Innovation Performance for Multilevel Marketing Entrepreneur During Pandemic Covid-19, in Kecamatan Tamalanrea Makassar

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Abstract. The purpose of this study is to explore performance on Multilevel Marketing Entrepreneurs. Pandemic Covid-19 has changed Multilevel Marketing Entrepreneur performance. Social media become one of the marketing tools for MLM’s to promote their business. This research involves fifteen participants as objects. The Participants have been using social media for at least five years. The result indicates a significant relationship on social media and innovation performance for MLM’s Entrepreneur.

Keywords: MLM Entrepreneur; social media; Pandemic Covid-19

1 Introduction

Multi-level marketing (MLM) also known as network marketing. MLM is a program in which participants pay money to the program promoter in return for which participants receive the right to: additional participants or any other person into the program as a downline, or similar program grouping; to sell goods or services; and to receive compensation[1] provided that the compensation received by program participants comes from retail sales of goods or services, and not from recruiting additional participant.

Started in the 1940s, MLM provide an alternative business model, and adding an opportunity. By shifting the recruitment process, training and supervising of new participants onto the sales force[2]. MLM business model also has a new vocabulary such as: recruiters (upline), network (downline), “personal and group volume”. Product points determine the amount of compensation from purchases made by a distributor and their downline.

As technology growing rapidly, the MLM participants offer their product through social media. Create content in order to introduce their product to their followers. Many organizations are searching for new ways to improve their innovation[3]. During this covid-19 outbreaks, many people are affected, including MLM actors and also some businesses were closed. It takes an innovation in order to run a business as an MLM actors.

Become an important source of data and also business intelligence, social media has providing information about trends in the marketplace, and competitor’s product[3]. Based on the previous explanation, this research will discuss about how social media impact to those does who work as an MLM. Which social media application contributed well.
2 Research Methods

This research is a qualitative design using narrative research. This research would analyze the informant stories and re-story into chronological presentation. During the process, researchers would actively as a team up with the informant providing the stories[4]. Informant choosing by snowball method. Is a method which informant has already been made use their social networks and refer the researcher to other who could potentially participant to the research[5].

3 Results and Discussion

Social media plays an important role in today’s world. Impacting to our culture, economy, and overall view of the world. Anyone is empowered through their social media by free flow of access information to their knowledge. Social media also has removed communication barriers and open access for all to have participate in any field[6].

Covid-19 outbreaks make a huge impact to all society. Income decreased due to pandemic; a lot of people get laid off. One of the best solutions is being a business actors through MLM business. Kecamatan Tamalanrea has many MLM business actors with many types of MLM business. This research involves 15 informants with 3 types of MLM business (Health, skin care & Cosmetic, and household utensils).

Table 1. shows the result of MLM actors maximize the social media in order to fulfill their life necessities.

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<tr>
<th>MLM Actors</th>
<th>Type of social media</th>
<th>The impact of using social media</th>
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</thead>
</table>
| Health Potion; Health medicine; Health (milk); Health (Milk) | Facebook; Instagram; Whatsapp | • Using Facebook more helping than other social media  
• There are a lot of followers on Facebook, and more active using Facebook  
• Facebook is one of the best places for selling our product, there are supported app for us to use.  
• Whatsapp also helping, because we could fast response to our customer |
| Supplement product T; Supplement H; Supplement M | Facebook; Instagram; Whatsapp | • There are a lot of followers on Facebook, and more active using Facebook  
• Facebook are supported app for us to use.  
• Whatsapp also helping, because we could fast response to our customer |
| Essential Oils; Honey H; Skin care O; Skin care H; Skin care N; Skin care A | Facebook; Instagram; Whatsapp; Tiktok app | • Using Facebook not really helping for us to sell our product  
• There are a lot of competitors product or others sell their product  
• Tiktok app a new app that helping us, because we can make some videos with any music sounds background |
4 Conclusion

When the outbreaks hit the society, suddenly become a panic situation. Enforce people for social distancing, work from home, school at home, and many unusual activities. It also forces some business to find other path so that their business could survive. MLM actors also try to sell their product more actively. Using some social media apps such as Facebook; Instagram; Whatsapp; and Tiktok made MLM actors to create interesting content. Most of the social media have helping MLM actors survive during the Pandemic Covid-19.

References

Tongkonan Toraja in the Perspective of Human Ecology and Local Economy

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Abstract. This research aims to find out the factors that cause the decline in economic income of the Lembang Lea community and the strategic measures of lembang Lea government policies, as well as strengthening tongkonan as a center for local economic development that can be done by the government, religious leaders, indigenous leaders, and aluk todolo. This research is designed using a descriptive-qualitative approach. Data collection techniques are carried out by observation and direct observation, in-depth interviews, and secondary data analysis. The results showed that the community always obeys the rules that apply in tongkonan as a forum for unity, peace, and a source of welfare. The social and economic environment is influenced by the existence of the tallulolona domain as the basis of community movement and religiosity. Toraja ethnic groups are able to maintain ecosystems so that they can neutralize ecological imbalances so that the survival journey can continue beyond more than a generation. Sociology and ecology have been animated since the beginning of forming the human ecology of Toraja because they are indeed “in need of each other”. This effort is believed to improve the economic welfare of the people of Lembang Lea.

Keywords: Tongkonan, Human Ecology, Local Economy, Toraja Culture

1 Introduction

Discovering the form of space reality in tongkonan using a phenomenological approach that seeks to reveal the reality of Tongkonan Batu. The characteristics of tongkonan in Lembang Lea that collect in one location show a phenomenon that is different from the settlement of indigenous communities in Toraja, especially the Kapuangan indigenous community as the parent of the community. Tongkonan layuk in kapuangan indigenous communities do not blend with the functions that support it as a form of hierarchy or government structures that are feudalistic.

Tongkonan layuk in the Indigenous community of Talulembangna is also in the highest position among the entire community structure. With a different name, tongkonan is highest in the indigenous community of Lembang Lea. The phenomenon shows that there are different forms of culture between the indigenous community of Lembang Lea and its parent, the Tallulembangna indigenous community (Makale, Mengkendek and Sangalla).
Tongkonan as Cosmology and Cultural Economy

Cosmology is one part of the discussion of metaphysics in addition to ontology. The dynamics of Toraja culture and its transformation process will not be separated from the study of cosmology. Several Toraja researchers both from home and abroad such as (Palm, 1979), (Waterson, 2009), (Bigalke, 1981; 2005), (Sandarupa, 1996), (Bethlen, 1997), (Lullulangi and Sampehua”, 2007) have discussed cosmology. The study of Toraja cosmology is closely related to the beliefs or religions of the Indigenous People of Toraja.

Moreover, this world is a meeting place between the Upper world and the Underworld because it is connoted as harmony, cooperation, and most importantly represents the understanding of harmonization. “Underworld” is underwater, identified as subordinate and bad (hell). This part is supported above the head of the god Pong Tulak Padang who supports and encourages Tongkonan and human life on earth. As for the east-west classification more widely associated with the barrel and the stages of human life, birth is considered the same as the east (matallo of allo / sun).

Toraja society itself defines tongkonan as "a house given functions, duties and obligations", or an institutional system in the family. On the one hand there is a tongkonan tanda indo’ which is a tongkonan that unites all family groups in the ego mother, and it is known as the rapu tanda indo’, "a family group from the mother's side”. Thus, tongkonan means a kinship system based on the principle of the rara the book (blood and blood). The orientation of the tongkonan is always facing north (ulunna lino) as a symbol of respect for Puang Matua. The southern part (pollo’na lino) faces the pollo’ banua or puya, as a representation of the relationship with the ancestors and the afterlife. The west (matampu’) and east (matallo) describe the left and right parts of the body, besides that the eastern part also symbolizes the relationship with the gods, while in the west it symbolizes the relationship with the revered ancestors.

The dynamics of activities in the hierarchy of the tongkonan space are the dimensions of community activity. This dimension is a form of various social, economic, cultural, and political activities of society that have adorned the dynamics of people's lives. This activity process is the cause of the manifesting of physical products in the form of tongkonan or lembang Lea community settlements. Rituals in the teachings of Aluk Todolo have given birth to community culture in the form of solo sign ceremonies’ and tuka’. This ceremony places tongkonan as the center of ceremonial activities.

The shift in cultural centers turned out to have an impact on various forms of relations that exist in society. Some significant changes occurred in the ritual ceremony of the tuka sign”. Relationships that undergo changes occur in the motive of utilizing tongkonan resources. At the beginning of civilization, the Lembang Lea community put more emphasis on implementing the value of environmental balance when it comes to plants and animals. This is in line with the values contained in tallulolona's conception.

But over time, the motive has shifted to a relationship that emphasizes resource capitalization more. So, it is not surprising that there is a fairly sharp conflict, even murder, in the process of utilizing tongkonan resources. It certainly has injured the meaning of kinship in a tongkonan, where tongkonan can serve as a place to solve family problems. The role of actors with an interest in the preservation of Lembang Lea culture has also shifted. The role of "to parengnge" as the leader of a tongkonan as well as a religious leader has been greatly reduced in the dynamics of people's socio-cultural life. This has an impact on shifting the socio-political role that exists in society.

In addition, in the election londong tongkonan who is a leader as well as a religious leader in the aluk faith that should be appointed based on the agreement of the big family, but now
this is difficult to do because the role of the customary chairman is already very small. Customary institutions are also not formed as they should be, but customary institutions are formed by village heads (lembang). Although the decision-making process is still carried out by deliberation as was done during traditional government, the proportion of indigenous communities participating today is much less than in the past.

This resulted in the increasingly smaller role of indigenous institutions on the one hand, has transformed church institutions into institutions that have a very large role in the dynamics of life of lembang Lea people. All of that shows that the structure of the device of interrelated elements has begun to undergo depression of functions that require reconstruction or revitalization of tongkonan functions in the current context. Clergy also do not seem to take a fairly active role in the dynamics of local politics in Lembang Lea. The local political performance of several elites in the Lembang Lea community has an impact on his lack of attention to the "alukta" community which is part of the minority in Lembang Lea.

The third-tier community of the tongkonan space hierarchy is the character dimension of the community. Character is everything that becomes a characteristic that becomes a character that is inner and affects all the thoughts, behaviors, ethics and habits of the Lembang Lea community. Seeing the phenomenon that occurs, it appears that the character of the community is shaped by two aspects, namely the environment and community knowledge. The environmental aspect that affects the Lembang Lea community is the mountainous nature with heights. The distinctive environmental character has built cosmological knowledge to be the basis for the order of patterns to settle in Lembang Lea and is different from other regions.

**Tongkonan as the Spirit of Human Ecology**

The fourth level of the hierarchy of the tongkonan space is the theological dimension of the community. This dimension is the essence of the reality of the tongkonan space. This dimension has given spirit to manifest various characters or characters of the Lembang Lea community. The various values contained in Alukta's teachings have given the soul to the whole process of manifestation into character. These characters will form various community behaviors that eventually manifest into the physical form of either buildings or patterns of residential space. In addition to the value of life, the norms that exist in the teachings of Aluk Todolo in the form of thought and psychological pamali have built local knowledge of the Lembang Lea people. The norms contained in the teachings of Alukta, seem to still be attached to the subconscious of the local people.

Although already christian beliefs but it seems that belief in the existence of pamali is still closely attached to the behavior of people's lives. The knowledge was systematically passed down by the ancestors by providing rules of habitation. The conception of the Toraja Christian community that seeks to separate between customs and religion does not seem to be able to change the psychological behavior of the Lembang Lea community. This separation process seems to be aimed at assimilating Lembang Lea culture with Christian theology because religious rules some ceremonial rituals, especially in sign ceremonies, deviate from Christian beliefs. One of the phenomena that arise from the effort to assimilate culture is the mention of Puang Matua who was replaced with Puang Jesus.

**Tongkonan as a Local Economy**

The result of space plating both horizontally and vertically. In the horizontal space there are four layers of space, namely: the sacred space around Tongkonan Doa’, the space in traditional or traditional settlements, the old settlement space, and the new settlement space. Sacred space is a traditional communal space used to perform rituals that are shared and for
the common good. Traditional settlement space is a collection of tongkonan which is a symbol of community collectiveness in the form of consensus in carrying out customary government. The manifestation of consensus is manifested in the division of the role or function of tongkonan both tongkonan karua and tongkonan tumpu. The old settlement space is a traditional settlement buffer space where tongkonan support devices are located. The existence of devices such as rante, bubun, or land is a form of support from the buffer. Tongkonan bantu or fulcrum is also mostly located in old settlements.

While the new settlement is the development of post-independence settlements, where road access has begun to be opened so that people have the choice of living around the development of the road network. In the vertical space layer there appears to be a unity of the reality of space. Each layer below is the result of the disclosure of the existence of a layer on it. That is, there is a context text between the upper layer and the bottom layer. The layer is a categorization of the theme and concept of forming the tongkonan space. The spirit category is a manifestation or revelation of the nature or name of the Creator.

This revelation is individual (madoang or love to ancestors) as well as communal (toma’rapu or fellowship). The aluk category is a religious space that becomes a source of knowledge for the people of Lembang Lea. At this time there was a transformation from the knowledge of Aluk Todolo (thought sola pamali) to the knowledge of Christianity. The process that arises seems to be cultural inculturation between the local culture and the local economy with knowledge or rules of Christianity.

The customary category is a form of community activity both in the fields of culture, economy, social, political, and institutional. The encouragement of religious political power and economic development due to infrastructure improvements and socio-political conditions changed the customary order based on the aluk tradition. Some ceremonial activities, especially tuka signs that are considered contrary to the teachings of Christianity, are prohibited to be carried out such as offerings to gods or tongkonan blessings that use the alukta tradition. Tondok is the main disclosure in the physical space where tongkonan is the main component in a tondok. Disclosure in physical space is manifested in various signs such as the existence of tongkonan following with its supporting devices, land use shifts due to economic impetus and infrastructure development and other signs that exist in physical sustainability.

The spirituality of the tongkonan space is essentially the disclosure of the nature of divinity or error into the form of layers or spaces of consciousness. Each layer of space is the result of manifestation or disclosure of the name or divine properties of the nature that is still in the form of ideas, knowledge, activities to the physical entity. Planners play a role in helping to unlock the revelation of reality as it is from the Creator. Diversity in every layer of consciousness is proof of the faith of the planner of the Existence of the Creator.

**Principles and Perspectives of Economic Ecology**

Philosophy or basic principles contained in the theory and concepts of economic ecology in addition to being a foothold for the formulation of paradigms and ecological ethics, are also developed as an ecological perspective. Ife introduces 4 ecological principles that are widely used as perspectives by intellectuals, scientists, and green activists, namely: holistic, sustainability, diversity, and balance.
Capra in his article on Ecology and Community also introduced 4 ecological principles that are the key phenomena of ecosystem life that can be transformed for the organizational life of modern society.

<table>
<thead>
<tr>
<th>Ecological Principles</th>
<th>Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holistic</td>
<td>Interrelated between members of the ecological community System thinking</td>
</tr>
<tr>
<td>Work Net</td>
<td>A work net between members that forms certain patterns Non-linear, cyclical properties of ecological processes</td>
</tr>
<tr>
<td>Collaborate</td>
<td>Partnership Preservation</td>
</tr>
<tr>
<td>Flexibility</td>
<td>Adaptability to changing conditions Dynamic balance (stability vs change, order vs freedom, tradition vs innovation)</td>
</tr>
<tr>
<td>Diversity</td>
<td>Diversity of relationships. The more diverse the higher the ability to recover from disorders Multi-dimensional for solutions</td>
</tr>
</tbody>
</table>

The field of human ecology has evolved from its small scope, the study of cultural anthropology (ecological balance in local community systems) to the study in the meso-macro space of interaction between human groups and nature in the sociology of the environment. Human ecology also underlies the development of political ecological disciplines that have a wider scope. Political ecology concentrates on the level of macro-micro interaction among actors with an interest in natural resources and the environment.
### Modes of Interaction between Elements

<table>
<thead>
<tr>
<th>Interaction</th>
<th>Objects</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Sustenance needs fulfillment, exchange, and the struggle to sustain survival needs</td>
<td>Socio-cultural and economic mastery, production, and reproduction based on the abundance of natural blessings</td>
</tr>
</tbody>
</table>

### Interaction Objects

<table>
<thead>
<tr>
<th>Interaction</th>
<th>Cultural-ecological configuration as a result of a long process of ecological adaptation</th>
<th>Configuration of social relations between parties the form of dynamics that are built according to the natural setting</th>
<th>Configuration of political arrangements of natural resources and the environment</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Matter, energy, and Information</td>
<td>Matter, energy (a.i.; capital, money) information, authority, power/influence, social institutions</td>
<td>Economic-political interests/interests</td>
</tr>
</tbody>
</table>

### Interaction Outcome

<table>
<thead>
<tr>
<th>Aras Analysis</th>
<th>Cultural-ecological configuration as a result of a long process of ecological adaptation</th>
<th>Configuration of social relations between parties the form of dynamics that are built according to the natural setting</th>
<th>Configuration of political arrangements of natural resources and the environment</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Micro local communities</td>
<td>Micro (local communities), meso (cities- villages-watersheds/ watersheds, forests), macro (state and global)</td>
<td>Micro (community political arrangement of natural resources and environment)</td>
</tr>
</tbody>
</table>

### The Dominant School of Social Theory Was Discovered

<table>
<thead>
<tr>
<th>Scientific Roots</th>
<th>Anthropology of culture and ecology</th>
<th>Human ecology and sociology</th>
<th>Human ecology, environmental sociology, and political economy</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>Exchanges, networks, conflicts, culturalism</td>
<td>Conflict, critical flow, structural-functional, carpentry, networking, utilitarian</td>
<td>Conflicts and critical flows</td>
</tr>
</tbody>
</table>

Thus, human ecology developed into an increasingly dynamic entity of science. The initial phase of cultural anthropology, human ecology, and economics is primarily focused on learning how a culture or culture-forming elements are formed as a result of adaptation and selection with the surrounding ecosystems on a local microscale. In the developmental phase, the concepts and theories of sociology from classical to contemporary such as; Inequality, dependency, world systems, modes of production, social movements, to rational choice theory, and exchange networks have enriched the scope of human ecology not only at the micro-level, but down to the meso-macro level.

In an advanced phase, political economy has made human ecology more dynamic because it explains the constellation of power relations between parties concerned with access, control and meaning of natural resources.
2 Research Methods

Research Location

This research was carried out in Lembang Lea District makale District Tana Toraja Regency. There are several factors considering the research place in Lembang Lea, namely the only village (lembang) in Makale Subdistrict, the center for development of Village-Owned Enterprises (BUMDES). This research approach uses a qualitative approach. The methods used in this study are descriptive-qualitative. Data collection techniques through interviews and validating data and interview and observation results.

Procedure

The procedure for analyzing the behavior of the Lembang Lea community consists of several stages. The first stage is the determination of the research area. Determination of the research area by way of house-to-house surveys with provisions. The next step is to identify and inventory the behavior of the people who live in Lembang Lea and its surroundings. The second stage is an in-depth interview with indigenous figures, religious figures, and local business actors in the research area. The third or final stage is the determination of the influence of the behavior of the Lembang Lea community.

3 Results and Discussion

That Toraja man is a social creature, and a political economic creature always plays his role in the midst of indigenous and cultural life. Assess the problem from the point of view of tongkonan as a forum for unity, peace, and a source of well-being. The social, economic and political environment is influenced by the existence of the tallulolona domain as the basis of community movement and religiosity. Humans always have social interaction with others and the environment.

Sociology of Economic Ecology

In the study of economic sociology examined social and legal problems and sosietal dynamics that occur as a consequence of ecological changes in an area. The metamorphosis of human ecology resulted in a new branch of science sociology of human ecology (Micklin and Poston 1998), becoming environmental sociology. The metamorphosis of human ecology as a scientific field does not stop because of its encounter with political economics, resulting in a new branch of science, economic ecology, which is nominated by the marxian tradition of historical materialism with a very strong atmosphere of conflict (Forsyth 2003; Robbins 2004).

Sociology and ecology have been animating since the beginning of forming the human ecology of Toraja because they are indeed "in need of each other". Epistemologically, the conflict began when there was a stir on the Malthuian-style question of how humans and their communities should maintain ecosystems so that they could neutralize ecological imbalances so that the journey of survival could continue beyond more than a generation. Classical ecological concepts such as ecological adaptation and socio-ecological adjustment accompanied by the concept of succession competition became the basic concepts that are very important to hack the path of understanding human ecology.

The focus of theoretical investigative attention on this level deliberately leads to efforts to map specific or typical localistic patterns of ecological adaptation carried out by "small
isolated" social systems (alienated tribes). This understanding of the cultural map of small community systems results in a complete map of the ecological adaptation patterns of indigenous communities. Human ecology became no different from the discipline of cultural anthropology which began its theoretical investigations with a focus on the study of static systems on homeostatic faced by indigenous tribes on the periphery of the world.

**Sociology of Political Economy**

Tongkonan which is the economic and political center, power speaks of environmental issues, policies regarding rice season planting patterns, and planting corn simultaneously is a socio-economic strategy so as not to be fed by pests so that the harvest is optimal. The system built in tongkonan is a system of "combo" or consensus deliberation. The problem of damage to ecological systems in various regions of the earth, then the repair effort must be approached through a multi-level approach. The arable territory and struggle are not only limited to the bio-physical aspect. Political territory is an area that needs to be worked more intensively because so far it has not been touched by many human ecological thinkers.

There is no political party in Indonesia or in most developing countries that places environmental issues and the preservation of natural resources as the main position of their political struggle platform. This awareness encourages human ecology to expand the territory to the political ecology of two subspaces that are tested by each other, namely the conflict room (the space of the production and reproduction process of policies and political decisions involving various interests carried out) and the space of power (the space where policy authority holders carry out decisions that have been established in the conflict room).

Political economy ecology comes with the assumption that "environmental change and ecological conditions are (to some extent) the product of political processes". In the third world region, the enactment of an oligarchic power system that allows the formation of strategic alliances of politicians-bureaucrats-entrepreneurs has been accused of worsening the condition of the earth's ecological system, the three parties "gang up" on natural resources and the environment together, through enforcing regulations and legal rules and those carried out through "corruptive legislation processes". The destruction of the ecological system can be explained by the failure in the regulatory system for the use of natural resources and the environment as a result of the work of the colutif political process and the "evil tactics" that work behind the release of a regulation on the exploitation of natural resources.

The study of political economy questions; "What (economic and political) power has actually led to the loss of tropical rainforest areas, river erosion and the destruction of water resources. A new round of political economy ecology begins with a discussion of environmental issues. The ecology of political economy is defined on the basis of assumptions, justice, ecological crisis, interference of power in ecological systems and utilization of natural resources. According to Blaikie and Brookfield (1987) as quoted in Robbins (2004) defines political ecology as "combining the concerns of ecology and a broadly defined political economy. Together, this encompasses the constantly shifting dialectic between society and land-based resource, and also within classes and groups within society itself".

Political economy ecology is a political process about the environment or ecosystem, science and technology, economic activities, justice (justice), regulation (law), and power (politics). In the context of human ecology, the interrelationship becomes increasingly complex because on the one hand humans as a species of homo sapiens sp "submit" to the laws of biology-ecology, and on the other hand as a social being "subject" to the value system, ethics, and social and cultural norms in which he grew up and grew up.
4 Conclusion

Toraja's cultural economy originated from tongkonan which is a source of knowledge, leadership, and well-being:

a. As a place to study how human "households" are built and developed in the midst of their environment, education centers, and cultural socialization.

b. Focus more on the path of how individuals, families, communities, and consumers maintain survival and sustainability of life through the study of nutritional and food adequacy, family health and well-being, and the protection of consumer communities.

c. Being a source of local communities, the people of Lembang Lea can get fair access to economic resources to ensure the survival and sustainability of the lives of the community or community concerned.

d. Lembang Lea people uphold the Tallulonolola Philosophy which makes toraja's human economic ecology able to maintain environmental sustainability and preserve the universe.

e. Toraja leadership was born from tongkonan through a democratic political process, dignified, serving, as well as a forum for decision making (public policy) for the wider community.

Suggestion

a. So that the Lembang Lea government synergizes and collaborates with stakeholders; Indigenous leaders, religious leaders, business actors, and the wider community to always make programs based on the local economy.

b. So that the Lembang Lea government always maintains the balance of the environment and preserves the cultural values of Toraja as a local wisdom ranging from early childhood education to higher education.

References


Behavior Intention in Using the Online Delivery System During the Covid-19 Pandemic

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Abstract. The COVID-19 pandemic that has hit since the beginning of 2020 has forced the government to issue a social distancing policy. This policy dampens the economic activity of the community, including buying and selling transactions, to the use of online payment systems to make it easier for people to meet their needs from home. This study aims to analyze the determinant factors that influence Behavior Intention on the use of online delivery systems using the UTAUT 2 method. The object of this research is dominated by the millennial generation who have more user experience. The independent variables studied in this study were Performance Expectancy (PE), Efprt Expectancy (EE), Social Influence (SI), Facilitating Conditions (FC), Price Value (PV), Hedonic Motivation (HM), and Habit (H) towards Behavior Intention (BI) using PLS-SEM analysis technique. The results of this study indicate that the variables of Performance Expectancy, Price Value, and Habit have a positive effect on Behavior Intention while other factors have no effect on Behavior Intention.

Keywords: Behavior Intention; Online Transactions; UTAUT 2

1 Introduction

The COVID-19 pandemic, which continues to this day, is still putting pressure on the Indonesian people, especially in the economic, trade and investment sectors. The widespread impact of the spread of this virus to various regions in Indonesia, of course, also affects the economic growth and lifestyle of the local community. Government policies to minimize the spread of the virus in the community were issued in the form of recommendations to stay at home, social distancing obligations, and large-scale social restrictions (PSBB) until they escalated into the implementation of community activity restrictions (PPKM) in early 2021. This government policy has contributed to changing the lifestyle of people who were previously free to carry out their daily activities outside the home to be limited so that all forms of these activities must be carried out from within the home, including in terms of fulfilling daily needs such as shopping, delivering goods or simply ordering food, or drinks and other buying and selling transactions.

This lifestyle change then became a place for the growth and development of an online delivery service application system in the midst of Indonesian society, including the people in Gorontalo Province. Research data from the Center for Indonesian Policy Studies (CIPS) states that online delivery services in Indonesia will continue to grow at around 11.5 percent per year from 2020 to 2024. Food sales through e-commerce have contributed 27.85 percent since 2018.
and this is included in the category of the largest e-commerce transaction, and will continue to increase every year, especially during the COVID-19 pandemic [1]. Below is an illustration of the revenue growth of online food delivery applications according to Statista data [2].

![Fig 1. Measurement of Online Delivery Service Application](image)

Based on the data above, as well as government policies that require social distancing and stay at home for the Indonesian people, especially in the people in the Gorontalo Province, this study will discuss how Behavior Intention or the intention of the community to use the online delivery system using the method UTAUT 2. Do the Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2) factors affect the Behavior Intention of using the online delivery system during this covid 19 pandemic? and how much influence these factors have on the Behavior Intention of the online delivery system in Gorontalo Province?.

2 Research Methods

The method used in this research is a survey method, with the type of quantitative research and analyzed the data using descriptive statistics. This descriptive statistic is used to describe the data that has been collected as it is without generalizing it. This type of quantitative research is of course in the form of numbers and statistical analysis. From previous studies that also use the UTAUT2 theory, it has been discussed that to find out what factors influence behavior intention, this study also uses the same variables, namely: Performance Expectancy, Effort Expectancy, Social Influence, Facilitating conditions, Price Value, Hedonic Motivation, and Habit. These variables are independent variables in this study. Meanwhile, the dependent variable in this study is Behavior Intention, which is the user's intention to use online delivery applications in meeting their daily needs during the implementation of social distancing and staying at home during the COVID-19 pandemic.

The subjects in this study were dominated by the millennial generation, because they had more user experience, using a questionnaire data collection technique (questionnaire). The data were then analyzed using the Structural Equation Model (SEM) to see the effect of the independent variables on the dependent variable. The population in this study were all users of online delivery applications spread across the province of Gorontalo by using a non-probability sampling technique as the choice was purposive sampling.
3 Results and Discussion

This study uses a questionnaire (google form) in collecting data for one week. The total respondents who filled out as many as 77 people. Gender of respondents 85% are female and 15% are male. Respondents were dominated by the younger generation aged 19-23 years as much as 95%, while those aged 24-29 years were 3.8%, and 30-35 years old were 1.2%. The respondents aged 19-21, the latest education is high school or is currently studying at Strata 1 or it can be said that the respondents are dominated by students. From the area of the respondents 40.2% came from Kab. Gorontalo, 35.4% from Gorontalo City, 10.3% from Kab. Boalemo and Pohuwato and 3.8% from Kab. Bone Bolango. The most widely used online delivery application is the Gojek application with 52% of respondents, then the Grab application with 35% and the Maxim application with 13%. In Table 1 can be seen the characteristics of the respondents.

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Amount</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Woman</td>
<td>66</td>
<td>85</td>
</tr>
<tr>
<td>Man</td>
<td>11</td>
<td>15</td>
</tr>
<tr>
<td>Age</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19 – 23</td>
<td>73</td>
<td>95</td>
</tr>
<tr>
<td>24 – 29</td>
<td>3</td>
<td>3.8</td>
</tr>
<tr>
<td>30 – 35</td>
<td>1</td>
<td>1.2</td>
</tr>
<tr>
<td>Work</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student/Student</td>
<td>73</td>
<td>95</td>
</tr>
<tr>
<td>Employee/ASN</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Origin</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gorontalo City</td>
<td>27</td>
<td>35.4</td>
</tr>
<tr>
<td>Regency. Bone Bolango</td>
<td>3</td>
<td>3.8</td>
</tr>
<tr>
<td>Regency. Gorontalo</td>
<td>31</td>
<td>40.2</td>
</tr>
<tr>
<td>Regency North Gorontalo</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Regency Boalemo</td>
<td>8</td>
<td>10.3</td>
</tr>
<tr>
<td>Regency Pohuwato</td>
<td>8</td>
<td>10.3</td>
</tr>
<tr>
<td>Applications Used</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gojek</td>
<td>40</td>
<td>52</td>
</tr>
<tr>
<td>Grab</td>
<td>27</td>
<td>35</td>
</tr>
<tr>
<td>Maxim</td>
<td>10</td>
<td>13</td>
</tr>
</tbody>
</table>

Validity and Reliability Test
Convergent validity relates to the principle that the manifest variables of a construct should be highly correlated. The convergent validity test is carried out by looking at the loading factor.
value and comparing it with the rule of thumb (> 0.60), then looking at the average variance
equated (AVE) value and comparing it with the rule of thumb (> 0.50). The discriminant
validity test was carried out by looking at the value of the square root of AVE and the correlation
between latent constructs with the rule of thumb AVE square root > correlation between latent
constructs (Hair et al., 2011 [3]; Ghozali, 2014 [4]).

![Measurement of Outer Model](image)

**Fig 2. Measurement of Outer Model**

Based on the convergent validity test in the model above, it can be seen that all loading
factor values in each construct have a value greater than the rule of thumb (> 0.60). Thus, it can
be said that the construct in this study has met the validity test. Furthermore, the reliability test
was carried out. The reliability test has met the criteria, namely the Crobach’s Alpha number
> 0.6 as shown in Table 2.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Cronbach’s Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>BI</td>
<td>0.658</td>
</tr>
<tr>
<td>EE</td>
<td>0.695</td>
</tr>
<tr>
<td>FC</td>
<td>0.767</td>
</tr>
<tr>
<td>HB</td>
<td>0.752</td>
</tr>
<tr>
<td>HM</td>
<td>0.720</td>
</tr>
<tr>
<td>PE</td>
<td>0.865</td>
</tr>
<tr>
<td>PV</td>
<td>0.818</td>
</tr>
<tr>
<td>SI</td>
<td>0.749</td>
</tr>
</tbody>
</table>
Path Coefficient

Test the significance of variables that affect Behavior Intention in this study using the Path Coefficient, where the p-values must be below 0.05. In Table 3, the results of the Path Coefficient test can be seen.

| Table 3. Path Coefficient. Test Results | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (|O/STDEV|) | P Values |
|----------------------------------------|---------------------|----------------|---------------------------|--------------------------|----------|
| EE -> BI                               | 0.035               | 0.028          | 0.126                     | 0.276                    | 0.783    |
| FC -> BI                               | -0.015              | 0.002          | 0.103                     | 0.146                    | 0.884    |
| HB -> BI                               | 0.472               | 0.475          | 0.114                     | 4.161                    | 0.000    |
| HM -> BI                               | -0.219              | -0.211         | 0.117                     | 1.864                    | 0.063    |
| PE -> BI                               | 0.344               | 0.329          | 0.128                     | 2.689                    | 0.007    |
| PV -> BI                               | 0.332               | 0.334          | 0.104                     | 3.184                    | 0.002    |
| SI -> BI                               | 0.087               | 0.075          | 0.089                     | 0.979                    | 0.328    |

Based on the test results in Table 4, it can be seen that those that have a significant positive effect on Behavior Intention are the Performance Expectancy (PE) variable with p-values of 0.007, Price Value (PV) with p-values of 0.002, and Habit (HB) with p-values of 0.000. The variables Effort Expectancy (EE), Social Influence (SI), Facilitating Conditions (FC) and Hedonic Motivation (HM) have no effect on Behavior Intention.

Discussion

Hypothesis 1: There is a positive influence between Effort Expectancy (EE) on Behavior Intention (BI) on the use of online delivery applications during the covid 19 pandemic. The results of data processing show the P Values of Effort Expectancy (EE) on Behavior Intention (BI) is 0.783 until it can be concluded that $H_1$ rejected. This means that Effort Expectancy (EE) does not have a positive effect on Behavior Intention (BI). Users consider that using online delivery applications (Gojek, Grab, Maxim, Nujek and others) does not require a big effort, because this application is easy to use and operate, especially among the millennial generation. This is in line with the research results of Aries Andrianto (2020) [5].

Hypothesis 2: There is a positive influence between Facilitating Conditions (FC) on Behavior Intention (BI) on the use of online delivery applications during the covid 19 pandemic. The results of data processing show that the P Values of Facilitating Conditions (FC) on Behavior Intention (BI) is 0.884 until it can be concluded that $H_2$ rejected. This means that Facilitating Conditions (FC) do not have a positive effect on Behavior Intention (BI). This is in line with the research results of Aries Andrianto (2020) [5]. Because in the use of online delivery applications, users have supporting facilities both from the device and the internet network as well as sufficient knowledge in using this application.

Hypothesis 3: There is a positive influence between Habit (HB) on Behavior Intention (BI) on the use of online delivery applications during the covid 19 pandemic. The results of data processing show that the P Values of Habit (HB) on Behavior Intention (BI) is 0.000 so it can be concluded that $H_3$ is accepted. This means that Habit (HB) has a positive influence on Behavior Intention (BI). This is in line with the results of research by Ramdhani, Rachmawati, and Prabowo (2017) [6], Nuriska, Asakdiyah and Setyawati (2018) [7], Faridhal (2019) [8], Ispriandina and Sutisna (2019) [9], and Eneizan, Mohammed, Alnoor, Alabboodi and Enaizan.
Habit (HB) has a positive influence on Behavior Intention (BI) or the intention to use the online delivery application system during the covid 19 pandemic because users are accustomed to using this application and feel like continuing to use this online delivery application to meet their needs from home during implementation, social distancing policy during a pandemic.

Hypothesis 4: There is a positive influence between Hedonic Motivation (HM) on Behavior Intention (BI) on the use of online delivery applications during the covid 19 pandemic. The results of data processing show the P Values of Hedonic Motivation (HM) on Behavior Intention (BI) is 0.063 until it can be concluded that $H_4$ rejected. This means that Hedonic Motivation (HM) does not have a positive influence on Behavior Intention (BI). This is in line with the research results of Aries Andrianto (2020) [5].

Hypothesis 5: There is a positive influence between Performance Expectancy (PE) on Behavior Intention (BI) on the use of online delivery applications during the covid 19 pandemic. The results of data processing show the P Values of Performance Expectancy (PE) on Behavior Intention (BI) is 0.007 until it can be concluded that $H_5$ accepted. This means that Performance Expectancy (PE) has a positive influence on Behavior Intention (BI). This is in line with the results of research by Zhuulhaidia and Giri (2017) [11], Ramdhani, Rachmawati, and Prabowo (2017) [6], Pertiwi and Ariyanto (2017) [12], Eneizan, Mohammed, Alnoor, Alabboodi and Enaizan (2019) [10]. Performance Expectancy (PE) has a positive influence on Behavior Intention (BI) or the intention to use the online delivery application system during the covid 19 pandemic because users feel that this application is useful when used in daily life, increases work efficiency, and can quickly help solve problems, payments or transactions, especially during the COVID-19 pandemic, when all people stay at home more because of the government’s policy to implement social distancing.

Hypothesis 6: There is a positive influence between Price Value (PV) on Behavior Intention (BI) on the use of online delivery applications during the covid 19 pandemic. The results of data processing show the P Values of Price Value (PV) on Behavior Intention (BI) is 0.002 until it can be concluded that $H_6$ received. This means that Price Value (PV) has a positive influence on Behavior Intention (BI). This is in line with the results of research by Nugroho et.al (2017) [13], Budiarto (2018) [14], Ahmed and Kranthi (2018) [15], Chang et.al (2019) [16], and Lubis and Rahmiati (2019) [17], Aries Andrianto (2020) [5]. Price Value (PV) has a positive influence on Behavior Intention (BI) or the intention to use the online delivery application system during the covid 19 pandemic because users feel that the price in obtaining this online delivery application is reasonable, the services provided by this online delivery application are in accordance with the promised service so that the user is willing to pay whatever price is set in using this application.

Hypothesis 7: There is a positive influence between Social Influence (SI) on Behavior Intention (BI) on the use of online delivery applications during the covid 19 pandemic. The results of data processing show that the P Values of Social Influence (SI) on Behavior Intention (BI) is 0.328 until it can be concluded that $H_7$ rejected. This means that Social Influence (SI) does not have a positive influence on Behavior Intention (BI). This is in line with the research results of Aries Andrianto (2020) [5]. The results of this study explain that whether or not there is an influence of the social environment or Social Influence (SI) on the intention or Behavior Intention (BI) on the use of online delivery applications, users still choose to use this application to facilitate their daily transactions during the pandemic.
4 Conclusion

Based on the results of the research above, it can be concluded that of all the Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2) factors studied in this study, there are only a few factors that have a positive influence on the Behavior Intention of using online delivery systems during periods of time. During the covid 19 pandemic in Gorontalo Province, these factors are Performance Expectancy, Price Value, and Habit. Meanwhile, the other four factors did not have a positive influence. However, this study certainly cannot be generalized to other research findings. This is because, like other studies conducted, this study has limitations, especially in terms of the small sample size compared to previous studies. Hopefully in the future, there will be more and more research findings that are far developed which are expected to add diversity, especially to the use of UTAUT 2 theory in accounting and finance.

References


Swot Analysis and Development Strategies Of Subak's Potential As An Eco-Tourism Area (A Study Of The Celemanik View Ecotourism Area In Subak Celemanik, Timpag Village, Kerambitan District, Tabanan Regency)

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Abstract. Ecotourism is a tourism activity that pays great attention to the preservation of tourism resources. The development of subak as ecotourism is able to realize the welfare and economy of the community. In addition, it can also function to build awareness of the environment and culture in local communities and tourists. One of the subaks that is being focused on as a pilot subak in Tabanan Regency that can be used as an ecotourism area, in addition to its function as an integrated rice field irrigation system, is the Celemanik Subak in Timpag Village, Kerambitan District, Tabanan Regency, because this Celemanik Subak has its own charm that can be developed as an ecotourism area in Tabanan Regency. The expanse of green and unspoiled rice fields is accompanied by well-maintained springs, besides that this celemanik subak is used as a subak model that represents the advanced Tabanan Regency at the National level. The priorities of the Tabanan Regency government in maintaining the subak ecosystem as a world cultural heritage are the protection and improvement of the welfare of farmers, the preservation and promotion of ecosystem services, the preservation of material or physical culture, the development of targeted tourism and the development of infrastructure and facilities. The method used in this study is a quantitative method with SWOT analysis. The results of this study are from the results of the Internal-External Matrix, it can be seen that the development of Subak Celemanik has a total weighted average score of 3.07 which means that Subak Celemanik's internal position has a strong position against existing strengths and weaknesses. The total score of the EFE weighted average is 2.94 which indicates that the external factors that directly or indirectly affect the opportunities and threats are having a moderate (middle) position. Meanwhile, related to the development strategy carried out, among others, to meet the needs of facilities for tourists in Ecotourism Subak Celemanik in order to provide additional services such as parking arrangements, tourist bicycle storage areas, tourist information centers to increase the comfort and safety of tourists.

Keywords: development; SWOT Analysis; subak; strategy
1 Introduction

Today the tourism sector is one sector that has an important role in supporting the economic development of a country. The tourism sector is in direct contact with the surrounding community, with tourism it will have positive implications in the form of increasing income and welfare for the surrounding community. In addition, the tourism sector also contributes greatly to the country's foreign exchange. Indonesia is an archipelagic country that has many islands with tourist destinations, one of which is the island of Bali. The island of Bali is an island that is widely used as a tourist destination because of the many tourist destinations it offers, ranging from marine tourism, traditional and cultural tourism, nature reserve tourism and agricultural tourism. Agricultural tourism which is currently the focus of the Bali Provincial Government is Subak as evidenced by the issuance of the Bali Provincial Regulation Number 9 of 2012 concerning Subak. Ecotourism is a tourism activity that pays great attention to the preservation of tourism resources (Giri and Adikampana, 2018).

The development of subak as ecotourism is able to realize the welfare and economy of the community. In addition, it can also function to build awareness of the environment and culture in local communities and tourists. According to the Bali Provincial Regulation No. 9 of 2012, Subak is a traditional organization in the field of water use and or plant management at the farming level in Balinese indigenous peoples that is socio-agrarian, religious, and economic in nature which historically continues to grow and develop. The Tabanan Regency Government seeks to develop tourism but still maintains the existence of Subak by combining these two things into a new tourist attraction. The attraction that can be developed by combining tourism with agriculture is through the concept of ecotourism. One of the subaks that is being focused on as a pilot subak in Tabanan Regency is the Celemanik Subak in Timpag Village, Kerambitan District.

Subak Celemanik is one of the Subaks located in Tabanan Regency. Subak Celemanik is a jogging track tour so that it is expected to increase ecotourism activities and empower local communities. Basically, ecotourism activities are carried out with simplicity, maintain the authenticity of nature and the environment, create tranquility, and maintain the environment. However, the results of field observations found the problems faced by Subak Celemanik to be developed as an ecotourism area, namely tourist attractions with a subak background that have not been managed as the main attraction but tend to support tourism in Timpag Village, Kerambitan District, the variety of tourist attractions offered is still small, lack of ability subak in providing supporting facilities, the absence of local tour guides, and the absence of broad marketing of subak.

Literature Review

SWOT analysis is an analytical tool intended to describe the situation that is being faced or may be faced by the organization. This analysis is based on maximizing strengths (strengths), weaknesses (weaknesses), opportunities (opportunities), threats (threats) (Rachmat, 2014). The SWOT analysis consists of four basic components, namely (a) strengths (S) are the current situation or condition of the organization's or program's strengths; (b) Weaknesses (W) are situations or conditions of weakness of the current organization or program; opportunities (O) are situations or conditions of opportunities that come from outside the organization, and threats (T) are threat situations for organizations that come from outside the organization and can threaten the existence of the organization in the future.

Strategy is a long-term goal of a company, as well as the utilization and allocation of all important resources to achieve these goals (Rangkuti, 2016: 3). Strategy has multifunctional and
multidimensional consequences and needs to consider internal and external factors faced by the company. The SO (Strength-Opportunities) strategy shows the use of strengths to seize existing opportunities. ST strategy (Strength-Threats) is a strategy in using the strengths possessed to overcome threats. The WO (Weaknesses-Opportunities) strategy is a strategy that is implemented based on the utilization of existing opportunities by minimizing existing weaknesses. WT (Weaknesses-Threats) strategy is a strategy based on activities that are defensive in nature and tries to minimize existing weaknesses and avoid threats (Rangkuti, 2016).

Development is a way or strategy to improve, promote or increase tourism potential so that it is attractive and worth visiting by tourists and is beneficial for the surrounding local community and government (Anggraeni and Arida, 2018). According to the KBBI, potential is defined as an ability that has various possibilities or hopes for further development, whether in the form of strength, power or ability that is obtained by the community directly or through a long process. Bali Provincial Regulation No. 9 of 2012, Subak is a traditional organization in the field of water use and or plant management at the farming level in Balinese indigenous peoples that is socio-agrarian, religious, and economic in nature which historically continues to grow and develop.

The definition of an area according to Wikipedia is an area that has certain characteristics or is based on a functional grouping of certain activities, such as industrial areas, trade areas, and recreation areas. Ecotourism is defined as a tourism concept that reflects environmental insight and follows guidelines between balance and environmental sustainability (Ihsan et al, 2015). Community-based ecotourism is an ecotourism business that emphasizes the active role of the community, absolute community involvement is based on the fact that the community has knowledge of nature and culture which is the potential and value of the title as a tourist attraction.

Ecotourism potential is all natural, cultural and artificial objects that require a lot of handling in order to provide attractive value for tourists. With the enactment of Law Number 10 of 2009 concerning Tourism, the term tourism object is changed to a tourist attraction which contains the meaning of all thing’s uniqueness, beauty and value in the form of diversity of natural wealth, culture and man-made products that are the target or destination of tourist visits. The potential of subak as ecotourism, where subak is a traditional organization in the field of water use and or plant management at the farm level of the Balinese indigenous peoples that are socio-agrarian, religious, and economic which historically continues to grow and develop. Subak potential development as ecotourism is carried out by using a SWOT analysis.

2 Research Methods

The research design used in this research is descriptive research using a qualitative approach. This study will describe the method of developing the potential of the Celemanik subak, so this study uses a qualitative method. The informants in this study were the head of the Celemanik subak (pakaseh), the vice chairman of the Celemanik subak (pangliman), the Celemanik subak secretary (sarikan), the Celemanik subak treasurer (petengan), the village chief of Pekraman Timpag, the Timpag Village Perbekel, and two guides, two farmers, and two visitors. So the number of informants in this study were 12 informants.

The data that has been obtained through observation, interviews, documentation, and processed and then analyzed. Development strategy method through SWOT analysis by analyzing external factors (opportunities and threats) and internal factors (strengths and weaknesses) with IFE and EFE matrices. The Internal Factor Evaluation (IFE) matrix is used to
analyze the factors in the form of strengths and weaknesses possessed. External Factor Evaluation (EFE) matrix is used to analyze the factors in the form of opportunities and threats faced. The analytical tool used to compile the company's strategic factors is the SWOT matrix. The SWOT matrix can clearly describe how the external opportunities and threats faced by the company can be adjusted to its strengths and weaknesses. The SWOT matrix can generate four possible sets of strategic alternatives.

3 Results and Discussion

Strategy is the general stages that are arranged rationally in an effort to achieve the organizational goals that have been set. The formulation of strategies based on the SWOT matrix are general stages that are arranged rationally to achieve the organizational goals that have been set, achieved based on the combination of the results of the analysis of the internal and external environmental factors of the organization. Internal factor analysis is intended to identify strengths and weaknesses as well as external analysis to identify opportunities and threats for developing the potential of Subak as an ecotourism area in Subak Celemanik, Timpag Village, Kerambitan District.

These factors are then given a weight with a specified weight value of 0.05-0.20 and a rating on a scale of 1-4. After that the weight is multiplied by the rating to get a score. The total weighted value of the IFE Matrix is 3.07. This value indicates that Subak Celemanik's internal position is strong. Based on the EFE Matrix, the total weighted value is 2.94. This shows that Subak Celemanik responds well to external factors, namely Subak Celemanik both in taking advantage of opportunities and avoiding existing threats.

From the results of the Internal-External Matrix, it can be seen that the development of Subak Celemanik has a total IFE weighted average score of 3.07, meaning that Subak Celemanik's internal position has a strong position against existing strengths and weaknesses. The total score of the EFE weighted average is 2.94 which indicates that the external factors that directly or indirectly affect the opportunities and threats are having a moderate (middle) position. The urgent strategy to be carried out in the context of developing Subak Celemanik is located in Quadrants I and IV. This position indicates that Subak Celemanik is described as growing and developing better even though there are still threats and weaknesses. These threats and weaknesses can be faced by relying on the opportunities and strengths possessed by Subak Celemanik.

Therefore, managers can use vertical integration, horizontal integration, conglomerate diversification and concentric diversification strategies. The strategy carried out for the development of Subak Celemanik according to the SWOT analysis resulted in four alternatives, namely, the SO (Strength Opportunities) Strategy / Opportunity Strength Strategy, which is a strategy that optimizes Strengths to take advantage of Opportunities, the alternative to the SO strategy is agriculture-based ecotourism environmental management, culture, and nature, maximizing the performance of management institutions and cooperating with the government or relevant stakeholders, increasing the participation of subak members in supervising the implementation of awig-awig and statutory regulations; WO Strategy (Weakness Opportunities) / Opportunity Weakness Strategy, namely a strategy that optimizes Weaknesses to take advantage of Opportunities, an alternative to the WO strategy is improving the quality of the environment, agricultural infrastructure, irrigation canals and tourism support facilities, improving skills and quality of resources human resources (HR), increased broad marketing related to the Subak Celemanik location through mass media, social media, billboards...
installation; ST Strategy (Strength Threats) / Threat Strength Strategy, namely a strategy that optimizes Strength to take advantage of Threats, an alternative to the ST strategy is to introduce the unique natural potential of Subak Celemanik and jogging tracks to outsiders, strengthen awig-awig about environmental management or local spatial planning regulations, empowerment of subak members in potential development, and integrated pest control and management; WT Strategy (Weaknesses Threats) / Weakness Threats Strategy is a strategy that optimizes weaknesses (Weaknesses) to take advantage of Threats (Threats), an alternative to the WT strategy is to improve the quality of the advantages of tourism objects to overcome tourism competition, cooperation with the Government to help promote or market objects tourism, dissemination of regulations regarding green lanes and the introduction of environmental services.

4 Conclusion

Based on the results and discussion of the SWOT analysis of the potential development of Subak as an ecotourism area in Subak Celemanik, Tempang Village, Kerambitan District, Tabanan Regency, it can be concluded that from the results of the Internal-External Matrix it can be seen that the development of Subak Celemanik has a total weighted average IFE score of 3.07 means that Subak Celemanik's internal position has a strong position against existing strengths and weaknesses. The total score of the EFE weighted average is 2.94 which indicates that the external factors that directly or indirectly affect the opportunities and threats are having a moderate (middle) position.

The strategy carried out for the development of Subak Celemanik according to the SWOT analysis resulted in four alternatives, namely, the SO (Strength Opportunities) Strategy / Strength Opportunity Strategy such as environmental management of ecotourism based on agriculture, culture, and nature, maximizing the performance of management institutions and establishing collaboration with the government or related stakeholders, increase the participation of subak members in supervising the implementation of awig-awig and statutory regulations; WO Strategy (Weakness Opportunities) / Opportunities Weakness Strategy such as improving the quality of the environment, agricultural infrastructure, irrigation canals and tourism supporting facilities, increasing skills and quality of human resources (HR), increasing broad marketing related to the Subak Celemanik location through mass media, social media, billboard installation; ST (Strength Threats) Strategy / Threat Strength Strategy such as introducing the unique natural potential of Subak Celemanik and jogging tracks to outsiders, strengthening awig-awig on environmental management or local spatial planning regulations, empowering subak members in potential development, and integrated pest control and management; WT Strategy (Weakness Threats) / Weakness Strategy such as improving the quality of the advantages of tourism objects to overcome tourism competition, cooperation with the Government to help promote or market objects tourism, dissemination of regulations regarding green lanes and the introduction of environmental services.

References


[16] Regional Regulation of the Province of Bali No. 9 of 2012 About Subak


Evaluation Of Human Resources Management in Improving (Case Study in Anugerah Aluminum Company Makassar Branch)

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Abstract. This research aims to evaluate the function of human resource management and provide suggestions and recommendations from the findings of weaknesses contained in the Makassar Aluminum Award. This research is a qualitative descriptive study. Data collection methods used in this study were documentation, observation, and interviews. The data analysis method used is qualitative analysis by describing the evaluation of the human resource management function based on the results of a comparison between conditions, criteria, causes, and effects. Based on the results of the study, it can be concluded that the activities of the human resource management function that have not been effective include the human resource planning process, employee selection and placement, employee training and development, and employee career planning and development.

Keywords: human resource management, employee, performance, evaluation

1 Introduction

Human resources are potential assets that function as capital (non-material/non-financial) in a business organization and can realize the potential and existence of the organization physically and non-physically. Human resources are the main assets that can make the company's operations run. Human resources will make other resources play a role in increasing the efficiency of the company. Without human resources, the mission and goals of the company cannot be achieved. Therefore, during the Covid-19 pandemic, companies must be more careful in planning and managing human resources appropriately to achieve the company's vision, mission and goals, as well as providing a high level of efficiency and effectiveness (Mursyidto 2014).

During the Covid 19 pandemic, companies still have to evaluate the management, implementation and control of human resource plans to ensure that the human resource function continues to run well and provides an adequate role to achieve company goals. Evaluation of the implementation and management of human resources is carried out through a management review of the human resources function.

This evaluation of the HR function can make an important contribution in maintaining the relationship between the HR department and technical and functional managers. HR management is the process of obtaining, training, assessing and compensating employees,
paying attention to their work relationships, in the areas of health, safety and justice. The importance of a management audit of HR can be seen from several angles. First, to achieve the objectives in various applicable legal provisions. Second, giving awards that focus on the principles of fairness, comparison and fairness. Third, to ensure effective, efficient and productive operation of employee activities. This evaluation is used to provide improvements to the implementation of HR to be better. The function of human resources can be increased if the internal control runs well to minimize errors that occur and to find out the components that need to be done to increase the company's effectiveness in achieving its goals (ANTI 2017).

This research will focus on the process of HR planning, recruitment, employee training and development, performance appraisal systems, occupational safety and health, employee job satisfaction, termination policies, at the Makassar branch of Anugerah Aluminum company during the Covid-19 pandemic. Anugerah Aluminum is an aluminum distributor company which is located at Jl. kw. Warehousing and industry Parangloe no.18, Kec. Tamalanrea, Makassar City. Anugerah Aluminum is led by a leader and has sections such as marketing coordinator, report administration, inventory mutation administration, warehouse coordinator for preparing goods orders, display coordinator, warehouse (Display), and warehouse (return).

During this pandemic, the effectiveness of HR must be considered in improving the company and in facing competition in the era of globalization, but during the covid-19 pandemic, Anugerah Aluminum experienced a decrease in the effectiveness of the HR function. The company does not provide employee training and development programs so that the employee's work potential does not increase, planning and employee career development are not considered so that the possibility of employee promotion is very small, employee complaints are not conveyed to the company so that there is no improvement effort to handle employee complaints, employee delays that continue to occur so that the company's operations run slowly.

1.1 Literature Review

Human Resource Management

Function the HR management function includes human resource planning (HR), employee recruitment, employee selection and placement, employee training and development, employee career planning and development, employee performance appraisal, employment relations and employee job satisfaction, policies compensation and remuneration for employees, occupational safety and health of employees, and termination of employment (PHK).

Planning for Human Resources

Yulita (2013) suggested that human resource planning as a process of determining the demand for labor based on the prediction, development, implementation and control of a comprehensive needs for the number of employees through organizational planning and puts employees appropriately and economically advantageous.

Benefits of Human Resource Planning

The benefits of HR planning in companies are:

a. Helping company decision making better.

b. Carrying out better management to increase cost efficiency.

c. Safer in terms of evaluating workers

d. In diverse HR situations, plans can make the situation safer.

e. There will be better improvements in the future.

Understanding Resources Audit

Soedarsa (2014) states that a human resource audit is "a comprehensive quality inspection activity of the activities carried out by a department or company and how these activities support the company's strategy. Human resource audit is a comprehensive examination of the quality of
HR activities through evaluations, departments or companies that emphasize increasing/enhancing activities, Amini (2015).

Therefore, in brief, a human resource audit is an assessment or evaluation of the activities of human resources (HR) in a company to check the efficiency and effectiveness of the company in achieving its goals, as well as provide advice on the shortcomings that exist in the company's HR, to improve employee performance and minimize the error rate that may occur.

**Human Resources Audit Objectives**

When conducting a human resource (HR) audit, there are several objectives to be achieved, namely:

a. Evaluating the effectiveness of the existing HR function in the company.
b. Assess whether the level of efficiency, effectiveness and economy of human resource (HR) programs/activities has been achieved.
c. Ensure compliance with HR activities in accordance with the criteria, laws and policies that have been determined by the company.
d. Identify whether there is still something that can be improved in human resource (HR) activities in order to contribute to the company.
e. Provide suggestions for improvement to improve efficiency, effectiveness and savings in various activities of the company's human resources (HR).

**Benefits of Human Resources Audit**

According to William and Keith (2008: 61-62), conducting an HR audit has many benefits, including:

a. Identifying the roles assigned by the HR department to the company.
b. Improving the concept of professionalism by the human resources (HR) department within the company. Increasing the sense of responsibility and professionalism in the internal part of the company, especially in the HR department.
c. Describe the responsibilities of the HR department in detail.
d. Motivate agreement in policies and implementation of human resources (HR).
e. Find errors that occur in the Human Resources (HR) department.
f. Ensure compliance with standards, guidelines, laws and regulations in human resources (HR) practices.
g. Make procedures more effective than previous procedures, to minimize human resource (HR) costs.
h. Encourage the desire to change for the better in the HR department.
i. Conduct a good assessment of the existing information system in the human resources department (HR) in order to increase.

**Human Resources Audit Approach**

Mursyidto (2014) There are three main methods in auditing HR, namely:

a. Affirming compliance with applicable laws, regulations and criteria within the company.
b. Assessing the suitability of the program being run with the company's goals to be achieved.
c. Measuring the performance of programs implemented in the HR department.

**Human Resources (HR) Audit Stages**

In conducting management audits and HR audits, the stages to be taken are divided into five stages, namely:

a. Preliminary Audit

At this stage the auditor will focus on finding background information and an overview of the audit object. The information obtained will guide the auditor to formulate the interim audit objectives. The objectives of the HR audit should be set beforehand, and an initial
survey is needed to get to know the conditions related to the audit subject, which still needs to be improved to support the company's success in the future. The purpose of this audit includes three elements, namely criteria, causes and effects.

b. Review and Testing of Management Control on Human Resources (HR) Programs/Activities

The function of this system is to control processes so that they can operate more economically and efficiently while achieving company goals. In a human resources audit, the auditor needs to understand the objectives, quality, budget, work guidelines/methods, specifications and job descriptions, as well as the planned performance standards. conduct audits.

c. Follow-up Audit

In the audit results to be obtained, the auditor will summarize the results and classify them into criteria, cause and effect and the result. The results of each group will be analyzed to understand the problem. In this case, the auditor must be careful in compiling the survey results so that problems can be found in detail. From the various findings found, the auditor will provide suggestions to correct problems that have occurred so that they do not recur in the future.

d. Reporting

Reports should be presented in easy-to-understand language. The audit report must contain clear background information, conclusions and audit findings to support the conclusions to be made. Recommendations should also be made to address existing deficiencies.

e. Follow-up

Follow-up is the implementation of the auditor's recommendations to related parties. Management and auditors must mutually agree to make further improvements. Basically the follow-up decision making is entirely in the hands of management, but in practice the auditor will assist in the follow-up so that it can be followed up in accordance with the recommendations made to achieve its goals.

Basic Concepts of Effectiveness

Effectiveness is a measure of the extent to which the achievement of the entity's goals is planned and is a measure of output. Effectiveness is a measure that expresses how much the target has been achieved so far. Targets, targets achieved include: a) Quality b) Quantity. (Tsalasa). The basic concept of effectiveness in HR activities can be understood as the level of success or achievement of the company in achieving the planned goals and activities that have been identified, the utilization of the results of the activities that have been programmed and their impact on the achievement of company goals (Adni, 2014). Researchers emphasize the focus on the effectiveness of achieving company goals, utilizing planned results, programs against company goals. Therefore, when evaluating effectiveness, more emphasis is placed on managing the company's human resources in achieving its goals.

2 Research Methods

Research Location

The research location is the place or area that will be occupied by the researcher to conduct his research. This research was conducted at the Anugerah Aluminum distributor company which is located at Jl. kw. Warehousing and industry Parangloe no.18, Kec. Tamalanrea, Makassar City.
Types of Research

The type of research used in this research is descriptive qualitative with a case study approach. This qualitative descriptive research aims to raise facts, circumstances, variables, and phenomena that occur when the research takes place and present what they are.

Data Collection Methods

Methods used in data collection in this study are:

a. Observation
   Observation techniques are observations made directly on the object to be studied. (Effectiveness of the function of human resources at the Makassar branch of Anugerah Aluminum distributor company).

b. Interview Techniques
   Interviews are data collection techniques through meetings between researchers and respondents to exchange information related to problems related to the object of research. In this study, researchers conducted direct interviews with company owners so that the results of direct interviews with company owners would be used as an assessment in the study.

c. Documentation Techniques
   Documentation techniques are data collection obtained from records, reports, and documents contained in the Makassar branch of the Anugerah Aluminum distributor company, for example the location of the company, and a list of company employees.

d. Questionnaire
   The questionnaire is to provide a list of written questions that are arranged systematically to obtain accurate information from respondents. Researchers distributed 12 questionnaires to be filled out by employees at the Makassar branch of Anugerah Aluminum distributor company.

Data Analysis Techniques

The data analysis technique used in this study used a qualitative descriptive analysis method. Qualitative descriptive analysis method is to analyze, describe, and summarize various conditions, from various data collected in the form of interviews or observations about the problem being studied.

The steps to be taken in qualitative data analysis are:

a. Determining Criteria (Criteria)
   Criteria are the standards set to be a benchmark for the company's performance so that with the criteria it can be seen whether the problem exists or not.

b. Explaining Conditions
   Conditions are actions that actually occur in the company.

c. Finding Causes
   Causes are all actions that cause deviations between plans and realization.

d. Concluding Effects
   Effects are impacts that arise as a result of the implementation of causes whose results will be compared with predetermined criteria. The consequences can be positive or negative.
3 Results and Discussion

Human Resource
Planning HR planning is not clearly documented, and the HR planning program run by the company is still simple. This was obtained from the results of an interview with Mr. Alex as the leader of the company who stated, "For this problem the company does not have a documented HR planning procedure". Companies must have basic procedures governing HR planning programs. In addition, HR planning is not fully and clearly described and the availability of human resources that meet the qualifications desired by the company is due to unclear HR planning.

Recruitment of Human Resources
HR recruitment during the covid-19 pandemic is actually rarely carried out by companies, but the company PT. Anugerah Aluminum requires new employees to fill several work benches that are urgently needed by the company with the following process:

a. The recruitment policy has been clearly documented
b. The HR recruitment process is carried out when the company lacks employees or an unplanned layoff occurs.
c. HR recruitment is seen from the applications that enter the company.
d. CV of employees who are close to the company's qualifications to be recruited by the company.

The HR recruitment process already has a clear procedure, a CV that is close to the company's qualifications, who will be recruited. In addition, PT. Anugrah Aluminum has clearly documented the recruitment program. Through CVs of prospective employees, companies can see which prospective employees are in accordance with their wishes. Several candidates who apply make it easier for companies to see which prospective employees are good to recruit through the CVs of prospective employees.

HR Training and Development
The company does not carry out HR training and development, HR training and development programs are also currently difficult to carry out due to the covid-19 pandemic that occurred. "Our company does not run employee training and development programs during the covid-19 pandemic." (Alex, personal interview, March 11, 2021)

The company should conduct training and human resource development so that employee performance increases and in conducting employee training and development activities, companies must follow health protocols made by the government. In addition, the company did not run its HR training and development program during the Covid-19 pandemic which had an impact on the performance of PT. Anugrah Aluminum does not increase.

Employee Performance Assessment
Employee performance appraisal PT. Anugrah Aluminum already has a procedure, this assessment is carried out by looking at the discipline of its employees, the speed of completion of tasks and the presence of its employees, but the company does not yet have strict attendance, so there are some employees who often come late. Attendance by the company is just to see which employees are not there when working hours begin, so that if attendance monitoring is not carried out, some employees can take the opportunity to arrive late.

Companies should start making technology-based attendance for their employees, for example through computers or fingerprints, so that companies don't have to wait and monitor the arrival of their employees. With technology-based attendance, all employee attendance data must be clear, and the company's work is no longer hampered due to employee delays.
The company does not yet have a strict attendance system so that many employees have decreased discipline. "The assessment is carried out directly by the company's leadership by observing the performance of employees in the field, but there are still small shortcomings, namely absenteeism that is not yet technology-based." (Alex, personal interview, March 11, 2021). Employee discipline in terms of attendance is still not strict, so work slows down.

**Occupational Safety and Health**

PT. Anugerah Aluminum has provided safety procedures for its employees, Anugerah Aluminum has also provided health insurance for each of its employees. However, during the COVID-19 pandemic, there are still many employees who violate health protocols, which of course can endanger other people, including consumers. During the Covid-19 Pandemic, health protocols should be implemented so as not to endanger others, this of course can cause losses to the company if Covid-19 hits one of its employees. Health protocols during the covid-19 pandemic have not been confirmed to employees of PT. Aluminum Award.

“"The company provides a comfortable and safe place and work environment, but, still during this pandemic, there are still many who do not comply with health protocols such as the use of masks' (Alex, personal interview, March 11, 2021). Covid-19 health protocol that has not been confirmed by the company could have a bad impact on companies and consumers, this is certainly dangerous for others.

**Employee Job Satisfaction**

The company already has standards regarding employee job satisfaction, employees are quite satisfied with the policies implemented. "Yes, we already have employee job satisfaction standards." (Alex, personal interview, March 11, 2021). Company PT. Anugerah Aluminum already has standards that regulate employee job satisfaction. The reason is that the company gives freedom of opinion to all employees both verbally and in writing. This can result in a good relationship, this can be seen from low employee turnover, employees always have enthusiasm for work, good relations between employees and the company. Every employee has high motivation to complete the existing work.

"Overall, employees have high productivity in completing their work on time". (Alex, personal interview, March 11, 2021)

**Policy on Termination of Employment (PHK)**

The company does not have a written rule regarding layoffs, but employees know their rights and obligations in case of layoffs of their own volition or not. "We don't have written regulations on layoffs yet, but employees know their rights and obligations if they happen." (Alex, personal interview, March 11, 2021)

Companies should have standards governing termination of employment. In addition, the company does not yet have a standard regarding layoff policies. This has an impact on activities on termination of employment that have been effective, however, there is a weakness in the absence of regulations governing the layoff procedures used. This situation can lead to misunderstandings between employees and the company if there is a unilateral layoff and one of the parties does not accept the decision.

**3.1 Discussion**

A very important function in the running of an organization is the HR function (Human Resources). Therefore, to find out how the contribution of the HR function runs, an assessment of HR programs is very important in running an organization/company. Furthermore, after going through an HR audit at the company PT. Anugerah Aluminum, it will be known the activities of the HR function running at Anugerah Aluminum. The following is a discussion of the HR function activities that take place at PT. Anugerah Aluminum:
a. HR Planning

Human Resource (HR) planning is the process of analyzing and determining the quality and quantity of the need and availability of human resources in order to complete various tasks in the company's activities. Planning is needed because with a plan, in achieving goals it becomes more structured, this planning helps management to respond better to technological, social and environmental changes. Planning requires management to determine organizational goals, because without organizational goals, effective control is impossible. HR planning at the Anugerah Aluminum company has not been running effectively because HR planning does not have a clearly documented procedure, therefore getting employees who are close to the company's qualifications becomes more difficult.

b. HR Recruitment

Recruitment is a series of activities to find and attract job applicants who have the motivation, abilities, skills, and knowledge needed to cover the deficiencies experienced in personnel planning. The recruitment process at the Anugerah Aluminum company has been running effectively, this process has been documented even though it is simple. The requirements and qualifications for new employees are clear, a CV that is close to the qualifications and recruitment requirements is needed.

c. HR Training and Development

A training and development plan is a series of activities aimed at improving the knowledge, abilities, attitudes and performance of individuals, groups or the entire organization. This program aims to improve the expertise and quality of the human resources department in carrying out its duties and responsibilities. Anugrah Aluminum Company already has simple HR training and development, but during this pandemic period, this program cannot be continued, therefore PT. Anugerah Aluminum has not been effective yet, therefore it is difficult to improve the quality of its human resources during this pandemic.

d. Employee Performance Assessment

Performance appraisal is very useful for evaluating employee work, developing abilities, and motivating employees, in other words employee performance appraisal can measure employee potential. The general purpose of performance evaluation is to provide accurate information about the behavior and performance of organizational members. Employee performance appraisal has been running effectively, this assessment is carried out by looking at the discipline of its employees, the speed of completion of tasks and the presence of its employees, but the company does not yet have strict attendance, so there are some employees who often come late.

e. Occupational Health

Occupational health and safety show the physiological (physical) and psychological conditions of employees caused by the work environment and facilities provided by the company. If the company implements effective safety and health measures, it will prevent or reduce workers suffering from short- and long-term injuries or illnesses as a result of their work in the company. Protection of safety and health has been running effectively. The company has provided safety rules and provided health insurance for each of its employees, but the company should also comply more with health protocols during the COVID-19 pandemic so as not to endanger other people, including consumers.

f. Employee Job Satisfaction

Occupational safety and health show the physiological (physical) and psychological conditions of employees caused by the work environment and facilities provided by the company. If the company implements effective safety and health measures, it will prevent or
reduce workers suffering from short- and long-term injuries or illnesses as a result of their work in the company.

The relationship between management and employees in the company PT. Anugerah Aluminum is well woven. The company has given freedom of opinion to all employees, both verbally and in writing. This good relationship can be seen from the employees who always have enthusiasm at work. Every employee has high motivation to complete the existing work.

Termination of Employment Policy (PHK)

Termination of employment occurs when the employment relationship ends due to a certain matter which results in the termination of rights and obligations between the employee and the company. Termination of employment can occur, among others, because the worker dies, resigns, ends his working period, the employee does not achieve the work performance set by the company, suffers from a prolonged illness, the company closes, the employee violates company regulations, and so on.

Activities on termination of employment have been effective but the company does not yet have clear standards regarding layoff policies. Employees know their rights and obligations in the event of a layoff of their own free will or not.

4 Conclusion

After conducting an analysis of research on auditing the function of Human Resources (HR) at the Anugerah Aluminum company, the conclusions from this study are as follows:

a. HR planning at the Anugerah Aluminum company has not run effectively because HR planning does not have a documented procedure. Obviously, therefore, getting employees who are close to the qualifications of the company becomes more difficult.

b. The recruitment process at the Anugerah Aluminum company has been running effectively, this process has been documented even though it is simple. The requirements and qualifications for new employees are clear, a CV that is close to the qualifications and recruitment requirements is needed.

c. During this pandemic period, this program cannot be continued, therefore the training and development of Anugerah Aluminum's HR has not been effective, therefore the quality of its HR expertise is difficult to increase during this pandemic.

d. Employee performance appraisal has been running effectively, this assessment is carried out by looking at the discipline of its employees, the speed of completion of tasks and the presence of its employees, but the company should have strict attendance, so as to minimize delays.

e. Protection of safety and health has been running effectively. The company has provided safety rules and provides health insurance for each of its employees.

f. The relationship between management and employees at Anugerah Aluminum is effective. The company has given freedom of opinion to all employees, both orally and in writing.

g. The termination policy at the Anugerah Aluminum company has been effective but the company does not yet have a clear standard regarding the layoff policy. This is indicated by employees who know their rights and obligations in the event of layoffs of their own free will or not.
References
The Legal Provisions of Indonesian Law System on International Agreements

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Abstract. International treaties are one of the sources of international law and at the same time a form of manifestation of international cooperation between subjects of international law. Legal Provisions are necessary for the state to have in determining firmly the status and position of international treaties in the national legal system. This is a fundamental problem for Indonesia, which does not have Legal Provisions related to the position of international agreements, resulting in inconsistencies in the application of international agreements in the national legal system in Indonesia. The purpose of this research is to know the legal provisions of national law on international treaties in Indonesia and how the practice of implementing international treaties in Indonesia’s national legal system. This research is legal research using primary legal materials and secondary legal materials. The method of analysis was carried out using qualitative analysis. The results of this study show that Indonesia does not yet have Legal Provisions that strictly regulate the position of international agreements in national law, and the practice of implementing international agreements so far is by using the incorporation and transformation approach.

Keywords: Legal Provisions; International Agreements; National Law

1 Introduction

In the middle of globalization, agreements in international cooperation are a result of increased engagement in the international community between countries and international organizations. These numerous agreements are expressed in the form of international agreements that span a wide range of topics such as politics, economy, trade, law, defense, socio-culture, and so on. [1] Agreements between countries serve a fundamental purpose and might even serve as a source of international law. The ability of a country to join into international agreements is a translation of the Montevideo Convention of 1933, which deals with a country’s declarative aspect, namely recognition from other governments.

General arrangements regarding international treaties are contained in the 1969 Vienna Convention on the Law of International Treaties. Pacta Sunt Servada, as established in Article 26 of the 1969 Vienna Convention, is a fundamental concept of international treaty law that asserts that an agreement is binding on the parties who make it and is implemented in good faith. According to this concept, a state cannot use national law as an excuse for failing to fulfill its duties arising from international treaties. As a result, any country that signs an international agreement is obligated to implement it in its domestic legal system.
In terms of the position and implementation of international treaties in national legal systems, there have traditionally been two schools of thought: monism and dualism. The application of this school is represented in the Legal Provisions or National Laws of various countries, particularly developed ones, which expressly embody the norms regarding the standing of international law in national law.[2] These Legal Provisions show whether a country uses the schools of monism, dualism, or a combination of the two to determine the status and position of international treaties in its domestic legal system.

As a sovereign country, Indonesia establishes contacts with other countries in a variety of sectors, as evidenced through bilateral and multilateral international accords. However, Indonesia lacks solid legal provisions governing the status and position of international accords. In terms of international agreements, Article 11 paragraph 1 of the Republic of Indonesia’s 1945 Constitution provides that "the President declares war, makes peace, and signs treaties with other countries with the permission of the House of Representatives.”

The House of Representatives must approve an international agreement if it has a broad and fundamental influence on people's lives in relation to the state's financial burden and/or needs modifications to the creation of laws. Further provisions regarding international agreements are regulated in Law Number 24 of 2000 concerning International Agreements which regulates the internal aspects of the treaty-making process.

Basically, to identify the position of international treaties in national law, Article 11 of the Republic of Indonesia’s Constitution of 1945 is insufficient to serve as a solid foundation for determining the position of international treaties in the Indonesian legal system. This is due to the fact that the constitution only describes the President's and House of Representatives' capacity to create international agreements without explaining the position of international law. This is in contrast to the industrialized countries of the globe, such as England, the United States, the Netherlands, and several other countries, which have clearly controlled the status and position of international agreements in their national legal systems by Legal Provisions.

According on this background, the topic that will be explored is how Indonesia's national legal provisions for international treaties are applied, as well as how the practice of implementing international agreements in Indonesia's national legal system is carried out. The goal of this study is to learn about the legal provisions of Indonesian national law on international treaties, as well as the legal provisions and practices of implementing international accords in the Indonesian legal system.

2 Research Methods

This is normative research that looks at international and national regulations relating to international treaties. The study uses a regulatory approach. The data used is secondary data, which includes both primary and secondary legal materials. The primary legal materials consist of the 1969 Vienna Convention and Law No. 24 of 2000 concerning International Treaties. Secondary legal materials consist of books, journals and various literatures related to this topic. The gathered data were qualitatively examined utilizing the deductive thinking method.
3 Results and Discussion

International Agreement

International treaties are an important aspect of international law and one of the sources of international law that emerge as a result of interactions between countries and international organizations. International agreements are used as regulations, main guidelines, and normative principles for states and international organizations in carrying out international interactions in a good and peaceful manner as an instrument of international law. The International Court of Justice has emphasized that international agreements can give legal certainty that binds the parties to each other in carrying out contacts between one or more countries in various interests.

Experts also have a lot to say about definition of international treaties. Mochtar Kusumaatmadja explains international agreements, which are agreements formed between members of the international community with the goal of causing specific legal effects. As a result, for an agreement to be considered international, it must be signed by subjects of international law who are members of the international community. [3] According to Article 2 paragraph (1) of the 1969 Vienna Convention the definition of an International Treaty is “An International Agreement concluded between States (and International Organizations) in written form and governed by International Law, whether embodied in a single instrument or in two or more related instruments and whatever its particular designation”.

According to Article 2, an international treaty is an agreement between two or more countries in which they enter or plan to enter into a legal relationship controlled by international law.[4] An international agreement is defined in Law Number 24 of 2000 as a written agreement governed by international law, where the agreement can be created in a predetermined form and name and the agreement creates rights and duties in the realm of public law.

Based on the 1969 Vienna Convention, an International Treaty must have five main elements, namely: (1) states or international organization as international legal subject, (2) agreement on a single object (3) governed by International Law Commission; (4) made in written form); and (5) enter into binding force). International treaties are known by a variety of names, some of which denote a difference in procedure, or at the very least in formality. Some international treaty names or words, such as Convention), Protocol, Agreement, Arrangement, Statute, Declaration, Modus Vivendi, Final Act, General Act.[5] The various terms of this international agreement are connected to the regulated interests.

The primary types of international agreements are: (1) international agreements made by the head of state. In this situation, the international treaty is intended to serve as a binding agreement between sovereigns and heads of state; (2) International agreements made between governments. Usually used for special and non-political agreements; (3) International agreements made between countries (inter-states). This agreement is made expressly or implicitly as an agreement between countries; (4) The appropriate state ministers, usually the respective foreign ministries, can negotiate and sign an agreement; (5) It could be an inter-departmental agreement reached by representatives of various government agencies.[6]

Based on their nature, international agreements are divided into two types, namely agreements which are grouped into Law Making Treaty, and Treaty Contract. Law Making Treaty is a collection of international treaties that are usually drafted jointly by a number of countries. This group's agreements are built on a shared desire to solve challenges. This international agreement has an open membership, which means that participants can come from anywhere in the globe as long as they agree to abide by the norms of the agreement. [7] Treaty Contract is a type of international agreement that is typically used for bilateral international agreements.
The treaty contract solely spells forth the rights and responsibilities of the parties that signed it. Treaty contracts, according to Mochtar Kusumaatmadja, are agreements that are comparable in nature to conventional contracts in the sphere of civil law, but only result in rights and responsibilities between the parties that entered into the agreement.[8] The principles of free consent, good faith, and pacta sunt servanda must be respected in the creation of international agreements, according to the Vienna Convention of 1969. These three principles are the most important ones to remember when forming an international agreement and managing diplomatic relations with governments around the world.

A country must go through the phases of forming an agreement, which include negotiation, signature, and ratification or ratification. In international practice, international agreements are not necessarily binding on participating countries, because international agreements must be distinguished into international agreements made in two stages, and agreements made using three stages. An agreement with three stages is one that still needs to be ratified in order for countries to be bound by it, both as participants and as non-participants in international agreements. Ratification is derived from the notion of International Treaty Law, which is always viewed as an act of confirmation by a State against the legal activities of its officials who have signed a treaty as a sign of acceptance to be bound by the treaty. Ratification is effectively a confirmation in terms of Covenant Law.

This confirmation is required because, in the early stages of international agreement creation, communication challenges and geographical distances between countries were elements that necessitated space for each State to approve each agreement signed by its representatives. However, as time has passed, it has begun to be acknowledged and developed in each country's constitutional legislation, which is employed for the same purpose, namely international agreements. In constitutional law, ratification is always considered as a state organ's approval of the government's action to make an agreement, or as that organ's confirmation of the government's signing of an agreement. [9]

According to the Vienna Convention of 1969, ratification is an international act in which a country declares an agreement to be bound by an international treaty. The following are the reasons for ratification:

a. The state has the right to have the option to re-examine the agreement that its ambassador has signed before carrying out the agreement's obligations
b. The states have the right to withdraw from participation in international treaties if the country concerned so wishes.
c. Frequently, international treaties suggest a change or adjustment to a country's domestic law.
d. The democratic principle requires the government to consult the people when deciding whether or not to confirm an international agreement. [10]

**Enforcement of International Treaties in National Law**

The theory of acceptance of international treaties is based on the theory of monism and the theory of dualism. The theory of monism developed from the school of natural law. Monists claim that international law and national law are an integrated and inseparable legal system. The theory of monism is based on the supremacy of international law, which means that if there is a dispute between international and national law, international law will take precedence. The enforcement strategy utilized by the monism theory to enforce international agreements in national law allows a state to apply international law in its national jurisdiction without modifying its legal basis or transforming it into national legislation. In general, this enforcement technique produces a self-executing international agreement, which means that international agreements can be enforced directly inside national jurisdiction. [11]
The Monism theory establishes the Delegation Theory which claims that the constitutional standards of international law confer a delegation to every state constitution, namely the right to select when the articles of an international treaty apply and how these provisions are implemented into national law. The procedures and methods employed by the concerned country are a continuation of the process established under the international agreement. As a result, National Law is regarded as a continuation of International Law.

The Dualism theory separates international and national law. According to the dualism theory, the constitution says that international treaties have no special standing, and that all rights and duties acquired by international treaties have no enforcement in domestic law till the national legislation process is completed. The dualism theory employs a transformation technique, in which international law must be applied first, followed by a legislative process to convert international law into national law. As a result, the output of this translation approach is non-self-executing or non-applicable treaties before the transformation operation is completed.

**Position of International Agreements in Indonesian Law System**

The legal provisions of national law for international agreements reveal the status and position of international agreements in a state’s law system. The existence of legal provisions, both in the constitution and in national legislation, is viewed as the existence of legal provisions relating to international accords. The status of international agreements in national law is determined by two theories, namely monism theory and dualism theory. In this case, Legal Provisions are required to decide if a country adheres to the school of monism, dualism, or even a combination of both when it comes to implementing international agreements in its national law system.

The legal system in each state also influences the theory embraced by that state. The legal provisions of industrialized states, such as those that follow the Common Law system (the United Kingdom and the United States), have clearly resolved to adhere to dualism theory. States having a civil law system (Germany, the Netherlands, and France) follow the monism theory. Even South Africa, a developing state, has combined the two theories to establish the place of international treaties in its national law.

As a part of the international community, Indonesia is bound by international agreements both bilateral and multilateral. At the beginning of independence, international agreements are formed based on Article 175 of the Constitution of the Republic of Indonesia (RIS), which stipulates that the President must make and approve all treaties and other agreements with foreign countries. As an additional regulation, Article 120 of the Provisional Basic Law (UUDS) 1950, which has the same substance as Article 175 of the RIS Constitution. Furthermore, the formation of international agreements is regulated in Presidential Letter No. 2826/HK/ 1960 concerning making of agreements with other countries, followed by an amendment to the Republic of Indonesia's 1945 Constitution, which was perfected in Law 24 Number 2000 concerning International Agreements.

Regarding the implementation of international agreements, Article 11 paragraph (1) of the Constitution of the Republic of Indonesia which states that the President with the approval of the House of Representatives declares the role, makes peace and agreements with other countries. Then in paragraph (2) it is stated that the President in making other international agreements that cause broad and fundamental consequences for people's lives related to the burden of state finances, and/or requires amendments or the formation of laws must be approved by the House of Representatives. Further provisions regarding international treaties are regulated in the Law on International Treaties which regulates the internal aspects of the treaty-making process.
In this case, Article 11 of the Constitution of the Republic of Indonesia is the only constitutional basis to determine the position of international treaties in Indonesian national law. Basically, the provisions in Article 11 of the 1945 Constitution of the Republic of Indonesia do not clearly explain the status and position of international agreements in national law. The constitution only explains the authority of the President and his relationship with the DPR in making international agreements. The Law on International Treaties also does not explicitly determine the status and position of international treaties in national law. This law only regulates the mechanisms and procedures for the formation of international agreements.

Damos Dumoli Agusman explained that, there are several factors that cause indecision in the Law on International Treaties, namely: (a) the legislators were influenced by the thinking that developed at that time which indicated that Indonesia adhered to monism with the primacy of international law; (b) this law is only a codification of the practice of the Indonesian state regarding the making of international agreements which were previously based on the Letter of the President of the Republic of Indonesia No. 1826/HK/1960; (c) the academic world at that time did not or did not provide answers/doctrines regarding the relationship between international law and national law; (d) Indonesian jurisprudence has not contributed to the identification of this issue so it is hardly a juridical issue that needs attention.[15] The absence of explicit norms in the constitution regarding the position of international law creates a barrier in the issue of the applicability of international treaties in national courts. The Law on International Treaties also does not provide clear direction on how the domestic effects of international treaties ratified by Indonesia will be. [16]

Application of International Treaties in Indonesian National Law

The absence of strict Legal Provisions on the position of international treaties results in the diversity of practices in the application of international treaties, not only in national legislation, but also in the practice of national courts on the application of international law. In practice, the application of international treaties in Indonesia's national legal system is inconsistent. This can be seen in the application of international treaties with monism and dualism at the same time without any firmness through Legal Provisions regarding the position of international agreements. Indonesia applies a transformation and incorporation approach to enforce international law within the scope of national law.

The practice of the transformation approach carried out in Indonesia is very clearly seen in the ratification of the United Nations Convention on the Law of the Sea 1982 (UNCLOS 1982) through Law Number 17 of 1985 concerning Ratification of the United Nations Convention on the Law of the Sea Nation on the Law of the Sea), and then ratification was carried out again through Law Number 6 of 1996 concerning Indonesian Waters. In this case, even though an international treaty has been ratified by law, other laws are still needed for implementation at the national legal level.[17] Indonesia's practice in implementing UNCLOS 1982 is a reflection of the dualism school. If observed in more detail, the implementation of the dualism school in Indonesia is hard, where international agreements can become part of national law through legislative actions only.

Besides, Indonesia applies a transformation approach, but on the other hand, Indonesia also applies an international treaty incorporation approach in national law. This can be seen in several cases that show the characteristics of the monism school, such as the ratification of the 1961 Vienna Convention and the 1963 Vienna Convention on Diplomatic and Consular Relations through Law Number 1 of 1982 concerning Ratification of the 1961 Vienna Convention and the 1963 Vienna Convention. used as a legal basis for Indonesia to grant immunity rights and privileges to the diplomatic and consular corps in Indonesia. The
jurisprudence of the Supreme Court has also made direct reference to this Convention without having to rely on national legislation.

This can be seen in the 2006 Supreme Court Fatwa regarding the case of the Saudi Arabian Embassy which refers directly to the principle of immunity as regulated in the 1961 Vienna Convention as a binding rule in Indonesian national law.\[18\] The practice of the Supreme Court shows that the courts still consider international treaties to be self-executing treaties. This is in line with what Simon Butt stated in his research which states that the practice of using international law by the Supreme Court and the Constitutional Court is still inconsistent. \[19\]

The absence of legal provisions related to the position of international treaties in the Indonesian national legal system is increasingly causing confusion when there is a conflict between national law and international law which in this case is an international agreement. In the current era, the view that an international agreement must be in harmony with national law as contained in Article 4 of the Law on International Treaties which states that in making international agreements must be guided by national interests and based on the principles of equality, mutual benefit, and equality. taking into account both national law and applicable international law. The implementation of this principle was seen in the negotiation of the Economic Partnership Agreement between Indonesia and Japan in 2007. By referring to Article 4 of the International Treaty Act, this agreement can only be completed and signed after the issuance of Law Number 25 of 2007 concerning Investment.

However, through this law there is also room for overriding national law, as stated in Article 10 concerning the formation of new legal rules. long. Practice in Indonesia has shown that the formation of new legal rules actually replaces the old ones, namely in Law No. 17/1985 on the Ratification of UNCLOS 1982 which replaced Law No. 4 Prp/1960 on Indonesian Waters. In this case, the agreement can be negotiated with a view to later changing national law. \[20\]

The ambiguity regarding the position of international treaties in the Indonesian national legal system is also due to the Indonesian legal system which does not explicitly construct ratification in the international law dimension (external ratification) with ratification in the national legal dimension (internal ratification). In the context of external ratification, ratification of international treaties is a legal act to bind oneself to an international agreement in the form of ratification, accession, acceptance and approval as regulated in international law.

Meanwhile, internal ratification is Indonesian national law which regulates the legislative and executive powers to bind themselves to international agreements.\[21\] Thus, if external ratification is defined as a confirmation, then internal ratification can be in the form of confirmation in the sense that a state organ confirms the actions of the government that has signed an agreement, and it can also take the form of an agreement in which the state organ gives prior approval of the agreement to be signed.

In the Indonesian legal system, internal ratification in this case the involvement of the House of Representatives is to accept or reject international agreements that have been made by the government and not to approve international agreements that will be made. So far, internal ratification has been interpreted as the approval of the House of Representatives and not as a confirmation of the executive's actions in making international agreements. The lack of clarity regarding the meaning of the ratification of international treaties clearly has an impact on the conflict between international law and national law.
4 Conclusion

Based on the description it can be concluded that:

a. Indonesia does not yet have Legal Provisions that regulate the status and position of international treaties in the Indonesian legal system which has an impact on inconsistency in the application of international agreements in national law, not only in the legislative process, but also in the judicial system. Therefore, it is necessary to immediately establish Legal Provisions, both in the Constitution and in the form of Laws.

b. The inconsistency of the application of international agreements in the national legal system (products of legislation and the judicial system) shows that the application of international agreements uses an incorporation and transformation approach, even the approach is carried out in one legislation product. The ambiguity of the position of international agreements is also evident in the different interpretations regarding the ratification of international agreements contained in the 1945 Constitution of the Republic of Indonesia and Law Number 24 of 2000 concerning International Agreements. In this case, Legal Provisions are also needed to provide an explanation of the meaning of ratification or ratification of international treaties.

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Land Acquisition Plan as The Object of Dispute In State Administrative Case

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Abstract. This research begins by conducting a study of Law no. 2 of 2012 concerning Land Procurement for Development in the Public Interest and Regulation of the Supreme Court of the Republic of Indonesia Number 2 of 2016 concerning Guidelines for Proceeding in Disputes on Determining Development Locations for Public Interest at the State Administrative Court, basically the land acquisition plan is part of a government instrument that can be sued if it has the potential to cause harm to parties who feel that their interests have been harmed. This study uses a juridical normative research method. The results of the study indicate that the land acquisition plan in the form of location determination is the object of a state administrative dispute, while the parties who feel that their interests have been harmed consist of individuals or civil law entities and/or customary law communities.

Keywords: Land Acquisition Plan, object of dispute, State Administration

1 Introduction

Every nation has a state goal, including Indonesia as a state based on law. Promoting public welfare is a constitutional mandate which is the legal basis for the administration of public welfare and as one of the goals to be achieved by the state [1]. To achieve these goals, of course, the government is equipped with various instruments as vehicles or tools that will be used to achieve these goals, all of which are preceded by prior planning [2].

In development planning for the public interest, land becomes a very crucial part in the development sector; therefore in every development plan program, the government always tries to get land that will be used to realize the implementation of development for the public interest by always paying attention to the principles of humanity, justice, benefit, certainty, openness, agreement, participation, welfare, sustainability and harmony, which are regulated in Law no. 2 of 2012 concerning Land Acquisition for Development in the Public Interest.[3] In addition, the government as the authorized party in the context of land acquisition even though it is based on; [4]

a. Regional Spatial Plan;
b. National/Regional Development Plans;
c. The strategic plan; and
d. Work Plan for each agency that requires land.
The land to be used for development includes the following [5]:

a. national defense and security; b. public roads, toll roads, tunnels, railway lines, railway stations, and railway operating facilities; c. reservoirs, dams, weirs, irrigation, drinking water canals, sewers and sanitation, and other irrigation structures; d. ports, airports, and terminals; e. oil, gas, and geothermal infrastructure; f. power generation, transmission, substation, network, and distribution; g. Government telecommunications and information networks; h. place for waste disposal and processing; i. Government/Regional Government hospitals; J. public safety facilities; k. Public burial places of the Government/Regional Government; l. social facilities, public facilities, and public green open spaces; m. eager alarm and eager culture; n. government office/regional/village government; o. structuring of completely urban settlements and/or land consolidation, as well as housing for low-income communities with rental status; p. Government/Local Government education or school infrastructure; q. sports infrastructure of the Government/Regional Government; and r. public market and public parking lot.

Therefore, in general, land that is controlled or owned by the community, which is the object of the land acquisition plan, even though it is released first before carrying out development by providing a number of compensations with proper and fair compensation to the entitled party. However, what if the public interest is not balanced with the interests of the community affected by the land acquisition plan.

Development for the public interest sometimes sacrifices the interests of the local community, where the benefits of development are not as great as other benefits or benefits obtained by local residents. This of course has the potential to cause harm to the community concerned. Therefore, community members who feel that their interests have been harmed can file a lawsuit with the State Administrative Court to fight for their rights and interests in order to stop or request cancellations related to the government's land acquisition plan [6].

However, whether community members in groups can file a lawsuit if there is a common interest, because in Law no. 5 of 1986 concerning the State Administrative Court, provides the right for any individual who feels that his interests have been harmed by a state administrative decision to file a lawsuit. It's just that in Law no. 30 of 2014 concerning Government Administration, Article 87 letter f concerns decisions that apply to community members, providing opportunities and possibilities for community members who have the same interest to be able to file a collective lawsuit against decisions that are considered detrimental and/or have the potential to cause harm.

2 Research Methods

The writing of this article uses a normative juridical research method [7] using the case approach method and the provisions of the laws and regulations related to this title. The data used in this paper includes primary legal materials including Law no. 5 of 1986 concerning the State Administrative Court and its amendments as well as the Regulation of the Supreme Court of the Republic of Indonesia Number 2 of 2016 concerning Guidelines for Proceeding in Disputes on Determining Development Locations for Public Interest in the State Administrative Court, and secondary legal materials including literature in the form of books, journals, and related articles. The author uses a prescriptive qualitative analysis method referring to the provisions of applicable legal norms and describes the phenomenon supported by the relevant theories in this study.
3 Results and Discussion

3.1 Land Acquisition Plan as Object of State Administrative Dispute

Planning is divided into three categories [8]: first; informative planning, namely the estimation design regarding community development as outlined in certain policy alternatives, such a plan has no legal consequences for citizens, secondly; indicative planning are plans that contain policies that will be pursued and indicate that these policies will be implemented, such planning has indirect legal consequences, third; operational or normative planning is a plan consisting of preparations, agreements, and decisions. Spatial plans, urban development plans, land acquisition plans, allotment plans, subsidy plans. Among the plans mentioned above, the land acquisition plan is an important part to support the development process in the public interest [9], this plan has direct legal consequences for both the government and the community. According to J.B.J.M. ten Berge in a plan contains elements such as written, decision or action, by a government organ, intended for the future, often in the form of actions or decisions, having a dissimilar nature, various, related, often programmatically, for a certain period of time [10].

Regarding land acquisition plans, it is part of operational or normative planning that has direct legal consequences for residents and the government. Land acquisition planning is manifested in the form of stipulation, namely the determination of the location of development for the Public Interest which is determined by the decision of the governor/regent/mayor which is used as a permit for Land Procurement, changes in land use, and the transfer of Land Rights in Land Procurement for development in the Public Interest, as referred to in Government Regulation of the Republic of Indonesia Number 19 of 2021 concerning Implementation of Land Procurement for Development in the Public Interest [11].

The development plan as well as the land acquisition plan by the relevant agency must submit an application to obtain a stipulation from the Governor, if within 14 days the Governor does not issue a stipulation on land acquisition for the purpose of developing a National Strategic Project, it is urgent and/or development that cannot be relocated, the Agency Those in need of Land may submit an application for Determination of Location to the Minister, namely the minister who carries out government affairs in the fields of agrarian, land and spatial planning, then the Minister within 7 days of receipt of the application may issue a determination [12].

Due to the fact that a land acquisition plan is made in the form of a decision, the land acquisition plan in this form can be challenged by the community whose demands are that the stipulation be declared null and void, if the stipulation is deemed detrimental to the interests of local residents whose land is the object of land acquisition. for development [13].

3.2 Stakeholders

The authority to adjudicate the case becomes the absolute competence of the State Administrative Court, this is confirmed through the Regulation of the Supreme Court of the Republic of Indonesia Number 2 of 2016 concerning Guidelines for Proceeding in Disputes on Determining Development Locations for Public Interest in the State Administrative Court, in Article 2 it is stated that the Court is authorized examine, decide, and resolve Disputes on the Determination of Development Locations for Public Interest. In this case, the plaintiff is the Entitled Party consisting of individuals, legal entities, social entities, religious bodies, or government agencies that own or control the Land Procurement Object in accordance with the provisions of the Laws and Regulations, which include: a. Holders of land rights; b. Management holder; c. Nadzir for waqf land; d. Owners of ex-customary land; e. Indigenous peoples; f. Parties who control state land in good faith; g. Holders of basic land tenure; and/or
h. Owner of buildings, plants, or other objects related to land [14]. Based on these provisions, it is possible to file a lawsuit collectively if the identity of the plaintiff concerned is a representative of the customary law community, while the provisions for groups outside of that are still unclear so that the position of the Plaintiff is still guided by the Law on the State Administrative Court, namely the holder rights as individuals and the Government Administration Act where the position of the right holder as a community is still unclear whether only as individuals or can be representatives of a group with the same interests.

While the Defendant is the Governor who issues the determination of the location or the Regent/Mayor who gets a delegation from the Governor to issue the determination of the location. The examination of disputes regarding the determination of development locations for the public interest is carried out without going through a dismissal event, namely the examination or examination of the lawsuit by the chairman of the state administrative court, for a lawsuit that is considered complete or has been perfected based on the judge's instructions, it can be continued for examination of the main case, but if this is not the case then the chairman of the court will issue a determination accompanied by considerations that the proposed lawsuit is declared unacceptable or unfounded, besides that it is not possible to request a postponement of the implementation of the object of dispute, even though there is a reason from the plaintiff that there is a very urgent interest.

4 Conclusion

a. The land acquisition plan is made in the form of a decision so that the land acquisition plan in this form can be sued by the community as an object of a state administrative dispute, the content of which is that the stipulation is declared null and void, if the stipulation is deemed detrimental to the interests of local residents whose land is the object land acquisition for development in the public interest.

b. A lawsuit can be filed collectively if the identity of the plaintiff in question is a representative of the customary law community, while the provisions for groups outside of that are still unclear so that the position of the Plaintiff is still guided by the Law on the State Administrative Court, namely the holder of rights as individuals and the Act -Law on Government Administration where the position of the right holder as a community is only as an individual or can be a representative of a group with the same interests.

Acknowledgment

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[10] Law No. 30 of 2014 concerning Government Administration
[11] Law No. 5 of 1986 concerning the State Administrative Court
[12] Law No. 9 of 2004 concerning Amendments to Law No. 5 of 1986 concerning State Administrative Courts
[13] Law No. 51 of 2009 concerning the second amendment to Law No. 5 of 1986 concerning the Administrative Court
[14] Regulation of the Supreme Court of the Republic of Indonesia Number 2 of 2016 concerning Guidelines for Proceeding in Disputes on Determining Development Locations for Public Interest in the State Administrative Court
Representation Of Price “Nego Cincai” On Bukalapak Advertising (Semiotic Analysis of Charles Sander Pierce)

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Abstract. The research with the title Representation of Price “Nego Cincai” on Bukalapak Advertising aims to find out the meaning of “Cincai Price” offered by Bukalapak through the representation in the advertisement. The significance of this research lies in the concept of Cincai Price, any shopping remains relaxed with the price offered and the various discounts provided by Bukalapak. This is based on the construction of Indonesian society. In the process of interpreting the meaning of this Bukalapak advertisement, using a qualitative method with Charles Sander Pierce's semiotic analysis, Pierce divides the interpretation process into 3 levels consisting of 3 levels: sign, object, and interpretation. This ad consists of 2 elements, namely visual and audio. This study also uses a constructivist paradigm that has a special view of the media and the text produced. The results of this analysis reveal that if you want to buy anything, buyers do not need to worry about prices because Bukalapak provides various attractive price offers and discounts for all groups. This is in accordance with the character of Indonesian people who really like low prices.

Keywords: Semiotics, Price Nego Cincai, Bukalapak

1 Introduction

Along with the development of the times, human needs continue to increase so that manufacturers compete to offer their products. Therefore, it is undeniable that communication media is one of the important things that companies use in introducing their products to the public (1). An example is making advertisements as we usually see when watching TV that accompanies the favorite programs we watch. These advertisements try to attract the attention of the audience so as to make people who watch the attraction or desire to buy the advertised product (2).

Advertising is considered as one of the most powerful media in attracting the audience to buy the products offered by the product provider. Through advertising, the products produced can be known by the public wherever they are, especially with the increasingly sophisticated information technology, the advertisements displayed are more attractive to observe and easy to reach. In addition, the presence of smart phones is one of the means that helps product
providers to exist more and more by presenting advertisements that challenge customers to buy the products offered, such as through the use of the YouTube application (3).

These advertisements are made as beautiful and even as unique as possible so that they can create a desire to use the products or services offered, as is the case with one of the e-commerce sites in Indonesia, namely Bukalapak. The advertisements created by Bukalapak are always different from advertisements in general. These advertisements have different stories, of course this is one of the ways that Bukalapak does so that its customers remain loyal to waiting for these advertisements like waiting for the series of a drama.

Advertising is considered as one of the most powerful media in attracting the audience to buy the products offered by the product provider. Through advertising, the products produced can be known by the public wherever they are, especially with the increasingly sophisticated information technology, the advertisements displayed are more attractive to observe and easy to reach. In addition, the presence of a smart phone is one of the means that helps product providers to exist more and more by presenting advertisements that challenge customers to buy the products offered, such as the use of the YouTube application (4).

One of Bukalapak's phenomenal advertisements is the “Price Nego Cincai” advertisement which presents the figure of an old woman as an illustration in the advertisement. Not without reason, then in the end, Bukalapak dared to display the figure of an old woman in its advertisements, which so far people know that the main characters from advertisements that usually decorate the public screen are beautiful, handsome, young and attractive people. This is a unique and funny attraction by presenting an old woman but still appearing energetic who invites Indonesian people to shop at Bukalapak.

Cincai for the Chinese community means to be aware or to be tolerant (5). This term has become a trend among Indonesian people which is used in everyday language. So, we often hear the term cincai price in buying and selling activities, not only for Chinese people but also for Indonesian people in general. In the advertisement, Bukalapak tries to offer the public product prices that can be negotiated with product providers. This is done by Bukalapak in order to remain competitive with its competitors such as Lazada, Shopee and Tokopedia which also have big names among the Indonesian people.

Based on the things described above, the researcher is interested in conducting a study to find out the meaning of the price representation of "Nego Ringai" in Bukalapak advertisements using Charles Sanders Peirce's Semiotics analysis. The researcher chose this model because it is in accordance with the objectives to be achieved by the researcher, which is to give the meaning of the representation of the object under study.

2 Research Methods

This research uses qualitative research methods using Charles Sander Peirce's semiotic analysis model with the triangle theory of meaning known as Peirce's Trichotomies (6). In this model, Peirce reveals 3 elements as representatives of the meaning contained in the object under study, namely the representation, the object, and the interpreter (7). The meanings that will be expressed in this Bukalapak advertisement are the results of the analysis of the researchers based on the analytical model developed by Peirce.
These three elements become a tool to explain the meaning contained in the advertisements that are presented. Representamen is something that represents something else that is the goal of a meaning, object is something that is represented and interpretant is someone's interpretation of the sign presented. In this study, Bukalapak advertisements consist of a set of signs that can be separated into two parts, namely visual and verbal. Visual in this case is the video that is displayed, and Verbal is the supporting sentences in the video to transfer the intent of the ad.

The representation here is Bukalapak with the object "Cincai Price" which is the main topic in the advertisements displayed. While the interpretation is a Bukalapak advertisement video that is displayed at every interlude of various television stations and other electronic mass media such as YouTube. The initial stage carried out by the researcher was to analyze the representation, namely, to identify. Based on the object, identification is carried out on the icons, indexes and symbols in the Bukalapak video advertisement as developed by Peirce.

### Table 1. Identification of Signs/Representments in Bukalapak Advertisement “Price Cincai” on YouTube

<table>
<thead>
<tr>
<th>No</th>
<th>Representative/Sign Type</th>
<th>Identification Sign</th>
</tr>
</thead>
</table>
| 1  | Icon                      | 1. Model by Mrs. Linda  
2. Models from various types of ages ranging from adult men, adult women and children while still representing the face of Mrs. Linda.  
3. Pictures of airplanes, trains |
3 Results and Discussion

In this study, the researcher tried to explore the Bukalapak ad version of "Price Cincai" on YouTube social media as the object of research. Here the researcher will analyze the sign on the icon, index, and symbol based on Peirce's theory to find out the meaning or message contained in the Bukalapak ad. The first step is to identify the type of sign after that make the results of the analysis of the message contained in the advertisement.

Interpretation of Meaning based on Identification of Types of Signs in Advertising

a. Interpretation of Meaning by Icon Identification sign type

Identification first is the identification of the type of mark icon. As described in table 2.1, the types of icons are divided into 3 parts, namely the model of Mrs. Linda, a very energetic old woman at her age who is no longer young but still keeps up with the times so that she does not lag behind today's young people. Together with Linda's mother, Bukalapak tries to open the public's insight that technological progress does not only belong to young people but can also be enjoyed by the elderly.

The type of icon signs second, there are models of various ages with the same face as Linda's mother. The interpretation of this second type of icon shows that all needs from children to adults can be fulfilled by shopping at Bukalapak. The type of icon sign third is the image of airplanes and trains showing a representation of one of the activities that are often carried out by Indonesian people traveling by plane and train.

This is because, the territory of the Republic of Indonesia is vast and consists of many islands so that the Indonesian people need adequate transportation facilities, both land and air to support all their activities.
b. Interpretation of Meaning based on Identification of Sign Types Index

The second type of sign identification is an index that shows the cause and effect of the sign with the object. Here there are 3 types of index type marks described, the first is the background of the work or profession. In the picture there are several types of professions displayed such as the profession as a pilot and flight attendant who is a representative of one of the types of services offered in Bukalapak. Meanwhile, Travelers, housewives and children indicate that they are consumers who need products that can be provided by Bukalapak. The number of tourist destinations within the territory of the Republic of Indonesia motivates many people to travel to these tourist attractions.

What's more with the presence of social media that allows people to freely show extraordinary experiences with interesting spots to serve as backgrounds for their photos. The information obtained has made many people curious to visit these various tourist attractions. Therefore, the need for transportation is increasing. This provides an opportunity for Bukalapak to provide products and services needed by travelers in an easy way. Likewise, for housewives and children who show a family relationship. All family needs can be obtained on Bukalapak, making it easier for a family to get whatever family members need only through the e-commerce application.

The sign of the type of index second is the variety of products and services. In the Bukalapak advertisement, which can be watched either through commercial TV or YouTube, it clearly describes all customer needs, which can be easily found with a variety of quality and prices offered for all circles of society. In fact, Bukalapak provides various investment services as shown in the image below.

Fig 3. Representatives of Mrs. Linda

Fig 4. Product and Service Representation
The type of index third is discount prices and voucher codes. Discount prices and vouchers have always been an interesting thing among the public, so this has become the main component of Bukalapak advertisements offered to the public. Discounts and vouchers are two things that customers always look forward to in order to get the goods and services they want at the prices they expect but with the best quality.

c. Interpretation of Meaning based on Identification of Types of Symbols Signs The

Third classification of signs is the type of symbols. In the Bukalapak advertisement, the negotiable price version of the cincai was found to have 4 types of symbols. On the sign the type of symbol first is the brand text “Bukalapak”. Bukalapak is a reflection of the opportunity that everyone can have to get a fair life. A place where everyone can appreciate their desires, live a cool and exciting life, as an encouragement in the family, and freedom in activities (9). The type of symbol sign second is the headline text "Cincai Price". Judging from the words cincai comes from the Chinese language which means understand, be tolerant. This shows that the price offered is negotiable, there is no need to worry about the price because Bukalapak provides offers that can be reached by all levels of society. The type of symbol third is the text of the ad content or body copy which reads:

“Pay anything, buy anything, say, Bukalapak just say it with a ring price”

In this text sign, the interpretation is to provide information that you want to make any type of payment such as electricity, plane tickets, train tickets, or anything else that can all be done with Bukalapak. If you want to buy anything, Bukalapak provides everything at pocket-friendly prices according to the customer's wishes. Coupled with the many discounts and free vouchers for all Bukalapak customers. The type of symbol fourth or final is mandatory or organizers that provide information about the Bukalapak website and where consumers can download the Bukalapak application if they want to transact through Bukalapak, as shown in Figure 3.4.
Results of Analysis of Signs and Meanings in Bukalapak Advertisement "Price Negotiable Cincai"

From the analysis of Bukalapak advertisements, Negotiated Prices of Rings, obtained three types of icon marks, three index type marks and 4 signs symbol type. The icon-type sign consists of Models of Mother Linda, models of various ages, as well as images of airplanes and trains. The visual icon first shows the figure of Linda's mother of Chinese descent who is energetic and full of enthusiasm. His appearance depicts a Chinese businessman who is diligent and hardworking. This shows in everyday life that the Chinese are smart in business, never give up and always take advantage of opportunities. The icon second is a model that represents different types of ages. This illustrates that Bukalapak's customers cover all ages because the products and services offered can be consumed by anyone. From babies to adults. The icon third is an image of an airplane and a train which is an illustration of the types of services offered by Bukalapak. Want to travel anywhere with any transportation can be found in the application.

The sign of the index type first is the background of the occupation or profession. This sign explains that whatever our work, whether as a professional, traveler, housewife or whatever, all of our needs can be met through the Bukalapak application. The sign of the second type of index is the variety of products and services. Bukalapak tries to provide various kinds of products and services needed by the community, including if you want to invest, everything can be done through the Bukalapak e-commerce application. The third type of sign is the discount price and voucher code. The results of the analysis show that doing business cannot be separated from discount offers or various types of price discounts. It is undeniable that discounts or giving free vouchers will always be an attraction for customers. Therefore, discount offers that flood sales in every stall in this e-commerce is something that is highly expected for customers. Being able to get quality products and services at low prices is a customer's dream. What's more, if the product to be purchased is a branded item but can be purchased at a cheap price then this will be something that I am interested in.

Next up is the first type of symbol sign, the e-commerce brand text Bukalapak. The results of the analysis on this sign show that Bukalapak is made so that everyone can have the same opportunity to meet their needs. Every businessman can sell their products and customers can get the products and services they need in an easy and inexpensive way. One of the goals of this e-commerce is to help MSMEs in Indonesia (9). The sign of the second type of symbol is the text headline "Price cincai". From the analysis results, this second type of sign shows that there is no need to worry about the price because Bukalapak provides so many discounts and vouchers for its customers. So, they can freely choose products from so many stalls that provide various discounts and vouchers from Bukalapak. The meaning of the word cincai confirms to the public that Bukalapak is an e-commerce application that is here to serve everyone so that this company tries to provide what its customers need. From the beginning to the end of the advertisement, the word cincai is always mentioned. This confirms that customers don’t need to worry about price issues, just shopping for price issues is understandable and can be tolerated, therefore Bukalapak tries to provide price offers that can be reached by all circles of society.

The third type of symbol sign is the text body copy "Pay anything, buy anything, say, Bukalapak just say it at a price ring". From the results of the analysis on this sign, the main thing to convey is that if you want to make payments and purchases of anything, always remember Bukalapak because Bukalapak not only provides all the needs of the community but also always understands or understands what the customer wants. Especially about offering low prices with good quality. The fourth type of symbol is the text mandatory “Best e-commerce application, App Store and Play Store. From the results of this sign analysis, it is clear that Bukalapak is one of the best e-commerce in Indonesia. If you want to get more information or if you want to know
what products and services are offered by Bukalapak, you can download the application through the App Store and Play Store on your smart phone. This also explains that the increasingly modern era makes it easier for customers to shop. Wherever and whenever, everyone can shop easily and cheaply without having to come directly to the store.

4 Conclusion

From the beginning, Bukalapak has a goal to build an economy that is equitable for all people. Therefore, this e-commerce always tries to provide the best service so that all people's needs can be met through this online platform. Based on the results of the analysis using a semiotic approach to signs in Bukalapak advertisements, it can be concluded that Overall, the "negotiable price" in Bukalapak advertisements is represented as an affirmation to customers that Bukalapak does not just sell products and services but provides convenience and justice for all. The community so that they can get what they need without worrying about the price. The price offered can be negotiated through various discount offers and vouchers provided by pelapak.

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Juridic Review on Land Tenure That Creates Proprietary Rights

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Abstract. Soil has a very important role for human life. Everyone will try to get land and try to fight for it to fulfill their needs and maintain the life and ecosystem of their group. However, until now only a small part of the land in all regions of this country has been registered, as well as the coverage has not been evenly distributed to all corners of villages that are far from the bustle of the city where the domicile of the institution entrusted with the task of administering land registration is. Many land cases occur because the land certificate holder does not control the land. The land is deliberately neglected so that other people control and cultivate it. For years it has been going on without any complaints from the rights holders. Within a certain time, limit, the party who controls the physical land can register as a right holder in accordance with the conditions stipulated in the legislation. This study aims to determine the factors that cause the emergence of new land rights and legal standing for certificate holders for new rights who do not control the physical land. This study uses a normative legal research method, namely research that is focused on examining the application of the rules or norms in the applicable positive law. The results of this study, namely a person can get ownership rights to land if he occupies a land for 20 (twenty) consecutive years if the control and use of the land in question is carried out in real and in good faith and the right holder or certificate holder for the right. a new owner who has never controlled the land and in fact there are other parties who have passed down from generation to generation and continuously for many years, the certificate can be declared legally invalid. Not controlling or working the land for many years can result in the loss of land rights.

Keywords: Land tenure, new land rights

1 Introduction

Soil has a very important role for human life. Everyone will try to get land and try to fight for it to fulfill their needs and maintain the life and ecosystem of their group.[1] Due to the rapid increase in population and increasing development in our country, the need for land is felt to be increasing and urgent, while land supplies are increasingly narrow and difficult to own, so it is not impossible if land prices increase from time to time. The imbalance between the supply of land and the need for land can lead to various land disputes. [2]

In order to avoid conflicts of interest between individuals and community groups in the context of meeting the need for land, the government as the executor of state power has a role in accordance with the government's authority to regulate and carry out the designation, use,
supply and maintenance of land including regulating legal relations and actions. - legal actions between individuals or groups of people with land. [3]

The right of the state to regulate is called the right to control the state. This arrangement is used to prevent the tendency of people who want to own larger and wider land. [4] Without the right from the state to regulate the allocation and ownership of land, everyone will surely compete to own more existing land. Article 19 paragraph (1) of Law Number 5 of 1960 concerning Basic Regulations on Agrarian Principles, hereinafter referred to as UUPA states that to ensure legal certainty by the government, land registration is carried out throughout the territory of the Republic of Indonesia according to the provisions stipulated by Government Regulations. This provision is the legal basis for the government to carry out land registration throughout the territory of the Republic of Indonesia.

The definition of land registration according to Article 1 point 1 of Government Regulation Number 24 of 1997 concerning Land Registration, hereinafter referred to as Government Regulation Number 24/1997 is Land registration is a series of activities carried out by the government continuously, continuously and regularly including collection, management, bookkeeping and presentation and maintenance of physical data and juridical data, in the form of maps and lists, regarding land parcels and apartment units, including the issuance of certificates of proof of rights for land parcels that already have rights and ownership rights to flat units as well as other rights. certain rights that encumber him.

Registration of a land is very important, because by registering the land, a person can find out information relating to the land, such as: things owned, land area, location of land to whether the land is encumbered with mortgage rights or not. The registration of land rights or land rights is carried out based on the provisions of the UUPA and Government Regulation Number 24/1997 [5]. The obligation of the right holder to register his land is intended to provide legal certainty for the right holder. Due to the registration of each transfer, deletion and encumbrance, registration for the first time or due to conversion or encumbrance there will be many legal complications if it is not registered, moreover the registration is strong evidence for the rights holder.

However, until now only a small part of the land in all regions of this country has been registered, and the coverage has not been evenly distributed to all corners of the villages far from the bustle of the city where the domicile of the institution entrusted with the task of administering land registration is [6]. Registration of land rights is based on formal evidence and material evidence. Letters are classified as formal evidence. However, the letter evidence alone is not entirely strong to prove the existence of land rights. For a right to be perfect, it must meet material evidence in the form of physical control of the land. Holders of title certificates without controlling the physical land for many years, legally their rights can be canceled because the status of the land becomes abandoned land. According to the UUPA, abandoned land is one of the reasons for the abolition of land rights. Meanwhile, someone who controls the physical land for many years and continuously in good faith can submit an application to be granted new rights to the land.

Many land cases occur because the land certificate holder does not control the land. The land is deliberately neglected so that other people control and cultivate it. For years it has been going on without any complaints from the rights holders. Within a certain time, limit, the party who controls the physical land can register as a right holder in accordance with the conditions stipulated in the legislation[7].

This study aims to determine the factors that cause the emergence of new land rights and legal standing for certificate holders for new rights who do not control the physical land. The results of this study, namely a person can get ownership rights to land if he occupies a land for
20 (twenty) consecutive years if the control and use of the land in question is carried out in real and in good faith and the right holder or certificate holder for the right, a new owner who has never controlled the land and in fact there are other parties who have passed down from generation to generation and continuously for many years, the certificate can be declared legally invalid. Not controlling or working the land for many years can result in the loss of land rights.

2 Research Methods

Methods This research uses research methods that are normative law research using normative case studies in the form of products of legal behavior, for example reviewing laws. The subject of the study is the law which is conceptualized as a norm or rule that applies in society and becomes a reference for everyone's behavior. So that normative legal research focuses on an inventory of positive law, legal principles and doctrines, legal findings in cases in concreto, legal systems, synchronization levels, legal comparisons and legal history. In connection with the above, this normative legal research uses sources of legal materials in the form of:

Primary legal materials are legal sources that have absolute legal facts related to issues that describe the core of the discussion in normative legal research. Such as the 1945 Constitution, Government Regulations, Pancasila, and others. Secondary legal materials are publications related to legal materials that have a supporting function if the data in primary legal sources are inadequate, such as legal literature, research, legal journals and so on.[8]

3 Results and Discussion

Factors Causing New Land Rights

Article 24 paragraph (2) of Government Regulation Number 24 of 1997 concerning Land Registration confirms that a person who controls the physical land for a period of 20 (twenty) years can continuously register himself as the holder of the right to the land. The article reads:

"In the event that there are no or no complete evidence tools as referred to in paragraph (1), proof of rights can be carried out based on the fact of physical possession of the land parcel in question for 20 (twenty) years or more in a row by the registration applicant. and its predecessors, provided that:

a. the control is carried out in good faith and openly by the person concerned as having the right to the land, and is strengthened by the testimony of a person who can be trusted;
b. the control both before and during the announcement as referred to in Article 26 is not disputed by the customary law community of the village/kelurahan concerned or other parties."

This provision provides a way out if the right holder cannot provide proof of ownership, either in the form of written evidence or in other forms that can be trusted. In such case, the bookkeeping of rights can be carried out not based on proof of ownership but based on evidence of physical possession that has been carried out by the applicant and his predecessor. Bookkeeping of rights according to this paragraph must meet the following requirements [9]

a. that the control and use of the land in question is carried out in real and in good faith for 20 (twenty) years or more in a row;
b. that the reality of the control and use of the land so far is not contested and therefore considered recognized and justified by the customary law community of the village/kelurahan concerned;
c. that they are corroborated by the testimonies of people who can be trusted;
d. that the other party has been given the opportunity to file an objection through an announcement;
e. that research has also been carried out on the truth of the things mentioned above;
f. that finally the conclusion regarding the status of the land and the holder of its rights is stated in a decision in the form of recognition of the right in question by the Adjudication Committee in systematic land registration and by the Head of the Land Office in sporadic land registration.

The purpose of physical control in good faith and openly is physical control that is not based on deceit and lies, where the person who controls the physical land has never received a complaint or disturbance or lawsuit from any party during the period mentioned above. If there is, then this Article cannot be used as a basis for granting new rights. The legal position of physical land tenure becomes very important so that rights holders are encouraged to manage, manage, and utilize their land. The regulation implicitly aims to make lands productive and have economic value for rights holders and benefit the general public. [10]

Rights holders who for years have left or have not used their land rights are legally considered to have left their rights. This was confirmed in several Jurisprudence of the Supreme Court of the Republic of Indonesia, including: [11]

a. Jurisprudence of the Supreme Court of the Republic of Indonesia No. 295 K/Sip/1973 Dated December 9, 1975 which describes; "...they have let it pass until not less than 20 (twenty) years of Daeng Patappu's lifetime, a period long enough so that they can be considered to have abandoned their rights that may exist over the disputed land, while the Appealing Defendants can be deemed to have obtained ownership rights over the disputed fields".

b. Jurisprudence of the Supreme Court of the Republic of Indonesia No. 329 K/Sip/1957 Dated September 24, 1958 affirmed; "A person who leaves the land as his right for 18 (eighteen) years to be controlled by another person is considered to have relinquished his right to the land (rechtsverwerking)".

c. Jurisprudence of the Supreme Court of the Republic of Indonesia No. 783 K/Sip/1973 Dated January 29, 1976 confirmed; "If indeed the Appealed Plaintiffs are not entitled to the land, the fact that the Defendants have been waiting for so long (27 years) to demand the return of the land gives rise to a legal assumption that they have relinquished their rights (rechtsverwerking)"

"The consideration of the High Court justified by the Supreme Court of the Appealed Plaintiff who has occupied the land for a long time, without interference and acts as an honest owner (rechtshebende te goeder trouw) must be protected by law".

The legal rules of the Jurisprudence above strengthen the legal position of the act of physical possession over the years that:

a. Rights holders who do not have physical control for many years are considered to have abandoned their rights;
b. Rights holders who do not have physical control for many years are considered to have relinquished their land rights;
c. Physical possession of land for many years is considered to have obtained ownership rights;
d. Honest physical possession must be protected by law.

During this time, many lands were controlled but there was no underlying letter. The rule of law can be used as the basis for the State to give new rights to those who exercise physical control honestly. Sociologically, people who control land for many years are people who really
need land to live in. Day by day the need for land is getting more and more limited so that the law views land occupation in good faith and must be protected by law.

It is only natural that we manage land as well as possible so that its use can provide people's prosperity as mandated in Article 33 Paragraph (3) of the 1945 Constitution of the Republic of Indonesia which states that: Earth, water and natural resources contained therein are controlled by State and used for the greatest prosperity of the people. Furthermore, in Article 2 Paragraph (1) of the LoGA, it is stated that: On the basis of the provisions in Article 33 Paragraph (3) of the Constitution and the matters referred to in Article 1, the earth, water and space, including the natural resources contained in it, at the highest level, it is controlled by the State, as an organization of power for the whole people.

It is emphasized that the word "controlled" in the article above does not mean "owned", but is an understanding, which authorizes the State, as the organization of power of the Indonesian nation at the highest level to provide regulation. The settings are:

a. Regulate and implement the designation, use, supply and maintenance of the earth, water, and space;
b. Determine and regulate legal relations between people and the earth, water and space;
c. Determine and regulate legal actions concerning earth, water and space.

Based on Presidential Regulation Number 63 of 2013 concerning the National Land Agency, this is the task of the National Land Agency which is mandated by the government through Article 2 of Presidential Regulation Number 63 of 2013 concerning the National Land Agency which states that: BPN RI has the task of carrying out government duties in the land sector nationally, regionally and sectorally in accordance with the provisions of the legislation.

Legal Position for Certificate Holders on New Rights Who Do not Have Physical Land Control

Government Regulations 24/1997 in Article 12 paragraph (1) describes an important point about the truth in compiling physical data or a description of the state of the land, which emphasizes that land registration activities for the first time include the collection and processing of physical data, proof of rights and bookkeeping, issuance of certificates, presentation of physical data and juridical data, and storage of general lists and documents. [12]

From this process, it can be interpreted that the actual condition of the soil must be explained in the measuring letter. If the physical land is controlled by another party, or managed by another party, or the right applicant does not control the physical land, this must be explained in the measurement letter. The existence of the person who controls it must be questioned; it is possible that the applicant for the rights is not the actual person who owns the land in question. Or the right holder appointed the wrong land object, this could happen. Because soil conditions can change.

Even though there is no ongoing dispute in the judiciary or other law enforcement agencies, the control by another party must be questioned and if there is no information regarding borrowing or leasing, it can be interpreted as a dispute. So that the registration of rights cannot be realized by issuing a certificate.

With the presence of another party who controls the land, it is sufficient to declare the land in disputed status. As referred to in Article 1 paragraph (2) Regulation of the Head of the National Land Agency of the Republic of Indonesia No. 3 of 2011 concerning the Management of the Assessment and Handling of Land Cases defines that "land disputes, hereinafter referred to as disputes, are land disputes between individuals, legal entities, or institutions that do not
have a broad socio-political impact." This article can be used as a benchmark, even though the dispute does not proceed in the judiciary, it can still be declared as a disputed land.

Registration of new rights absolutely must be free from disputes with anyone, and this is an emphasis so as not to cause legal problems in the future. If there is a dispute, the issuance of the certificate must be suspended until the dispute is declared resolved. For example, in showing land boundaries, the right applicant is burdened with designating land boundaries, if the right applicant has not controlled the land for years and there is also a change in the state of the land, how can he correctly indicate the boundaries? In accordance with Article 18 paragraph (1) of PP 24/1997, it is stated that "The determination of the boundaries of land parcels that are already owned with a right that has not been registered or which has been registered but there is no measurement letter/drawing of the situation or a letter of measurement/drawing of the existing situation is no longer appropriate. with the actual conditions carried out by the Adjudication Committee in systematic land registration or by the Head of the Land Office in sporadic land registration, based on the designation of boundaries by the holders of land rights in question and as much as possible approved by the holders of rights to adjacent lands. [13]

In addition, Government Regulation 24/1997 in Article 17 paragraph (2) emphasizes that "in determining the boundaries of land parcels for systematic land registration and sporadic land registration, efforts are made to arrange boundaries based on the agreement of the parties concerned". Even though the sentence "attempted" has an unequivocal connotation. But there must be an effort or effort to reach an agreement between the parties concerned in setting the boundaries. And the efforts taken must be measurable or actually exist. [14]

Responding to the boundary dispute which incidentally relates to physical data, the dispute is recorded in the land book, if the deliberation efforts do not find a solution, the objecting party is notified to file a lawsuit in court. This is as referred to in Article 30 paragraph (1) letter c of PP 24/1997 which states; "Those whose physical data and/or juridical data are disputed but no lawsuit is filed with the Court shall be recorded in the land book with a note regarding the existence of the dispute and the objecting party shall be notified by the Chair of the Adjudication Committee for systematic land registration or the Head of the Land Office for sporadic land registration. to file a lawsuit to the Court regarding the disputed data within 60 (sixty) days in systematic land registration and 90 (ninety) days in sporadic land registration calculated from the date of delivery of the notification". [15]

As long as there is no notification to file a lawsuit, the period in question cannot be enforced. As long as the dispute record has not been deleted or has not been resolved, the issuance of the certificate must be suspended in accordance with Article 31 paragraph (2) of the government regulation.

Likewise, the Land Deed Making Officer (PPAT) is required to refuse to make a deed if the object of the legal action concerned is in a dispute regarding the physical data and/or juridical data, in accordance with Article 39 paragraph (1) letter f of government regulation 24/1997. Returning to the issue of the right holder or the SHM holder, it turns out that the SHM has never controlled the land and in fact there are other parties who have passed down from generation to generation and continuously for years, the SHM can be declared legally invalid. And the transfer of SHM can also be categorized as a legal defect.

Moch. Isnaini argued that "a certificate of land rights is not the only absolute evidence, on the contrary it is only an initial piece of evidence which can be withdrawn at any time by another party who is proven to be more authoritative" [16]. Physical possession of land is very urgent in land ownership. This can be seen in Article 32 paragraph (2) of PP 24/1997 which contains; "In the event that a certificate of land has been issued legally in the name of the person or legal
entity that obtained the land in good faith and actually controls it,..." So even though a certificate of title has been issued, obviously the land must be under control the right holder.

Not controlling or working the land for many years can result in the loss of land rights, as emphasized in the Elucidation of Article 32 paragraph (2) of PP 24/1997, in customary law if a person for a period of time leaves his land uncultivated, then the land is worked on by someone else who acquired it in good faith, then his right to reclaim the land is lost. The provisions in the LoGA that state the abolition of land rights due to neglect (Articles 27, 34 and 40 of the LoGA) are in accordance with this institution. [17]

The issuance of the SHM was suspected of having land mafia practices. How is it possible for a party who has never controlled the land to issue ownership rights for him? Then the certificate can be canceled by filing a lawsuit to the judiciary or submitting an application for cancellation to the competent Land Agency.

4 Conclusion

Based on the description of the results of research and discussion in this study, it can be concluded that a person can obtain ownership rights to land if he occupies a land for 20 (twenty) consecutive years if the control and use of the land in question is carried out in real and in good faith. good. The right holder or certificate holder for new rights who has never controlled the land and in fact there are other parties who have been passed down from generation to generation and continuously for years, the certificate can be declared legally invalid. And the transfer of the certificate can be categorized as a legal defect.

Acknowledgment

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The influence Sources of Funds and Collectability Level Credit to Credit Allocation and Financial Performance in Rural Banks in South Sulawesi

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Abstract. This research aims to identify and analyze: (1) Source of funding has a significant against credit allocation, (2) Source of funding significant against financial performance, (3) The credit collectability significant against credit allocations, (4) The credit collectability significant against financial performance, (5) Credit allocations significant against financial performance. The data used the research is primary data and secondary data. The population research is public credit Bank in in South Sulawesi, with the total sample 200 respondents as employee public credit Bank. Processing and analysis of data on the Structural Equal Modeling (SEM), to know financial performance public credit Bank used 3 (three) variable: financial resources, credit allocations and the credit collectability’s result showed that: (1) Source of funding influential significant against credit allocations, (2) Source of funding significant against financial performance, (3) The credit collectability significant against credit allocations, (4) The credit collectability significant against financial performance, (5) Credit allocations significant against financial performance of public credit Bank in South Sulawesi.

Keywords: Financial Resources; Collectability Level Credit; Credit Allocations and Financial Performance

1 Introduction

Economic growth in the South Sulawesi region is influenced by several sectors including the banking sector, this can be seen in the performance of the South Sulawesi banking sector in the fourth quarter of 2010, generally experiencing a slowdown when compared to the previous quarter, due to the decline in several banking indicators such as the collection of third-party funds and lending. The cause of the slowdown in banking performance was mainly due to slowing growth on the credit side and third-party funds (DPK) at conventional commercial banks, on the other hand, the performance of Rural Banks (BPR) still showed increased growth in the collection of DPK (third party funds) and lending (Irfan Sanjaya). 2011).

In 2006, the Research Institute for Economic and Local Bank (Rielbank) Hasanuddin University, South Sulawesi, conducted research related to the development of Rural Bank (BPR) in South Sulawesi, namely with the topic "Behavior and Preferences of the People of South Sulawesi towards Rural Banks (BPR)", concluded that the people of South Sulawesi prioritize the safety of savings in saving their money or saving, prioritizing the type of credit
according to their individual needs and the community more prioritizing friends/family as a very effective source of information about the existence Rural Bank (BPR). Several factors that can affect the performance of Rural Banks (BPR) include the source of bank funds, the level of collectability and credit allocation. The source of funds is the bank’s business in obtaining funds in order to finance its operations. In accordance with the function of the bank as a financial institution where daily activities are engaged in finance, the sources of funds cannot be separated from the financial sector.

To support the bank’s activities as a money seller (providing loans), the bank must first buy money (raise funds) so that from the difference in interest the bank earns a profit. (Http://ondyx.blogspot.co.id:2014). According to Dahlan Siamat (2004; 174) states that: "One of the factors causing the collapse of the condition of a bank is the NPL (non-performing loan) which exceeds the reasonable limit set by BI (Bank Indonesia). NPL(non-performing loan) arises because the funds provided in the form of credit do not return on time". The high NPL (non-performing loan) can affect the bank’s policy in disbursing credit, namely the bank becomes more careful.

Because a bank that continues to provide credit when its NPL (non-performing loan) is high means that the bank is risk taken. The maximum limit for the percentage of non-performing loans in every bank in Indonesia must refer to the regulations made by BI (Bank Indonesia) regarding the reasonable limit for the level of non-performing loans, which is 5%. This regulation is important so that every banking sector in Indonesia maintains the level of non-performing loans. Where the allocation of credit must be adjusted to the conditions of the community where the Rural Bank (BPR) is located, whether it is in a community environment where the majority of employees are employees, an agricultural community environment, the plantation community environment or the coastal community environment, etc.

This illustrates that in South Sulawesi, the factors supporting the growth and development of Rural Credit Banks (BPR) are the increasing absorption of third-party funds and the behavior and preferences of the community towards People's Credit Banks ( BPR), which shows the relationship between the source of funds, the level of credit collectability, credit allocation and financial performance. This study has been carried out by several previous researchers, but the variables studied are still limited, therefore researchers seek to combine and combine various variables on external and internal factors, through the implementation of several dynamic perspective theories of a company (Helfert, Wibisono: 2007).

Harjito and Martono (2013; 4) define financial management (financial management) or in other literature called spending, are all company activities related to how to obtain funds, use funds, and manage assets according to the company's overall objectives. 10 article 1 paragraph 2 of 1998 concerning banking, states that Rural Banks are banks that carry out business activities conventionally or based on sharia principles which in their activities do not provide payment traffic services. The business activities of Rural Banks are aimed at serving small businesses and local communities. Rural Banks are legally incorporated as Limited Liability Persons, Regional Companies or cooperatives.

Rural Banks are banks that have limited business activities with simple transactions, including raising funds in the form of savings, time deposits and lending. This limitation is given to Rural Banks related to the main service objectives of Rural Banks to micro, small and medium enterprises and the surrounding community. The regulation and supervision of Rural Banks by Bank Indonesia is directed at optimizing the function of Rural Banks as public trust institutions that play a role in assisting economic growth. This limitation is given to Rural Banks related to the main service objectives of Rural Banks to micro, small and medium enterprises and the surrounding community.
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Sinungan (1999) suggests that a business entity that is considered successful in the economic and trade constellation is a business entity that can optimally utilize capital funds from outside sources. Bank funds used as operational capital are sourced from funds from their own capital (DMS). The funds themselves consist of several parts (posts), namely: (1) Paid-up capital, which is the amount of money that was effectively deposited by the shareholders at the time the bank was established.

Generally, the first deposit capital from the owners (shareholders) is partly used by the bank for office facilities, office equipment and promotions to attract public interest, (2) Reserves, namely part of the bank's profit which is set aside in the form of capital reserves and other reserves that are used to cover future risks, (3) retained earnings which should belong to the shareholders, but they themselves decided not to share and reinvested in working capital. Usually this retained earnings is used to strengthen the cash reserve position or to increase loanable funds.

Loans from outside parties (DPPL). Funds originating from outside parties are parties that provide loans to banks which consist of 4 sources, namely: 1). Loans from other banks are known as call money, namely daily interbank loans. 2). Loans from banks or other financial institutions abroad, which are usually in the form of medium-term and long-term loans. 3) Loans from non-bank financial institutions (LKLB). 4). Loans from the central bank (Bank Indonesia).

To finance community businesses that are classified as priority, let alone high-priority ones, such as investment credit in sectors that must be supported in accordance with the direction of national development, production credit and working capital and other small loans. Funds from the community (DM). Public funds deposited in banks are the largest and most reliable source of funds, consisting of three types, namely: (1) Demand deposits (demand deposits) are deposits of third parties at banks which can be withdrawn at any time using cheques, warrants other payments or by way of book-entry, (2) Time deposits or time deposits are deposits of third parties at banks whose withdrawals can only be made within a certain period of time according to the agreement between the third party and the bank concerned., (3) Savings (savings). ) is a third party deposit in a bank which can only be withdrawn under certain conditions. Thus, the variable source of funds (SD) used in this study has three (3) indicators, namely: 1) own funds (DMS); 2) external loan funds (DPPL); and 3) public funds (DM).

**Credit Collectability Rate**

Credit collectability is "the classification of loans based on the condition of payment of principal or installments of principal and interest by customers and the level of possibility of receiving back funds that are still invested in securities or other investments" (Mahmoedin, 2002:10).

Guidelines for assessing the level of credit collectibility (Syahyunan, 2002), as follows:

\[
\text{NKK} = \left(25\% \times \text{DPK}\right) + \left(50\% \times \text{KL}\right) + \left(75\% \times \text{D}\right) + \left(100\% \times \text{M}\right) \times 100\%
\]
Information:

TPF = In Special Attention
KL = Not that smooth
D = Doubtful
M = Congested

We use the credit collectability value as the basis for calculating the quality of earning assets using the following formula:

\[
KAP = \frac{15.5 - NPL}{0.15}
\]

According to Sinungan (1993: 65), collectability is the rate of return of credit to companies that provide loans in the form of money or securities. Bank collectability level is measured by using Non-Performing Loan (NPL). Non-Performing Loan (NPL) is the rate of return on credit given by depositors to banks, in other words, NPL is the level of bad loans at the bank. Non-Performing Loan (NPL) is a ratio used to measure a bank's ability to refute the risk of credit failure by debtors (Darmawan, 2004). The collectability variable used in this study has two (2) indicators, namely: 1) current (performing loan/PL); and 2) loss (non-performing loan/NPL).

Credit Allocation

In general, allocation is the determination of part of an amount (money, supplies, etc.) that is allocated to an area, business entity, organization. (Source: Akbar Kaelola, Dictionary of Contemporary Political Terms, Yogyakarta: Dictionary of Contemporary Political Terms, first edition 2009 page 1). While credit is a financial facility that allows a person or business entity to borrow money, to buy products and pay them back within a specified period of time. (Law No. 10 of 1998) states that credit is the provision of money or an equivalent claim, based on an agreement or loan agreement between a bank and another party that requires the borrower to repay his debt after a certain period of time with interest. If someone uses credit services, then he will be charged interest bill.

Credit Allocation as the determination of an amount (money, supplies, etc.) which is a financial facility provided either by an individual or a business entity to borrow money, to purchase a product and to repay it within the period specified in an agreement. objectives, namely, among others, (1) Achieve a sufficient level of profitability. (2) Maintaining public trust by maintaining a secure liquidity position.

The credit allocation variable (AK) in this study has three (3) indicators, namely: 1) working capital credit (KMK); 2) investment credit (INV); and 3) consumer credit (KON). etc.) which is a financial facility provided either by an individual or a business entity to borrow money, to purchase a product and to repay it within the period specified in an agreement. sufficient profitability. (2) Maintaining public trust by maintaining a secure liquidity position.

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Financial performance

Financial performance is a description of financial conditions in a certain period regarding aspects of fund raising and distribution of funds which are usually measured by indicators of capital adequacy, liquidity and profitability (Jumingan: 2006). With regard to financial performance, of course, being faced with various levels of risk faced by the banking sector in lending, the banking sector needs to supervise the development of the bank's performance itself. Several analytical tools that are usually used in measuring banking performance are: 1) Liquidity, 2) Profitability, 3) Solvency. Financial performance variable (KK) in this study has three indicators, namely: 1) liquidity (LIK); 2) profitability (RENT); and 3) solvency (SOLV).

2 Research Methods

Test a theory or hypothesis in order to strengthen or even reject an existing theory or hypothesis of research results, is referred to as explanatory research (explanatory research), which aims to explain the relationship between two or more symptoms or variables, where pThe researcher only prepared a few questions as a guide to obtain primary data in the form of information, information, as the initial data needed. Explanatory research is explanatory research that highlights the causal relationship between research variables and tests the hypotheses that have been formulated previously (Singarimbun and Effendi (1995: 4). This research is located in the province of South Sulawesi, throughout PT. Bank Perkreditan Rakyat, which registered in South Sulawesi.

This research was conducted for 6 months starting from January to July 2014. The total population in this study were all Rural Banks in South Sulawesi spread over 24 districts/cities with a sample of 30 BPR with total number of employees 632 person. Respondents who were designated as samples were 420 people, the number of each respondent was in accordance with the position level as follows: 143 managers, 37 cashiers, 34 credit officers, 56 Accounting Officers (AO), 62 credit analysts, people and Accounting Staff of 88 people.

After distributing questionnaires to respondents, the results of the questionnaires returned were 207 questionnaires, which were declared eligible and fully filled out the questionnaires totaling 200 respondents, 7 questionnaires were declared invalid because they were not filled out completely. according to the theory put forward by Ferdinand (2002), that a good sample size for model testing using Structural Equation Modeling (SEM) is between 100-200 samples or depending on the number of parameters used. Based on the proposed hypothesis and the analytical model used, there are 2 (two) variables in this study, namely: endogenous variables and exogenous variables. Exogenous variables or independent variables, namely; Source of funds (X1) and the level of credit collectability (X2), Endogenous variable (Endogenous variable) or the dependent variable, namely; Credit Allocation (Z) and Financial Performance (Y).
Table 1. Variables, Subvariables (Indicators) and Measurement Scale

<table>
<thead>
<tr>
<th>Variable</th>
<th>Subvariable (Indicator)</th>
<th>Scale</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Source of Funds (X₁)</td>
<td>Own Capital (X₁,1)</td>
<td>interval</td>
<td>Sinungan (1999)</td>
</tr>
<tr>
<td></td>
<td>External Loan (X₁,2)</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Community Fund (X₁,3)</td>
<td></td>
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<tr>
<td></td>
<td>Investment Credit (Z²)</td>
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<td></td>
<td>Consumer Credit (Z₃)</td>
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<tr>
<td>Collectability Rate (X₂)</td>
<td>Performing Loan (PL) (X₂,1)</td>
<td>interval</td>
<td>BI Circular (2005)</td>
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<tr>
<td></td>
<td>Non-Performing Loan (NPL) (X₂,2)</td>
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<td></td>
<td>Solvency (Y₂)</td>
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<td></td>
<td>Profitability (Y₃)</td>
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</tbody>
</table>

Source: Data processed

Questionnaire technique was used to explore the responses of the respondents to each item of the questionnaire that was submitted with statements. The research questionnaire consists of statement items arranged in the variables of Source of Funds, Level of Credit Collectability, Credit Allocation, and Financial Performance.

Compilation of answers for each questionnaire item on research variables, using a Likert scale format. Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena. Usually, five scale options are provided with a format such as: 1) Strongly disagree (STS), 2) Disagree (TS), 3) Neutral (N), 4) Agree (S) and 5) Strongly agree (SS).

Analysis of the data used in this study is the method of Structural Equation Modeling (SEM). Variables in this study have been determined, then further examined as to the relationship between existing variables. Source variables, credit collectability level and credit allocation, which will be studied whether it can affect financial performance. To clarify the concept of this research, the conceptual framework developed in this study is described in the following figure.

Fig1. Conceptual Framework

The hypothesis in this study is based on the background of the problem, research objectives and literature review as well as the conceptual framework as follows:
H1 Source of funding has a significant against credit allocation.
H2 Source of funding significant against financial performance.
H3 The credit collectability significant against credit allocations.
H4 The credit collectability significant against financial performance.
H5 Credit allocations significant against financial performance.

3 Results and Discussion

Structural Equation Modeling (SEM) analysis. Structural model functions to ensure that the model is in accordance with the data and ensures whether or not there is an influence between the variables studied. At this stage, the first thing to do is to ensure that the model is in accordance with the data, or the model is fit. Then if the model is fit then hypothesis testing can be done. The results of the structural model estimation analysis are presented in the following figure:

**Fig 2. Full Structural Model**

**Structural Analysis Model**
The calculation of the goodness of fit index values generated by the structural model is as follows:

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Model Test Results</th>
<th>Critical Value</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Probability X₂</td>
<td>0.000</td>
<td>≥ 0.05</td>
<td>Unwell</td>
</tr>
<tr>
<td>Chi square</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cmin/DF</td>
<td>2.247</td>
<td>≤ 2.00 or 2.00 – 3.00</td>
<td>Fit</td>
</tr>
<tr>
<td>RMSEA</td>
<td>0.079</td>
<td>≤ 0.08</td>
<td>Fit</td>
</tr>
<tr>
<td>GFI</td>
<td>0.930</td>
<td>≥ 0.90</td>
<td>Fit</td>
</tr>
<tr>
<td>AGFI</td>
<td>0.879</td>
<td>≥ 0.90</td>
<td>Marginal</td>
</tr>
<tr>
<td>TLI</td>
<td>0.962</td>
<td>≥ 0.90</td>
<td>Fit</td>
</tr>
<tr>
<td>CFI</td>
<td>0.974</td>
<td>≥ 0.90</td>
<td>Fit</td>
</tr>
</tbody>
</table>

The calculation results show that most of the model suitability criteria have provided an index that is in accordance with the recommended one (fit or marginal), so the model is acceptable. Test result Goodness of Fit can be defined as acceptable if some of the criteria are
met if there are 7 criteria of Goodness of Fit, then there are at least 4 criteria that must be met. According to table 5.18, it is known that there are 5 criteria that are met out of 7 criteria, so the model can be accepted. The relationship with AGFI, Ferdinand (2008), explains that the value of AGFI has a requirement of 0.9, and if it is between 0.8-0.9, it can be said that the Marginal or model is still acceptable. Next will be testing the reliability of the model and testing the hypothesis.

**Contract Reliability Evaluation**

According to Solimun (2002), that in the SEM analysis, the reliability of the model is checked using construct reliability. A model is said to be reliable if the construct reliability value of each variable/construct is greater than 0.70. The results of testing construct reliability on exogenous variables can be seen in the table below.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Indicator</th>
<th>Factor Loading (FL)</th>
<th>(FL)²</th>
<th>Error (1-FL²)</th>
<th>Construct Reliability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Source of Funds (X₁)</td>
<td>DMS</td>
<td>0.897</td>
<td>0.805</td>
<td>0.195</td>
<td>0.891</td>
</tr>
<tr>
<td></td>
<td>DPPL</td>
<td>0.863</td>
<td>0.745</td>
<td>0.255</td>
<td></td>
</tr>
<tr>
<td></td>
<td>DM</td>
<td>0.804</td>
<td>0.646</td>
<td>0.354</td>
<td></td>
</tr>
<tr>
<td>Credit Collectability Rate (X₂)</td>
<td>PL</td>
<td>0.945</td>
<td>0.893</td>
<td>0.107</td>
<td>0.926</td>
</tr>
<tr>
<td></td>
<td>NPL</td>
<td>0.911</td>
<td>0.830</td>
<td>0.170</td>
<td></td>
</tr>
</tbody>
</table>

Source: Data, processed

The table above shows that the exogenous variables consisting of sources of funds and the level of credit collectability have construct reliability values greater than 0.70, so it can be concluded that these variables are reliable or reliable in compiling the model developed in this study. The results of the test of construct reliability on endogenous variables can be seen in the table below as shown in the table of Construct Reliability of Endogenous Variables as follows:

<table>
<thead>
<tr>
<th>Variable</th>
<th>Indicator</th>
<th>Factor Loading (FL)</th>
<th>(FL)²</th>
<th>Error (1-FL²)</th>
<th>Construct Reliability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credit Allocation (Z)</td>
<td>KMK</td>
<td>0.898</td>
<td>0.806</td>
<td>0.194</td>
<td>0.890</td>
</tr>
<tr>
<td></td>
<td>INV</td>
<td>0.884</td>
<td>0.781</td>
<td>0.219</td>
<td></td>
</tr>
<tr>
<td></td>
<td>KON</td>
<td>0.777</td>
<td>0.604</td>
<td>0.396</td>
<td></td>
</tr>
<tr>
<td>Financial Performance (Y)</td>
<td>RENT</td>
<td>0.926</td>
<td>0.857</td>
<td>0.143</td>
<td>0.910</td>
</tr>
<tr>
<td></td>
<td>SOLV</td>
<td>0.736</td>
<td>0.542</td>
<td>0.458</td>
<td></td>
</tr>
<tr>
<td></td>
<td>LIKE</td>
<td>0.959</td>
<td>0.920</td>
<td>0.080</td>
<td></td>
</tr>
</tbody>
</table>

Source: Data, processed

Table 4 above shows that the endogenous variables consisting of nurse satisfaction and nurse performance have construct reliability values greater than 0.70, so it can be concluded that these variables are reliable or reliable in compiling the model developed in this study.
The following are the results of the SEM test with the SEM or standardized coefficient values for each variable in the SEM Coefficient Value table of Effects Between Variables as follows:

<table>
<thead>
<tr>
<th>Causality Relationship</th>
<th>direct effects</th>
<th>Indirect Effect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Source of Funds ($X_1$) → Credit Allocation ($Z$)</td>
<td>0.510</td>
<td>-</td>
</tr>
<tr>
<td>Credit Collectability Rate ($X_2$) → Credit Allocation ($Z$)</td>
<td>0.469</td>
<td>-</td>
</tr>
<tr>
<td>Source of Funds ($X_1$) → Financial Performance ($Y$)</td>
<td>0.297</td>
<td>0.206</td>
</tr>
<tr>
<td>Credit Collectability Rate ($X_2$) → Financial Performance ($Y$)</td>
<td>0.299</td>
<td>0.189</td>
</tr>
<tr>
<td>Credit Allocation ($Z$) → Financial Performance ($Y$)</td>
<td>0.403</td>
<td>-</td>
</tr>
</tbody>
</table>

Source: Data, processed

The following are the Regression Weight and Standardized Regression Weight structural equation models that have been modified, as shown in the Regression Weight Causality Test table as follows:

<table>
<thead>
<tr>
<th>Causality Relationship</th>
<th>Std. Estimate</th>
<th>CR</th>
<th>P-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Source of Funds ($X_1$) → Credit Allocation ($Z$)</td>
<td>0.510</td>
<td>8.245</td>
<td>0.000</td>
</tr>
<tr>
<td>Credit Collectability Rate ($X_2$) → Credit Allocation ($Z$)</td>
<td>0.469</td>
<td>7.405</td>
<td>0.000</td>
</tr>
<tr>
<td>Source of Funds ($X_1$) → Financial Performance ($Y$)</td>
<td>0.297</td>
<td>4.280</td>
<td>0.000</td>
</tr>
<tr>
<td>Credit Collectability Rate ($X_2$) → Financial Performance ($Y$)</td>
<td>0.299</td>
<td>4.623</td>
<td>0.000</td>
</tr>
<tr>
<td>Credit Allocation ($Z$) → Financial Performance ($Y$)</td>
<td>0.403</td>
<td>4.587</td>
<td>0.000</td>
</tr>
</tbody>
</table>

Source: Data, processed

Source of Funds has a significant effect on Credit Allocation

Based on testing the causality relationship to the variables, it shows that the variable parameter of the source of funds on credit allocation shows significant results with a CR value of 8.245, this value is greater than 1.96, and the resulting significance level (p) is 0.000 (p ≤ 0.05). In addition, the coefficient (standardized estimate) produces a value of 0.510 (positive). This means that the source of funds has a significant influence on the allocation of credit. This shows that the source of funds is a very important variable in the application of the allocation of funds, because the funds collected from the public are the largest and most reliable source of funds by banks (can reach 80% - 90% of all funds managed by banks).
These funds consist of demand deposits (demand deposits), time deposits and savings. The funds that have been obtained will be used in all bank’s operational activities (Brigita Elisabet: 2014). Study Renawati (1994), in her research on “Efforts to raise public funds as a source of credit disbursement at National Private Commercial Banks in Level I regions of East Java”. Find that the accumulation of public funds has a positive and significant relationship with the release of credit. Research by Nurhasniya (2004), concludes that the development of the number of savings, time deposits and current accounts has a positive and significant effect on the development of the amount of credit.

Sources of Funds have a significant effect on the Financial Performance of Rural Banks in South Sulawesi

Sources of funds have a significant effect on the financial performance of Rural Banks in South Sulawesi. The influence of both is positive, this means that the bank's ability to collect public funds will increase income so that it can improve banking financial performance. Based on the causality test, the estimation results of the variable source of funds on financial performance based on the indicators show significant results with a CR value of 4.280, this value is greater than 1.96, and the resulting significance level (p) is 0.000 (p ≤ 0.05). In addition, the coefficient (standardized estimate) produces a value of 0.297 (positive).

This means that the source of funds has a significant effect on the financial performance of Rural Banks in South Sulawesi, where these sources of funds will generate different types of funds, in addition to generating different profits or profits, so that the ability to obtain funds from each source can be on target in the current period. Profits obtained from the provision of funds to the public is a very important consideration because the provision of these funds requires income that is relatively sufficient for the survival of the banking sector.

Therefore, bank management in an effort to raise funds does not only look at the amount of funds it has collected, but it is very important to pay attention to how much profit must be earned on the funds collected and how much funds will be distributed. so that the ability to obtain funds from each source can be on target in the current period. Profits obtained from the provision of funds to the public is a very important consideration because the provision of these funds requires income that is relatively sufficient for the survival of the banking sector.

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Therefore, bank management in an effort to raise funds does not only look at the amount of funds it has collected, but it is very important to pay attention to how much profit must be earned on the funds collected and how much funds will be distributed.

The level of credit collectability has a significant effect on credit allocation

The results of testing the third hypothesis are obtained that the level of credit collectability has a significant effect on credit allocation at rural credit banks in South Sulawesi. In testing the causality relationship, it shows that the estimated variable parameter of the level of credit collectability on credit allocation based on the indicators shows significant results with a CR value of 7.405; this value is greater than 1.96, and the resulting significance level (p) is 0.000 ($p \leq 0.05$). The coefficient (standardized estimate) produces a value of 0.469 (positive). This means that the level of credit collectability has a significant effect on credit allocation at Rural Banks in South Sulawesi.

Puritasari Research, Dona (2006), found that the implementation of financial statement analysis has been adequate, one of which is the analysis of financial ratios, and this is proven at the percentage level of credit collectibility which shows that current loans are 79%, substandard loans are 11%, doubtful loans are 4%, bad loans by 6%. Furthermore, the research of Suci Adriani, Sunandar, Hetika (2013), the results of this study can be concluded that the receivables turnover rate at KPRI Harapan from 2010-2013 is getting better due to the improved collectibility rate and high receivables returns, reaching 99.53% in 2013.

According to BI Circular No. 3/30 DPNP dated December 14, 2001, NPL is measured by the ratio of non-performing loans to the total loans granted. A high NPL will increase costs, so that the potential for bank losses. The higher this ratio, the worse the quality of bank credit which causes the number of non-performing loans to increase, and therefore banks must bear losses in their operational activities so that it affects the decrease in profit (ROA) obtained by banks (Kasmir, 2004).

The Level of Credit Collectability has a significant effect on the Financial Performance of Rural Banks in South Sulawesi

The results of the causality test between the variables show that the parameter estimation of the credit collectability level variable on financial performance based on the indicators shows significant results with a CR value of 4.623, this value is greater than 1.96, and the resulting significance level (p) is 0.000 (p ≤ 0.05). In addition, the coefficient (standardized estimate) produces a value of 0.299 (positive).

It means that the level of credit collectability has a positive and significant effect on financial performance at Rural Banks in South Sulawesi, Non-Performing Loans (NPL) are used as independent variables that affect Return On Assets (ROA) based on their relationship with the level of bank risk which leads to bank profitability (ROA). Non-Performing Loan (NPL) is used to measure the ability of bank management in managing non-performing loans provided by banks. Credit risk accepted by the bank is one of the bank's business risks resulting from uncertainty in its return or resulting from not repaying the credit provided by the bank to the debtor, (Hasibuan, 2007).

Credit Allocation has a significant effect on Financial Performance of Rural Banks in South Sulawesi

The results of the causality test on the research variables show that the estimation results of the credit allocation variable parameters on financial performance based on the indicators show significant results with a CR value of 4.587, this value is greater than 1.96, and the resulting
significance level (p) is 0.000 (p). 0.05). In addition, the coefficient (standardized estimate) produces a value of 0.403 (positive). It means that credit allocation has a positive and significant effect on the financial performance of Rural Banks in South Sulawesi.

This is because the main purpose of banking is to obtain optimal profits and maintain the security of funds entrusted by customers who deposit funds in the bank. The function of credit given to the community is to increase the usability of money, increase the usability of goods, increase the circulation and traffic of money, one of the instruments to stabilize the economy, stimulate community economic activity, increase national income, and mobilize community economic relations.

Research by Mochamad Soedarto (2004), the results of his research show that partially or simultaneously Interest Rates, Capital Adequacy Levels, Total Public Savings, and Total Non-Current Loans have a positive effect on financial performance. Thus, the higher the volume of consumer credit granted, the greater the bank's ability to earn a profit which will then achieve maximum profitability in accordance with the bank's goal of obtaining optimal profit. So that the higher the intensity of the provision of consumer credit.

4 Conclusion

Based on the test results of this study, it was concluded that:

a. Source of funding influential significant against credit allocations. The influence of various existing sources of funds can support and support adequate credit allocation in accordance with the portion based on its designation and credit allocation. It can be said that the increase in fixed sources of funds can be followed by the distribution of credit allocation.

b. Source of funding significant against financial performance. With stable sources of existing funds, it can improve financial performance. This means that the source of funds can be regarded as routine banking income which shows an increase in financial performance.

c. The credit collectability significant against credit allocations. Determination of credit collectability so that potential credit bottlenecks can be resolved resulting in timely fulfillment of credit allocations according to progress in banking. This can be interpreted that, when the level of payment congestion is resolved, it will have an impact on the allocation of credit according to its designation.

d. The credit collectability significant against financial performance. The ups and downs of the smoothness volume or the delay in the re-acceptance/payment of funds invested in current loans will result in the frequency of financial performance increasing or decreasing. This means that when it is on the accuracy of current or non-performing payments, it can affect financial performance.

e. Credit allocations significant against financial performance of public credit Bank in South Sulawesi. Appropriate credit allocation will result in an increase in the value of financial performance. This implies that for each appropriate credit allocation with careful analysis in determining the debtor's ability to repay the debt in accordance with the agreement, the risk can be controlled thereby increasing the value of financial performance.

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Tax Planning : Micro Small and Medium Enterprises (MSMEs) In Covid-19 Era

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Universitas Kristen Indonesia Paulus

Abstract. Every entrepreneur wants the maximum possible profit and minimum tax burden, tax planning makes sure that taxes can be realized efficiently. Micro, Small and Medium Enterprises (MSMEs) play an important role in the national economy. Entering 2020, the world was shocked by the existence of Covid-19 which was not only a problem for the health sector but was also a major issue for the global economy which ultimately had a negative impact on MSMEs. This study aims to see what is in tax planning, see the impact and policies for MSMEs in the midst of Covid-19, and see how the application of tax planning to MSMEs in the Covid-19 era. The research method used is qualitative research with a descriptive approach, the data used is secondary data. This research shows that the various policies and stimuli undertaken by the government to save MSMEs in the midst of Covid-19, entrepreneurs should be able to seize opportunities and make the most of them in their tax planning design while staying within the corridors of applicable tax regulations.

Keywords: format, systematics, scientific article, tax planning, MSMEs, covid-19

1 Introduction

Currently the world is shocked by the outbreak of a disease caused by a virus called the corona virus or known as COVID-19 (CoronaVirus Diseases-19). The virus, which was allegedly started to endemic from December 31, 2019 in the city of Wuhan, China, is now starting to spread almost all over the world very quickly, so that the World Health Organization (WHO) on March 11, 2020 designated the corona virus outbreak as a global pandemic which became one of the main events in the world. extraordinary things that have never been predicted before (WHO, 2020).

Now COVID-19 is not only a problem in the health sector but has developed into an economic problem that does not only occur in Indonesia but is a problem almost all over the world. The inevitable economic crisis feels different from before, where there is no certainty of the impact it will have on people's livelihoods and lives (Pusparisa, 2020). The government is taking various measures to stop the spread of COVID-19 by enforcing business closures, working from home, postponing gatherings that involve large numbers of people, and others. Restrictions on community activities as an effort to deal with the COVID-19 pandemic have caused significant economic losses nationally (Hadiwardoyo, 2020). The current economic crisis directly attacks the real sector, and the worst who feel the loss are the community as consumers, and MSME actors who are macro-economic drivers (Nainggolan, 2020).
MSMEs in general have a fairly large composition in the Indonesian economy. According to Baker & Judge (2020), stated that MSMEs were among the hardest hit by the COVID-19 crisis, many closed their businesses temporarily, and furthermore faced cash flow constraints. In Indonesia, MSMEs are one of the strategic sectors in the national economy as seen from the absorption of labor (Abidin, 2015). Based on data from the Ministry of Cooperatives and MSMEs, around 99% of business units in Indonesia are MSMEs, consisting of 6,702 medium enterprises, 783,132 small businesses, and 63.5 million micro enterprises. The contribution of MSMEs to the national gross domestic product (GDP) reached 60.34%. MSMEs also absorb around 97% of the total national workforce compared to large businesses (depkop.go.id, 2020).

Taxes are one of the largest sources of state revenue and are very important for increasing national development aimed at the prosperity and welfare of the community. However, on the other hand, entrepreneurs as well as Micro, Small and Medium Enterprises are trying to maximize profits and minimize the tax burden to an extent that does not violate the law. Because the greater the income, the greater the tax payable, thus or tax planning tax planning a good is needed to pay taxes efficiently. Tax planning is used as a strategy to regulate accounting and company finances to minimize tax obligations in ways that do not violate tax regulations or are usually called the legal way (Pohan, 2014). According to Christmawan (2016) tax efficiency is one of the goals of optimizing profits by making an effective tax plan. Thus, it will produce efficient tax in decision making in terms of investment in the future from tax efficiency that has been done by making good tax planning.

As a profit-oriented business as much as possible, it will strive to obtain the highest profit by implementing cost efficiency, including tax burden efficiency. Because sometimes the obligations that are paid up reach a significant value, therefore triggering taxpayers to do tax planning. Optimization of tax planning is defined as an initial step in tax management (Melatnebar, 2020).

Because as the backbone of the Indonesian economy, MSMEs are very important in economic growth and reduce inequality caused by the uneven development process. The higher the level of economic growth of a country, the higher the level of prosperity of its people, this is directly proportional to economic growth, namely, the higher the level of prosperity of the people of a country, the higher the level of economic growth of a country. Besides that, MSMEs also have a role in the absorption of labor.

However, at the beginning of 2020 the world suffered a heavy blow due to COVID-19 which was not only a global health problem, at the same time it became an economic problem that caused economic crises in various countries in the world, including Indonesia. Strategic policies are needed by the government to handle them; besides that, it is necessary to implement tax planning on the side of Micro Small and Medium Enterprises. Based on the description of the problems that have been described in the previous paragraph, the author raises the title "Tax Planning: Micro Small and Medium Enterprises (MSME) in COVID-19 Era".

2 Research Methods

Qualitative research is used in this study with a descriptive approach. According to Sugiyono (2012), to examine the condition of natural objects based on the philosophy of positivism, qualitative research methods are used. Descriptive method is a method that aims to describe or provide an overview of the object of research through samples or data collected and make general conclusions. Research procedures that produce descriptive data such as written or spoken words from people and observable behavior are the meaning of qualitative research in
The use of qualitative research methods with a descriptive approach in this study is intended to describe and explain tax planning for micro, small and medium enterprises in the COVID-19 era. Collecting data in this study using secondary data, using document analysis. The document is a complement to the interview data collection technique (interview) in qualitative research. Bogdan states "In most traditions of qualitative research, the phrase personal document is used broadly to refer to any first-person narrative produced by an individual which describes his or her own actions, experiences and beliefs". Documents used in this research, namely documents related to research problems, namely journals, books, articles, and others. There are three steps of qualitative data analysis based on Miles and Huberman (1994) in Sekaran and Bougie (2013), including the following:

1. **Data**
   - Reduction is used to summarize the qualitative data that is contained too much. The main or important data is taken and classified using a certain code. Meanwhile, data that are considered unimportant and not related to the phenomenon of the research problem are deleted.

2. **Data Presentation**
   - According to Sekaran and Bougie (2013), data presentation is how data is presented so that it can be understood by researchers and readers which can be in the form of sentences, graphs, or diagrams. Because this research is qualitative research that focuses on the problems that occur in the object of research. Researchers use more words in the form of sentences to tell the problem in detail. Tables are used to present the conclusions of the findings so that they are easier to read and understand.

3. **Conclusion and Verification**
   - The final stage of a study is the initial conclusion drawing stage, and verification is used to gain confidence that the findings are valid and accompanied by evidence (Sekaran and Bougie, 2013).

### 3 Results and Discussion

#### Taxes and Tax Planning

Tax is the largest state revenue which will ultimately support the development of the country, which is used for infrastructure development, personnel expenditure needs, subsidies, social needs, and others for the welfare of the community itself. As written in the Law of the Republic of Indonesia number 28 of 2007 concerning the Third Amendment to Law Number 6 of 1983 concerning General Provisions and Tax Procedures, tax is a mandatory contribution to the state owed by an individual or entity that is coercive under the law.

Act, by not getting direct compensation and being used for the needs of the state for the greatest prosperity of the people. Essay in taxation in Mulyo Agung (2007) states "tax is compulsory contribution from the person to the government to defray the expenses incurred in the common interest of all, without reference to special benefit conferred".

Taxes have two functions according to Official (2017), namely the function budget air where taxes are a source of finance for the state to finance development and finance all state expenditures. The second function is the regular end whereas a tool to regulate, for example, regulating the level of consumption where the level of consumption of the Indonesian state is quite high for cigarettes, then the customs tariffs are also high by the government with the
ultimate goal of reducing cigarette consumption and increasing cigarette prices. There are four objectives of tax planning itself, namely delaying the recognition of income, reducing the taxpayer's tax debt that must be paid, avoiding the imposition of double taxation, and others.

In general, businesspeople have the main goal of increasing profits by obtaining maximum profits. One of the efforts made by entrepreneurs or businesspeople is to minimize the tax burden because it is one of the factors of reducing profits, of course by paying attention to or staying within the corridor of applicable law. Thus, tax planning is needed in order to generate maximum profit by paying taxes efficiently. According to the dictionary of tax terms compiled by D. Larry CPA, Ph.D., Jack P. Friedman, CPA, Ph.D and Susan B. Anders, CPA, MS (Barrons: 1994), states that “Tax Planning is the systematic analysis of differing tax options at the minimization of tax liability in current and future tax periods.” which means that tax planning is an analysis that is carried out systematically from differentiating various tax options/options that are minimal in the current tax period and the future tax period. Tax planning is the process of organizing the business of a taxpayer or several taxpayers in such a way that the tax debt, as well as other tax burdens, are in a minimum condition (Suandy, 2008).

There are several important variables of tax planning according to Hoffman (1961), namely:

<table>
<thead>
<tr>
<th>Personalized</th>
<th>Tax planning may be able to relieve tax obligations that are designed according to the conditions and situation of the Taxpayer.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flexible</td>
<td>Flexibility means that it can be modified but still based on the existing tax provisions, the motivation of the taxpayer, and the conditions of the business that are within legal limits.</td>
</tr>
<tr>
<td>A resolving of conflicting interests</td>
<td>It is said that “if conflict cannot be eliminated, to settle them to the satisfaction of the parties concerned.”</td>
</tr>
<tr>
<td>Completly honest</td>
<td>That is done with a good thing, meaning that there is no element of tax avoidance and tax evasion.</td>
</tr>
<tr>
<td>Oriented as to time</td>
<td>It is said that “consistency requires that the past limit the present and the future but the present must be further circumscribed in the light of the taxpayer’s future tax requirements.” This means that consistency requires that the past limits the present, and the present determines the future.</td>
</tr>
</tbody>
</table>

Impacts and Policies on MSMEs in the midst of COVID-19

COVID-19 that is happening right now is not only a health problem, but also has an impact on other sectors, one of which is the economic problem, namely MSMEs. MSMEs in Indonesia. As a driver of the Indonesian economy, MSMEs are the sector most affected by the COVID-19 pandemic, which can be seen from the slowdown in Indonesia's economic growth, namely in the second quarter of 2020 Indonesia's growth was minus 5.32% (Niken, 2020).

MSMEs are the lifeblood of Indonesia's economic growth which in the end is also one of the sources of state taxes in the state budget. The current growth rate is considered to be still slow due to several factors that are considered to be still not effective and efficient in terms of implementation, this is due to the pandemic that is currently engulfing almost all countries, including Indonesia (Septyaningsih, 2020).
Based on the official info from the Ministry of Finance in June 2020 there were 571 companies were affected due to COVID-19, with the following picture:

Source: Data is processed

Based on the image above depicts the condition of pandemics almost all sizes affected covid-19 and it can be said Stimulus from the government is very much needed, and it should be said that MSMEs are a sector that must be immediately raised with various kinds of efforts. MSMEs are specifically the most vulnerable sector in the economy and at the same time vulnerable to social impacts because MSME actors have a significant total compared to the total Indonesian national business actors.

As stated by Laras Audina (2020), in tax.go.id said that, in order to maintain national economic stability, several policies were issued by the government as concrete evidence of support for MSMEs during the pandemic, namely a PEN policy regulated in Government Regulation number 23 of the year 2020 concerning the Implementation of the National Creative Economy Recovery Program (PEN) is a mandate, including lending of new working capital for MSMEs, tax incentives, and interest subsidies regulated in Perpu 1 of 2020.

In addition, the government has poured funds to support MSMEs in the midst of a pandemic, which is Rp. IDR 28.06 trillion through PPh 21 tax incentives and also DPT Final PPh based on Government Regulation number 22, a budget of IDR 34.15 trillion for interest subsidies, and a budget of IDR 6 trillion for guaranteeing new working capital for SMEs. In which the budget also comes from taxes of 80% which are then issued into a budget taken from the State Revenue and Expenditure Budget (APBN).

As explained by the International Chamber of Commerce (ICC) (2020) in its article contained in www.iccwbo.org stating “Given the cross-border nature of supply chains such a stimulus and safeguard measures should be taken in a coordinated manner at both the national and international levels. Countries around the world are implementing economic and also fiscal policy stimuli, including the emergency tax measures to support their economies under the COVID-19 pandemic.”

**The application of tax planning to SMEs in the COVID-19 era**

The application of tax planning to SMEs needs to be discussed in the current pandemic era and is a topic that needs to be disclosed. Before COVID-19 hit, there were things that could be done for tax planning using pre-existing tax policies. In the provisions of Article 31E of the Income Tax Law number 36 of 2008 there is a determination that domestic corporate taxpayers with a gross turnover of up to Rp50 billion will get a facility, namely a 50% reduction in tariffs as MSME entrepreneurs.

Thus for SMEs that do not meet the criteria that the business turnover has exceeded 50 billion cannot take advantage of this tariff reduction facility and use loopholes the seas agenda of tax its planning in addition to the government side would be able to improve the competitiveness of SMEs towards sectors in other countries, providing impetus for the
development of small businesses, so that state revenues will be boosted gradually in addition to the MSME side of the implementation of its tax planning (Pohan, 2014). The implementation of tax planning that is carried out using the previously mentioned regulations is by utilizing the tariff reduction facility of 50% from a single tariff of 28% by applying examples with different assumptions, one of the techniques in tax planning used is called spin off or business expansion. namely by spreading the income of several taxpayers, such as the formation of subsidiaries. With a policy based on gross turnover, this can lead to tax avoidance by corporate taxpayers, especially MSMEs to reduce turnover through Article 31E in order to achieve the requirements of the facilities provided.

During this Covid-19 pandemic, apart from health, the other main priority is economic stability, thus the government has issued several policies for MSMEs during the Covid-19 pandemic. As reported by Kemenkeu.go.id on June 22, 202, it is stated that MSME taxpayers do not need to make tax deposits and tax cutters do not make tax cuts when making payments to MSME actors. This incentive is given for the tax period from April to September 2020. Submissions for incentives can be made online through www.pajak.go.id. In addition, the final income tax is borne by the government for MSMEs, with incentives aimed at taxpayers with sales figures below Rp. 4.8 billion of 0.5% borne by the government, in other words, DPT Final Income Tax from the total gross turnover in the form of Final Income Tax. With the aim that taxpayers do not need to pay taxes, but the incentives are only given for the Tax Period April 2020 to September 2020.

With the condition that MSME taxpayers submit applications to the Directorate General of Taxes (DGT) via online DJP. Furthermore, MSME taxpayers submit a DPT final PPh realization report which includes income tax payable on income received attached with a printed billing code, and the report is submitted every month no later than the 20th of the following month through tax.go.id after the tax period ends using the e-Reporting service. Covid-19 intensive. Finally, the report submitted must be timely so that the intensive can be utilized.

However, Setiawan (2020) stated that this facility provided by the government has not been utilized by MSME actors, based on data up to May 29, 2020, the number of applications for tax incentives reached 375,913 applicants, of which 91% were granted or equivalent to 345,640 applicants.

Various fiscal incentives were launched to save MSMEs in the midst of the COVID-19 pandemic, MSME actors should make the best use of this and design their tax planning as well as possible, which in the end will maximize profits and MSMEs can survive this pandemic.
4 Conclusion

Based on the discussion that has been described previously, the researchers draw the following conclusions:

a. Tax Planning is necessary for SMEs at this time during the pandemic in order to minimize taxes owed, but it is still within the corridor of the applicable tax laws and is carried out through the so-called with tax avoidance and avoid tax evasion.

b. MSMEs are the driving force of the national economy and one of the contributors to Gross Domestic Product and employment. After the beginning of 2020, the COVID-19 pandemic shattered the foundations of the global economy, including Indonesia, one of which resulted in a significant decrease in MSME turnover.

c. Various stimuli carried out by the government to maintain MSMEs in the midst of the COVID-19 pandemic should be utilized by MSME actors and design their tax planning as well as possible by making the best use of PMK-44 and actively looking at opportunities in tax planning for 2021 based on regulations. newly issued by the government.

Based on the conclusions that have been described previously, the researchers provide suggestions, namely that programs to support MSMEs can be quickly realized not only for the benefit of these MSMEs, but also to help the Indonesian economy grow in the midst of this global economic crisis. In addition, the opportunities for the government's fiscal policy must be utilized for business actors by planning tax planning as much as possible.

Acknowledgments

From the research that has been carried out, the researchers would like to thank all parties involved, families, and lecturers at UKI Paulus for the opportunity given to research, for the opportunity I say thank you.

Author Contributions Author

One conducted experiment 1, prepared a manuscript (manuscript) and conducted research directions; Author Two conducted experiment 2 and data analysis; Author Tiga carried out the experimental design and completion of the manuscript (manuscript).

References


Legal Protection of Consumers Using Online Transportation Services

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Abstract. Transportation is one of the most important means of connecting in aspects of human life. The more developed the means of transportation, the easier it is to establish human relationships. This study aims to determine how the legal protection for consumers who are harmed by online transportation service companies and how the company's responsibility against misuse of consumer personal data by drivers. This study uses data collection techniques through observation and interviews, the data obtained from the research is processed using quantitative analysis. The results show that the form of legal protection for consumers of online-based transportation according to transportation law in Indonesia from a civil perspective is Compensation. This provision of transportation responsibility can be used as an instrument of consumer protection using online transportation services.

Keywords: Transportation, Protection, Consumer

1 Introduction

Transportation is the movement of people or goods using a tool that is operated by humans mechanically. The purpose of transportation is to facilitate human activities on a daily basis. The importance of the transportation of goods, so that between road signs and means of transportation must be managed through a regulation on transportation that can make the willingness of businesses to transport goods based on the traffic system related to forms of transportation services to be effective and efficient. Transportation services that are often encountered by the community are motorcycle taxis. The meaning of the term ojek is a two-wheeled vehicle that is mined. Ojek is a means of transporting goods using a 2-wheeled transporter, the role of which is to deliver from one place to another, as a form of compensation for services with the provision of wages.

The role of Ojek as an effective and efficient means for some people in their activities.

In Law No. 22 of 2009 concerning road traffic and transportation, it is not regulated regarding online land transportation, especially regarding online motorcycle taxis. But in the Regulation of the Minister of Transportation (Permenhub) No. 32 of 2016 concerning the Implementation of Transportation of People with Public Motorized Vehicles Not On Routes such as taxis, rental transportation, charter, tourism, and including online taxi services.

Transportation is one of the most important means of connecting in all aspects of human activity. The more developed the means of transportation, the easier it is to establish human relationships. The history of transportation begins when the wheel was first invented about 3500
years ago. In general, the lives of Indonesian people often experience changes in the order of their lives. The more sophisticated technology in the world, people are competing to get to know the technology better.

Society is defined as a group of people who form a system, where most of the interaction is between individuals who are in the group. More abstractly, a society is a network of relationships between entities. Entering the 20th century along with the rapid development of technology and the transportation industry has turned into one of the aspects that humans need the most. The existence of transportation can help the wheels of economic movement in the region, both local and national levels. The utility of transportation plays a vital role in helping the distribution of goods and services.

In the last few years, Indonesia is undergoing a transformation in terms of online-based transportation services that have developed rapidly in society, starting from the lower middle class to the upper middle class. At this time, the Indonesian people are feeling disappointed with the problem of transportation which is very crowded and erratic, the high level of congestion and air pollution that makes people reluctant to leave the house or to the office, but on the one hand they must be agile to meet their needs. As a result, they need services that can help the community in fulfilling their daily needs, one of which is using online transportation services.

This online-based transportation service is also known as the ridesharing application, which appeared in Indonesia in 2014. At the beginning of its emergence, it was started by the Uber application which carried UberTaxi as an online application-based transportation service business. Then followed by the emergence of Gojek, GrabBike, GrabTaxi, and Maxim. Unlike Go-Jek, which is native to Indonesia, Maxim is from Russia. This online transportation company has been established since 2003 in its home country, Russia. Maxim was founded by young engineers from the city of Kurgan who are experts in the field of computer manufacturing technology and production processes. The main goal of the establishment of Maxim is to create technology and innovation in terms of taxi orders, where the service becomes more modern, easy to use and safe.

2 Research Methods

The type of research used in this research is empirical research. With data sources, namely Primary Data in the form of Observations, and interviews combined with Primary legal materials in the form of Law no. 22 of 2009 concerning Traffic and Road Transportation, Law No. 8 of 1999 concerning Consumer Protection and Regulation of the Minister of Transportation (PERMENHUB) Number 32 of 2016 concerning the Implementation of Transportation of People with Public Motorized Vehicles Not on Routes and Secondary legal materials in the form of books, journals and Related article. The data obtained were then processed using quantitative analysis.

3 Results and Discussion

3.1 Legal protection for consumers of online-based transportation according to transportation law in Indonesia.

The phenomenon of application-based transportation businesses through internet media such as Go-Jek, Grab Car, Uber and so on is a new form of development for the existing road transportation business. Likewise, online transportation agreements also apply as new
developments (innovations) from conventional transportation agreements. Application-based transportation agreement is an innovation that comes from the synthesis between Law no. 22 of 2009 with Law no. 11 of 2008.

Electronic transactions between public transportation companies and consumers/service users have started when consumers or users download certain public transportation service applications. In the installation process, prospective customers are asked to choose the terms of the agreement offered by the other party as an absolute requirement.

In Article 1313 of the Civil Code, it is explained that the agreement must be based on an agreement between two parties who agree to the existence of the agreement. The suitability of a contract can be seen from Article 1320 of the Civil Code regarding the validity of an agreement. An agreement does not only bind what is expressly stipulated in it but also everything that by its nature the agreement is required based on justice, the conditions that are always agreed upon according to Article 1320 of the Civil Code, must be in the terms of use in the MAXIM application.

There are also those who argue that an agreement is not the same as an agreement. In addition, with the rapid development of technology today, it has various impacts on the procedure for the agreement, including that the agreement means that the parties make the agreement face-to-face directly, but can also be done with the MAXIM application online. The existence of transportation services carried out by MAXIM partner drivers also cannot be separated from the daily activities of the community. In fact, one of the barometers of determining the progress of life and civilization of a society is the progress and development as well as the technology used by the community in transportation service activities. Since the consumer fired the agree button, that's when the electronic contract was born.

Some of the Parties within the scope of the transportation/transportation are:

a. The carrier, in the passenger carriage agreement, the carrier party is the party who is obliged to provide passenger transportation services and is entitled to receive payment of transportation tariffs (costs) in accordance with those that have been determined.
b. Passengers, which means parties who are entitled to receive passenger transportation services and are obliged to pay transportation fares in accordance with those stipulated at the beginning of the transaction.

In a carriage agreement, a passenger has two statuses, namely as a subject because he is a party to the agreement and as an object because he is the cargo being transported. The term carriage can be defined as the carrying of goods or passengers. Electronic agreements tend to use a legal system that refers to the norms or rules that apply in a country, including Indonesia. Based on the provisions of the applicable agreement law, there are several important things that must be considered in agreement activities, including the rights and obligations of the parties that are confirmed at the time of the agreement, including in electronic business.

In 2018 there was a case involving online transportation drivers and passengers. An online transportation driver named Angrizal Noviandi, had the heart to rob and molested his passengers, the sexual abuse was carried out by Angrizal in his car on his way from Bekasi to Soekarno Hatta Airport, apart from molesting the victim, Angrizal also snatched the victim's property, one of which was the iPhone 6S mobile phone. Although he works as a partner and is a driver of an online transportation service company, in reality Angrizal is not a driver who is officially registered because after an investigation the account used by Angrizal is not in his name. The practice of switching online transportation driver accounts can result in losses to passengers. The real purpose of transportation, which is to deliver passengers to their destination safely, is not achieved. In this regard, the government should be able to provide legal certainty...
so that no party is harmed. The regulation of this application-based online transportation tool is very necessary for the realization of legal certainty and the protection of the rights of the parties.

The existence of electronic contracts is basically a manifestation of the initiative of the parties to make an agreement, this is highly protected by Article 1338 of the Civil Code which enforces the principle of freedom of contract. According to Agustriawan as a resource person interviewed by the author, that the development of technology and information is progressing very rapidly, various innovations are given to the community in order to have convenience in carrying out activities, especially in terms of transportation. Online transportation is one of many examples of technology development. Not to mention the tariff competition by several online transportation companies, where the Maxim company is much cheaper than other transportation companies, Although Maxim is fairly new and still lacking in fulfilling choices in its application, Indonesian citizens even in big cities have used Maxim a lot for online transportation services.

The form of this responsibility is compensation, where the provisions of this transportation responsibility can be used as an instrument of consumer protection using public transportation services. Based on the above provisions, public transport consumers have the right to be served correctly and properly by business actors. Consumers are also entitled to the safety and comfort of the public transportation services used. To ensure this safety, services must be of good quality standards, business actors must use vehicles that are truly roadworthy to transport passengers.

3.2 Liability of Online Transportation Companies for Misuse of Consumer Personal Data by Drivers

Companies that provide information technology-based applications in providing people transportation services are required to cooperate with public transportation companies that already have a transportation operation permit, so that information technology-based application companies are not allowed to act as public transportation companies, which include setting fares and collecting fees, recruiting drivers, and determine the driver's income.

Software platform-based transportation tools (applications) provide various benefits, “Software platforms deliver a variety of efficiencies, including reducing transaction costs, improving allocation of resources, and information and pricing efficiencies”.

Data information collection is carried out through registration on the MAXIM mobile application as well as a condition so that consumers can enjoy and take advantage of the various types of services offered. At the registration, consumers will be asked to provide an e-mail address, name, telephone number. In addition, consumers are asked for approval so that their location can be tracked and monitored using the Global Positioning System (GPS) on the MAXIM mobile application in real time (at that time) or hereinafter referred to as geo-location. The important thing that must be considered by application service providers in running their applications is the security features.

The use of geo-location, among others, is to find drivers who are around consumers, assist drivers in calculating costs and analyze application usage patterns to improve application performance. Provision of personal information/data of MAXIM service users in the form of e-mail, name, phone number, and account password, among others, is used to verify ownership of an account in the MAXIM mobile application, a means of communication between service users and service providers (drivers) in connection with service orders. selected and to provide information about the application itself, for example if there is an application update or promotional offers.

Such Personal Information by MAXIM will not be shared with any party other than the relevant drivers and third-party companies and individuals without the consent of the
consumers. However, based on the privacy provisions, terms and conditions as well as the terms of use of MAXIM which have been read and agreed upon by the consumer at the time of registration, MAXIM is authorized to disclose the consumer's Personal Information as long as it is legally required, or required to comply with the provisions.

The form of responsibility of the motorcycle taxi driver concerned for the safety of service users, because the responsibility of the driver is needed when making a legal mistake to the rights of the motorcycle taxi passengers. Motorized motorcycle taxi service users are referred to as consumers, in Law no. 8/1999 in Article 1 number 2 explains that "Consumers are every person who uses goods and/or services available in the community, both for personal, family and other people's interests and not for trading". Service users must get juridical protection with the existence of a law and certainty, in the event of a loss to the two-wheeled vehicle public transportation service provider. A loss experienced by users of two-wheeled transportation services is if there is an accident, due to the actions of the motorcycle taxi driver who are not careful.

A juridical certainty to protect service users in the form of guarantees for the rights of service users, to supervise irresponsible business entities. Legal provisions relating to the company's liability arise because of their actions or omissions that cause harm to the consumer. This can be backed up with Article 1365 of the Civil Code (KUHPedanda) by requiring the company to pay compensation and Article 1865 of the Civil Code with the obligation of the accusing party (consumer) to prove it. In civil law efforts to prove and determine who has committed an unlawful act, according to the provisions of Article 1243 and Article 1365 of the Civil Code, the principle of liability based on fault is regulated. In this article, the element of error determines responsibility, which means that if there is no evidence of an error, there is no obligation to provide compensation.

Then it could also be Article 19 paragraph (1) of Law No. 8 of 1999, where business actors are responsible for providing compensation for damage, pollution, and/or consumer losses due to consuming goods and/services produced or traded. The form of compensation is explained through Article 19 paragraph (2) of Law No. 8 of 1999 which can be in the form of refunds, or replacement of goods and/or services of similar or equivalent value, or health care and/or compensation. The provision of compensation does not eliminate the possibility of criminal prosecution. If the business actor wants to escape from responsibility, the business actor is burdened with the obligation to prove.

The legal relationship between the MAXIM company and its service provider (driver) is a partnership. In the MAXIM Terms of Use in point 5 regarding Responsibilities it is explained that the service provider is only a partner and not an employee, agent or representative of MAXIM. The law that regulates Manpower only regulates workers who are in an employment relationship based on a work agreement, not covering the legal relationship doing work outside the employment relationship. So, in terms of responsibility, the legal relationship based on this partnership lies with the workers themselves, for example if there is damage to the motorbike it is the responsibility of the driver, not the MAXIM company.

Therefore, MAXIM is clearly not responsible for the storage of consumer personal data by drivers in any way so that MAXIM will also not be responsible for any misuse of consumer personal information by drivers after the end of the services provided. This explanation is contained in the MAXIM Privacy Terms. However, for MAXIM drivers who are reported and can be proven to have misused consumer personal data, either in the form of threats or seductions aimed at consumers, the sanctions are issued/dissmissed. In an online news site that the author got, it was reported that there were drivers who were annoyed with consumers
because they used promo codes continuously so that drivers did not get money directly, so the drivers and their colleagues threatened to teach consumers a lesson.

4 Conclusion

Consumer protection for online transportation service users arises because of the rights and obligations of consumers and business actors in accordance with Law No. 8 of 1999. Consumer protection provided by online transportation companies is by way of Compensation, providing insurance for passengers and goods transported using online transportation services. In addition, the implementation of passenger transportation has given consumers the right to get a fair price by determining a standard tariff that is known by the passengers. Meanwhile, the consumer protection provided by the government is still not optimal. Consumer protection laws still cannot protect and place consumers in a weak position.

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Implementation of Occupational Safety and Health Systems Mameh – Windesi Road Development Project in West Papua Province

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Abstract. Windesi is a district in Teluk Wondama district, West Papua Province. To reach the research location for the Mameh – Windesi Road Development, the distance traveled is ± 100 km from Manokwari City, West Papua Province. Various risks can arise at every stage of construction, especially during implementation and operation, so that they can become risks for the owner, implementer, and the surrounding community and road users. This study aims to determine the extent to which the pattern of implementation of construction management in this case the Occupational Health and Safety Management System of the Mameh – Windesi Road Construction Project. This study uses a qualitative and quantitative approach. The results of this study are the application of SMK3 based on the assessment criteria in Government Regulation of the Republic Indonesia Number 50 of 2012 in the Mameh - Windesi Road Development Project in West Papua Province, the level of application is satisfactory with a value of 90.63% for the initial level and 89.34% for the initial level transition.

Keywords: Application; Occupational Safety and Health; Construction; Road

1 Introduction

Along with the rapid development of construction development in Indonesia, the role of controlling the risk of work accidents is felt to be very important. However, in practice, the implementation of the Occupational Health and Safety Management System (SMK3) is generally still neglected. Occupational Safety and Health aim to prevent, reduce, and even eliminate the risk of work accidents (zero accident). The application of this concept should not be considered as an effort to prevent work accidents and occupational diseases that cost the company a lot of money but must be considered as a form of long-term investment that will provide abundant benefits in the future.

Various risks can arise at every stage of construction, especially during implementation and operation, so that they can become risks for the owner, implementer, and the surrounding community and road users. The main cause of workers being exposed to the risk of work accidents is the use of inadequate work equipment, as well as working hours that exceed the operational hours of work, therefore if there is no guarantee of occupational safety and health for workers, it will cause enormous losses to construction workers.

For this reason, every construction work must have an occupational health and safety control system. HSE (Health Safety and Environment) or Occupational Health and Safety is systematically structured as an organization's management system to achieve its goals,
objectives, and vision in the Occupational Health and Safety aspect so that it will not cause work accidents, injuries, or adverse effects on the environment.

Based on this background, research was conducted on the Application of Occupational Safety and Health Systems for the Mameh – Windesi Road Construction Project in West Papua Province. This study aims to determine the extent to which the pattern of implementation of construction management in this case the Occupational Health and Safety Management System of the Mameh – Windesi Road Construction Project.

2 Research Methods

Windesi is a district in Teluk Wondama district, West Papua Province. To reach the research location for the Mameh – Windesi Road Development, the distance traveled is ± 100 km from Manokwari City, West Papua.

Fig 1. Research Location (Google Earth, 2021)

Broadly speaking, the research method to be carried out is as follows:

Fig 2. Flowchart of Research Methods
This study uses a qualitative and quantitative approach. Based on the data collection techniques, the research was conducted using survey data collection techniques, interviews, observations, and classified as survey research. The survey was conducted to obtain primary data. In survey research, field data is obtained through direct surveys on the research object.

a. The survey, to find complete information about the problem from respondents.

b. Interviews, how to get information by asking directly to the resource person face to face which refers to the list of questions that have been made.

c. Observation, to complete the information that has been obtained from questionnaires and interviews. Researchers also make observations or make direct observations to the project site.

d. Literature study.

To obtain secondary data, by looking for supporting library materials, both those that are the basis of research as well as those that are supporting, and references related to Occupational Safety and Health. The Assessment Criteria used following Government Regulation Number 50 of 2012 can be seen in Table 1. Assessment Criteria for the Implementation of SMK3.

<table>
<thead>
<tr>
<th>No</th>
<th>Rating Element</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Commitment Development and Maintenance</td>
</tr>
<tr>
<td>2</td>
<td>Making and Documenting OHS plans</td>
</tr>
<tr>
<td>3</td>
<td>Design Control and Contract Review</td>
</tr>
<tr>
<td>4</td>
<td>Document Control</td>
</tr>
<tr>
<td>5</td>
<td>Product Purchasing and Control</td>
</tr>
<tr>
<td>6</td>
<td>Work safety based on SMK3</td>
</tr>
<tr>
<td>7</td>
<td>Monitoring Standard</td>
</tr>
<tr>
<td>8</td>
<td>Reporting and Fixing deficiencies</td>
</tr>
<tr>
<td>9</td>
<td>Material management and movement</td>
</tr>
<tr>
<td>10</td>
<td>Service Collection and Users</td>
</tr>
<tr>
<td>11</td>
<td>SMK3 audit</td>
</tr>
<tr>
<td>12</td>
<td>Skills and Ability Development</td>
</tr>
</tbody>
</table>

**SMK3 Implementation Assessment Scale**

The level of assessment of the implementation of SMK3 based on Government Regulation no. 50 of 2012, as follows:

a. For the level of achievement of the implementation of 0 – 59%, including the level of assessment of the implementation is not good.

b. For the level of achievement of the implementation of 60 - 84% including the level of assessment of the implementation is quite good.

c. For the level of achievement of the implementation of 85-100%, including the level of assessment of the application of very good.
Table 2. SMK3 Rating Scale

<table>
<thead>
<tr>
<th>Value</th>
<th>Policy Implementation Rate</th>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Major</td>
<td>85 % - 100 %</td>
<td>Very Good</td>
</tr>
<tr>
<td></td>
<td>The level of policy</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>implementation is satisfactory</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Minor</td>
<td>60 % - 84 %</td>
<td>Pretty Good</td>
</tr>
<tr>
<td></td>
<td>The good policy implementation rate</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Critical</td>
<td>0 % - 59 %</td>
<td>Not Good</td>
</tr>
<tr>
<td></td>
<td>The level of policy</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>implementation is not good</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

From Table 1, SMK3 Rating Scale, a satisfactory implementation assessment result will be given if all existing standards are implemented very well without exception. The results of the good application assessment will be given if the standard has been applied, but there are still shortcomings in its application. Poor implementation assessment will be given, if only a small part of the applied standards. After the assessment, a percentage calculation will be carried out to find out how many stages have been carried out without exception.

This rating scale is used to obtain a percentage result score in 5 aspects of the Occupational Health and Safety Management System. The following is the formula used:

\[
\text{Value} \times \frac{\text{Percentage}}{\text{Fractional Value}} \times 100 \%
\]

Information:
Value: Application value that is checked on the list
Fractional Value: The total number of application value items

3 Results and Discussion

The description of the implementation of SMK3 in the Mameh – Windesi Road Construction Project can be seen from the value of the category of SMK3 implementation levels following Government Regulation Number 50 of 2012. Data analysis is obtained from the results of the checklist as follows:

a. Beginning Level:
Total fit : 58 Criteria
Total not suitable : 6 Criteria
\[
\frac{58}{64} \times 100\% = 90.63\%
\]
Achievement Level
Achievement Level
Incompatibility : 64
\[
\frac{6}{64} \times 100\% = 9.37\%
\]
Applicability Rate : Satisfactory

Based on the observation of the initial level assessment checklist, of the 64 criteria for implementing SMK3 listed in Government Regulation Number 50 of 2012, the results obtained are the appropriate percentage of 90.63% and the non-conformance value of 9.37%. From this data analysis, the level of implementation of SMK3 is categorized as satisfactory.
b. Transition Level:
Total fit : 109 Criteria
Total not suitable : 13 Criteria
\[
\text{Achievement Level} = \frac{109}{122} \times 100\% = 89.34\%
\]
\[
\text{Compatibility} = \frac{13}{122} \times 100\% = 10.65\%
\]

Applicability Rate : Satisfactory

Based on the observation of the transition level assessment checklist, of the 122 criteria for implementing SMK3 listed in Government Regulation of the Republic Indonesia Number 50 of 2012, the results obtained are the appropriate percentage of 89.34% and the non-conformance value of 10.65%. From this data analysis, the level of implementation of SMK3 is categorized as satisfactory.

**Application of Zero Accident**

According to K3 performance records during the initial work up to the research conducted, no accidents were resulting in lost working days, or the cessation of work processes can be seen in Table 3. Accident Cases.

**Table 3. Accident Cases**

<table>
<thead>
<tr>
<th>No</th>
<th>Accident</th>
<th>September</th>
<th>October</th>
<th>November</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Fatal</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td>Serious Injury / Disability</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>3</td>
<td>Medical Treatment</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>First Aid</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Fig 3. Project OHS Information Board
The Project OHS information board (Figure 3) describes a map of the work location, number of workers, number of working days, total hours worked, number of accident cases, awards and safety warnings. The K3 performance of this research is:

Support and Management Policy in general for the company's K3 program. The contents of the contracting company's policy are to comply with the applicable laws and regulations.

a. Implementation of OHS Organizational and Administration System
b. The contractor always carries out Toll Box Meetings / Toll Box Talks to the workers and has also made an emergency response program and determined the person in charge.
c. Hazard Identification, and Risk Assessment
d. HIRADC (Hazard Identification Risk Assessment Determinating Control) the identification of hazards, risks, and controls is always carried out properly.
e. Monitoring system for controlling the number of accidents in the work area

The monitoring system is implemented by contractors, supervising consultants, and the Public Works Department.

Fig 4. Project OHS Code of Conduct Information Board
The implementation of SMK3 on the Mameh – Windesi Road Construction project has been implemented well, this can be seen from observations in the workplace related to the implementation of K3, such as the use of Personal Protective Equipment (PPE) for all workers and all parties who enter the project site, it has been implemented Toll Box Meeting / Toll Box Talk and installation of signs in hazardous areas. Some of these programs are the company's efforts to socialize the importance of implementing SMK3 to all parties involved in the project.
4 Conclusion

The conclusion of the research on the Application of Occupational Safety and Health Systems for the Mameh – Windesi Road Construction Project in West Papua Province can be stated as follows:

a. The implementation of SMK3 based on the assessment criteria in Government Regulation of the Republic Indonesia Number 50 of 2012 in the Mameh – Windesi Road Development Project in West Papua Province obtained a satisfactory level of implementation with a value of 90.63% for the initial level and 89.34% for the transition level.

b. The implementation of SMK3 in the Mameh – Windesi Road Development Project in West Papua Province has been going well and needs to be maintained.

References


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