



Strengthening Community Resilience During the Covid 19 Pandemic in Developing Tourism Based on Local Wisdom in Ubud Village

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ABSTRACT

As a higher education institution, Warmadewa University must ensure that it always obeys the Tridharma of Higher Education in accordance with the predetermined vision and mission. Now every lecturer is encouraged to be able to package community service activities both in groups and individually which will later show concern for the community. Community service activities can be carried out by providing enlightenment by providing legal counseling and consultation to the community in various fields of life in the field of environment and tourism. The objectives of this study are to know the inventory and classification of partner concerns regarding tourism developments that exist during the Covid 19 period, to know the effect of decreasing visits from tourists during the COVID-19 pandemic and to know the public awareness efforts needed to increase the tourism sector. One thing that deserves attention is environmental conservation in Ubud Village where it is hoped that every Banjar Customary Community is required to have a plan for improving environmental management. Environmental conservation which is the values of Balinese society, of course, in its application cannot be ignored even on the pretext of business interests. For the sake of maintaining community resilience from the influence of drugs from tourists who come to visit the tourist village of Ubud. Efforts that should be pursued and do not hesitate to carry out daily orders against tourists who come to Ubud, this impression is certainly expected for tourists who visit not to be free to carry narcotics which are prohibited by the government. Of course the final result can strengthen the resilience of the community in Ubud Village against the influence of Narcotics which can damage the physical and mental resilience of the community.

Keywords: Community Resilience, Narcotics, Tourism, Ubud

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1. INTRODUCTION

The COVID-19 pandemic, which was first discovered in Wuhan (China) in December 2019 and has hit more than 200 countries in the world, has been able to destroy the basic joints of life in the fields of health, education, economy and others. In Indonesia, the World Bank Managing Director reported that the impact of the COVID-19 pandemic was more severe than the 1997/1998 economic crisis and other crises that have occurred. The pain rate is accompanied by a high mortality rate. As a world tourist destination, Bali is very concerned about the widespread impact of the COVID-19 pandemic on economic development and job opportunities (Yasa, I Gusti Wayan Murjana, 2020: 144). COVID-19 pandemic is affecting the DNA of hospitality at its core (Rivera, 2020). In the last two decades, diseases with their origins in Central Asia, Central America, and Central Africa have significantly damaged several countries' image as a safe tourist destination (Günay et al., 2020). Tourism is one of the largest and fastest-growing industries globally (Ranasinghe et al., 2020).

Tourism is one of the mainstay industries that must be continuously developed by a country (Arya Utama I Made, 2006; 76), because it has been proven to be able to contribute significantly to foreign exchange. Well-developed tourism will bring in domestic tourists (wisnus) (Dewa Gede Atmadja I, 2010; 35) and foreign tourists (tourists). With the large number of tourists who come, it will also indirectly increase the income of the people of the area. One of the most visible things is the effort to remain optimistic about increasing tourism. The use of local wisdom values is not only done by tourists, but many residents around

tourist destinations are feared that they will forget their identity to local wisdom (Dewa Gede Palguna I, 2013; 23). One of the tourist areas and also a favorite tourist attraction that is prone to degradation is Ubud Village.

Residents or residents of the Ubud community are one of the resources or capital to drive development in the Ubud Village. However, if the quantity and quality of these human resources is not managed and directed properly, it will become a burden as well as an obstacle to development (Munadjat Danusaputro, 1985). Controlling the quantity and improving the quality of human resources in the Ubud sub-district has been carried out independently or through coaching to create conditions for an independent and prosperous society.

To find out the development of the population in the Ubud village, periodic reports have been carried out every month from each existing environment. And based on data obtained in the last two years, namely in 2020 there were 11,183 inhabitants. Of the total population in 2020 the Ubud village has 2,263 families.

Ubud with the development of its tourism progress is something that all levels of society should be grateful for. The beauty of its natural panorama, arts and culture, customs and the religion of the people of Ubud make Ubud attractive and visited by many tourists from various countries in the world. The atmosphere of Ubud with all its contents is a perfect big potential with the integration of tradition and culture which is the strong character of the Ubud community

In order for Ubud to remain the center of cultural tourism, all levels of society must participate in supporting Ubud tourism. Support for the active participation of the Ubud community, among others, by always implementing "Sapta Pesona" and understanding what tourism really, what are the benefits derived from development that supports tourism. Tourism development in Ubud is carried out by preserving culture as the basis for supporting tourism and based on the norms that apply in a society that breathes art and culture inspired by Hinduism. With the increase in the quantity and quality of tourism, it is expected that there will be an increase in the number of tourist visits to Ubud. The major disruptions on the global economy from the transmission of this virus especially to the retail sector, food, consumer goods, healthcare delivery and a potential curtailing of travel and tourism as major drivers of the most of the countries in the world is in immeasurable and severe than expected by many. The situation should be strategically addressed with suitable proactive and reactive measures considering the current situation and to overcome future threats to ensure the socio economic wellbeing of all humans keeping space for increased travel and tourism. (Ranasinghe R, et al. 2020;1-9)

Tourists who come to Ubud are tourists who really want to enjoy the arts and culture of Ubud. The uniqueness of the artistic products offered is a special attraction that needs to be informed through integrated promotion and marketing. believe in yourself and the fairy of life (Liliweri, A. 2003; 27), balance, harmony and harmony based on Hinduism. The implementation of cultural tourism cannot be separated from the participation of the local community. The objectives of this study are to know Inventory and classification of partner concerns regarding tourism developments that exist during the Covid 19 period, to know The effect of decreasing visits from tourists during the COVID-19 pandemic and to know the Public awareness efforts are needed to increase the tourism sector One thing that deserves attention is environmental conservation in Ubud Village where it is hoped that every Banjar Customary Community is required to have a plan for improving environmental management.

For the general public, several partner problems can be identified, namely:

1. Inventory and classification of partner concerns regarding tourism developments that exist during the Covid 19 period.
2. The effect of decreasing visits from tourists during the COVID-19 pandemic;
3. Public awareness efforts are needed to increase the tourism sector

Each proposer has competence in accordance with the issue area faced by partners, namely for the chairman to have competence in the legal field with the task of assisting officials and community members in increasing public awareness. Member 1 has competence in the field of law and culture, and member 2 has competence in the field of natural resources law so that it is very relevant to the issues faced by partners.

There are several general aims, which include:

1. As a form of Lecturer's dedication to the community
2. Provide opportunities for Lecturers to carry out direct service with partnerships to the target object in this case in Ubud Village. Implement one of the Tri Dharma of Higher Education in terms of Service
3. Improving cooperative relations between universities and the community in particular.

There are several specific aims, which include:

1. Inventory and increase public awareness of Ubud Village on tourism development
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2. Programs with legal assistance and counseling on tourism development during the Covid Pandemic.
3. Conducting FGD/ on the dangers of drugs to public health;
4. Conduct legal counseling on cultural tourism
5. Prepare a plan to periodically refresh and raise public awareness about tourism improvement

The activity targets are:

1. Counseling on Cultural tourism
2. Develop a plan to periodically refresh and raise public awareness of increasing foreign tourist visits to Ubud
3. Journal manuscripts
4. Short video

Steps taken to address issues faced by partners, namely to conduct legal counseling on tourism and make efforts to assist people who need legal assistance to people who are in conflict with the law.

2. METHODS

No	Program	Program implementation method
1	Program to increase public awareness of the importance of preserving culture in tourism development	1. Provide input to the community in responding to tourism problems due to the COVID-19 pandemic
2.	Community resilience program from the impact of the COVID-19 pandemic	1. 1. Socialization is one of them by conducting legal counseling
3	Ongoing partnerships to provide guidance to the community so that they are not easily affected by the effects of the COVID-19 pandemic on tourism visits	1. Setting up a training ground 2. Preparing for consumption 3. Analyzing assistance about community members whose tourism business is down by providing alternative solutions

3. RESULT

The outputs resulting from this community service are:

1. In relation to its main tasks and functions, the University of Warmadewa community service institution (LPM) has carried out several activities, both funded by the University, the government and in collaboration with other parties. The budget and grants continued to increase, in 2010 managed to obtain 5 Dikti Grants in the form of Young Lecturers, Women's Studies, and Competitive Grants
2. In the field of service that is incidental in nature, LPM holds service activities every year in collaboration with government partners, the private sector and community groups that are jointly funded, in the form of inter-sectoral service and fostered villages. The target village that has been louching is Pinggan village in Kintamani sub-district, Bangli district. In Karangasem Regency with 8 sub-districts, 38 villages with KKN programs: solving illiteracy, exploring tourism potential, applying appropriate technology, community empowerment.
3. In order to improve the quality and quantity. community service institution LPM organizes training and assistance in making proposals by inviting a reviewer team from the Higher Education, also organizes internal reviewer training. Organizing a national seminar on writing journals of international repute, sending several lecturers to take part in international conferences as presenters of scientific papers in 2020 and developing a business incubator as a container for the products of the assisted Villages. The existence of a female study unit head. Ka. Environmental unit, Head of Cultural Studies unit. Institutions continue to strive for improvement in the field of research and community service, both quantitatively and qualitatively. The outcomes achieved in community service in Ubud Village, Gianyar Regency are as follows:
 1. Increasing public awareness about environmental conservation;
 2. The results of the service will later be published in the ISSN service journal;
 3. Community service report 2021
 4. Print media

5. Videos, photos of the implementation of service activities

4. BENEFITS OBTAINED

4.1 Impact on Society

With the service in the Ubud Village, it is hoped that it can assist continuous guidance, by providing environmental law counseling. The future impact of continuous assistance is coaching and counseling about increasing tourism during the COVID-19 pandemic. In the end, of course, I really hope to have awig-awig as a legal basis, to preserve and comply with community resilience related to the sustainability of the community's ability to prevent the effects of drugs. illegal drugs in the tourist area of Ubud Village.

4.2 Partner's Contribution to Implementation

Partners' contribution to the implementation of service is organizing, and fostering in the form of legal consultations and legal counselors in order to increase foreign tourist visits by prioritizing the value of local wisdom (Ninie Suparni, 1994; 26), during the COVID-19 pandemic in the Ubud village tourist area. If this can be continuously fostered, of course its influence on public awareness will be able to increase properly. We already know that tourist areas have the potential to continue to grow to increase people's income from tourist visits. In this case, the contribution and cooperation of partners is very high by providing facilities and infrastructure such as a sauna system and screens for carrying out activities and inviting the community to be given counseling.

5. INHIBITING FACTORS/OBSTACLES, SUPPORTING FACTORS AND FOLLOW-UP

5.1 Inhibiting Factors/Obstacles

As for the factors that became obstacles in the implementation of service in the Ubud Village, there were obstacles, with the Covid-19 pandemic condition, the team at the location of the service was limited in person to carry out the service as well as the service team, finally the number of mentoring participants and legal counseling participants were regulated. We collected data using interview techniques and provided assistance and counseling on environmental law related to environmental conservation in Ubud Village.

5.2 Supporting Factors

The supporting factor for the implementation of community service activities in Ubud Village, which is a priority for supporting this activity is the implementation team thanking all parties who have provided moral support and funding support from all parties, especially from the Warmadewa University Community Service Institute, solid teamwork from The initial process of observation until the implementation of service activities went smoothly and could not be separated from the support from the Ubud Village, which had provided the necessary data and was willing to accept the input the team gave in order to create legal certainty.

5.3 Solutions and Follow Up

The solutions to the problems and the achievement targets to be achieved through the implementation of this service are:

No	Identification of problems	Solution	Achievement Target
1.	Protection of Community Resilience from the COVID-19 pandemic still needs to be improved to preserve the environment in the Ubud Village, Kab. Gianyar	Continuous coaching, by providing legal counseling. Continuous assistance in community development in the Ubud Village, Kab. Gianyar	The occurrence of community resilience from the influence of the covid pandemic on the progress of cultural tourism in the Ubud Village, Kab. Gianyar
2.	Protection of Community Resilience from the pandemic still needs to be improved to maintain environmental sustainability in the	Assistance in continuous guidance and counseling about the Ubud Village, Kab. Gianyar	The achievement of the Community Resilience target from the effects of the COVID-19 pandemic for tourism development in the

	Ubud Village, Kab. Gianyar		Ubud Village, Kab. Gianyar
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5.4 Strategic Steps for Further Realization

The next strategic steps and their realization are as follows :

1. Provide continuous assistance, guidance and counseling about environmental conservation in Providing sustainable environmental conservation solutions to the community in the Ubud Village, Kab. Gianyar
2. Make continuous collaboration between Unwar College and sustainable environmental conservation to the community in Ubud Village, Kab. Gianyar

6. CONCLUSIONS AND SUGGESTIONS

6.1. Conclusion

Based on the presentation and achievements of PKM activities, it can be concluded:

1. Increasing community resilience to the effects of the COVID-19 pandemic to increase foreign tourist visits and increase people's income in Ubud Village against
2. As well as providing input on the impact of covid 19 to increase community resilience in the Ubud tourist area.

7.2. Suggestion

Based on the conclusions above, the things that should be done in the Ubud Village Tourism Area, it is necessary to have public awareness about the importance of maintaining community resilience from the effects of the COVID-19 pandemic.

1. There is a need for public awareness about the importance of the environment not being maintained in a sustainable manner. As well as providing input on the effect of community resilience against the COVID-19 pandemic in the Ubud tourist area
2. Public awareness needs to be given a sense of binding. As well as providing input on the effect of community resilience against the COVID-19 pandemic in the Ubud tourist area.

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