



## Optimizing the Empowerment of Mumbul Tourism Park as an Alternative Effort to Restore Sangeh Tourism Village after The Covid-19 Pandemic in Badung Regency

Putu Eka Trisna Dewi<sup>1</sup>, Vinsensius Jala<sup>2</sup>, Wayan Ariyarta<sup>3</sup>, Anak Agung Gede Triyatna<sup>4</sup> Made Adi Kusuma<sup>5</sup>; I Gde Oka Suparyana<sup>6</sup>; Hendro Ponco Raharjo<sup>7</sup>  
<sup>1234567</sup> Law Study Program Doctoral Program, Postgraduate Program, Warmadewa University

ARTICLE INFO	ABSTRACT
<p><b>Keywords:</b> Covid-19 Pandemic, Bali, Mumbul Tourism Park, Sangeh Tourism Village</p>	<p>The Island of Bali is famed for its nature beauty; therefore, the many tourism potentials being developed into tourist attractions must be able to attract tourists to visit Bali. Sangeh Tourism Village is one of the tourism villages in Badung Regency which is rich in various potentials. Unfortunately, since the Covid-19 pandemic until after the pandemic, tourist visits have decreased significantly. To overcome this, one of the tourist attractions having the potential to be developed in the Sangeh Tourism Village is the Mumbul Tourism Park. Thus, the aim of this research is to discuss alternative efforts made for the recovery of the Sangeh tourism village after the Covid-19 pandemic. The advantages of the Mumbul Tourism Park are in terms of nature and spirituality so it can still be optimally developed and promoted in order to increase the tourism development of the Sangeh Traditional Village with a positive impact on Regional Original Revenue (PAD).</p>
<p>How to cite: Putu Eka Trisna Dewi, Vinsensius Jala, I Wayan Ariyarta, Anak Agung Gede Triyatna, Made Adi Kusuma, I Gde Oka Suparyana, &amp; Hendro Ponco Raharjo. (2023). Optimizing the Empowerment of Mumbul Tourism Park as an Alternative Effort to Restore Sangeh Tourism Village After the Covid-19 Pandemic in Badung Regency. <i>Law Doctoral Community Service Journal</i>, Vol.2(2). Doi: <a href="https://doi.org/10.55637/ldcsj.2.2.7482.67-71">https://doi.org/10.55637/ldcsj.2.2.7482.67-71</a></p>	

### 1. INTRODUCTION

Tourism industry has now become one of the industries that play a crucial role in national development in various countries, including Indonesia. Currently tourism development is starting to serve as one of the leading programs in regional development. One of the areas in Indonesia with a leading tourism program is the Island of Bali. Essentially, the development of tourism is expected to be able to contribute to regional original revenue (PAD) and create jobs in the region (Binahayati Rusyidi, Muhammad Fedryansah, 2018).

Bali is an island that is famous for its nature beauty; therefore, the many tourist potentials being developed into tourist attractions must be able to attract tourists to visit Bali. Sangeh Tourism Village is one of the tourism villages in Badung Regency which have various tourism potentials that can still be developed

and optimized. The village is a tourism village located in Abiansemal District, Badung Regency, Bali Province and has the following regional boundaries (Dean Dionisius Beang, Ida Ayu Suryasih, 2018):

To the north it is bordered by the Carangsari Traditional Village, Petang

To the south it is bordered by the Blahkiuh Traditional Village, Abiansemal

To the west it is bordered by the Cau Belayu Traditional Village, Tabanan

To the east it is bordered by the Selat Traditional Village, Abiansemal

Sangeh Tourism Village consists of Sangeh Traditional Village and Grana Traditional Village and has an area of 450 hectares. Sangeh Tourism Village also has 7 locals administrative banjars (hamlets), including: Pemijian, Sibang, Brahmana, Muluk Babi, Batusari, Pacung and Tegal Grana. Population density of Sangeh Tourism Village is

approximately 976 per km<sup>2</sup>. Ngurah Rai University's Postgraduate Program held a Community Service (PKM) with DTW Sangeh partners in the form of tourism destination village management activities from the perspective of tourist safety policies and monkeys and fish feeding.

The Covid-19 pandemic has made the tourism sector in Bali collapse. Sangeh Tourism Village was affected by the pandemic, and even into the post-pandemic period the village has been still struggling to rise up in order to be again crowded with tourists, both domestic and international. The following is data on visits to the Sangeh Tourism Village:

Visits to Sangeh Tourism Objects during 2009-2022

Year	Number of Visits
2009	206.613
2010	227.102
2011	204.808
2012	205.329
2013	211.727
2014	84.068
2015	82.403
2016	93.174
2017	104.180
2018	126.836
2019	129.831
2020	46.413
2021	15.142
2022	2.098

The table depicts a very drastic decrease in visits to Sangeh Tourism Village. Even during the post-pandemic period, visits to the villages continued to decrease. In essence, Sangeh Tourism Village has various potentials which are a tourist attraction in its own right. Not only the potential in the form of fauna such as grey monkeys which have become the main natural attraction, flora like Nutmeg/Keruing trees also have potentials. Other tourism potentials owned by the Sangeh Tourism Village include the following:

1. Mumbul Tourism Park;
2. Tourism Attraction of Alas Nutmeg Sangeh;
3. Jaka's Cottage;
4. Trekking activities

Mumbul Tourism Park takes possession of advantages in terms of nature and spirituality. The park is a sacred location because in this park there is a holy place (temple) and it is

also used as a place for the Melasti ceremony for the people of Sangeh village. In this park there is a pond with very clear water and is inhabited by thousands of fish that are ready to greet visitors. This park is a beautiful green area. From the south side of the pond, we can see the stunning panorama of the pond and its surroundings and the shade of the trees shading a pond. This location is perfect for the search for serenity or some kind of inspiration. The charm of it also makes this place suitable for taking pictures with friends, loved ones or family. This potential can certainly be optimized as an alternative to efforts to restore Sangeh Tourism Village after the Covid-19 pandemic.

Tourism is an activity of traveling or visiting a place by someone from their place of residence for purposes of recreation, vacation, business, education, or other activities (Sayyad & Azarnivand, 2015). Empowerment of gunung sari village community groups, to optimize the potential of the village towards the tourism independent village. Harsani (2020) discuss about empowerment of gunung sari village community groups, to optimize the potential of the village towards the tourism independent village. Then, Habib, dkk (2020) conducted reasearh about empowerment of society art groups as supporting magnetism of sendang made natural tourist attraction, jombang regency. Soeswoyo, dkk (2021) in they study aims to identify tourism potential and a set of strategies for a competitive rural tourism development using a case study in Sukajadi Tourism Village, Bogor Regency, West Java.

## 2. RESEARCH METHOD

The Community Service Program (PKM) organized by the Postgraduate Program, Ngurah Rai University is held as a form of implementation of the Tridharma of Higher Education, one of which is community service. The service in Ngurah Rai University's Postgraduate Program is held twice a year. The service in the odd semester of 2022/2023 was conducted in partnership with DTW Sangeh (Mumbul Park and Alas Pala) in the following lines:

1. Prayer Activities
2. Management of tourist destination villages from the perspective of tourist security policies
3. Fish feeding in Mumbul Park Pond
4. Monkey Feeding at Alas Pala

### 3. RESULTS AND DISCUSSION

The significant decrease in the number of visits to Sangeh Tourism Village implies a lack of interest from the public and tourists towards the Sangeh Tourism Village. Initially, the decrease in the visits was caused by the Covid-19 pandemic but the decrease continued until the post-pandemic period. This of course needs to be addressed by related parties so that tourism development which brings a positive impact on increasing regional original revenue (PAD) for the Sangeh Traditional Village in Badung Regency in the Sangeh Tourism Village can be increased. One of the tourism potentials of the village is the Mumbul Tourism Park which is rich of an extraordinary appeal that can be further optimized for the restoration of Sangeh Tourism Village after the Covid-19 pandemic.

Mumbul Tourism Park is situated in the area of Sangeh Tourism Village and is approximately 500 meters from the Alas Pala Sangeh Tourist Attraction. Mumbul Tourism Park can be reached in 20 minutes from Denpasar City. Development of Mumbul Park was an idea put forward by the Bukit Sari Tourism Awareness Group (Pokdarwis) with a purpose that the potential in Sangeh Tourism Village would increase. Pokdarwis is an institution founded by villagers whose members consist of tourism actors who put concern, have responsibility and act as a driving force to create a conducive climate for the development of tourism in their village areas and realize Sapta Pesona. It is hoped the tourism will increase regional development and provide maximum benefits for villagers (Masturi, Shodiq Eko Ariyanto, and Edris Zamroni, 2019).



As part of the implementation of the Tridharma of Higher Education, the Postgraduate Program of Ngurah Rai University conducted Community Service (PkM) in collaboration with DTW Sangeh (Mumbul Park and Alas Pala) in the form of managing Tourist Destination Villages from the perspective of tourist safety policies, fish feeding in the ponds of Mumbul Park and Monkey feeding at Alas Pala.





To date, Mumbul Park has been used as a source of water and as a fishing pond for visiting tourists. Its main potential includes water that continues to flow throughout the year, ritual activities, very interesting views, traditional Balinese building forms, natural beauty, an environment that is very suitable for yoga, customs and traditions that are still being preserved, and the distance is not too far from Denpasar City. Because Mumbul Park has abundant water sources, the management took the initiative to turn Mumbul Park into a water park tourist spot that tourists can enjoy. The Mumbul Tourism Park area is a green area that is still natural because it is overgrown with plants. Mumbul Tourism Park is divided into 3 sections as explained below (Dean Dionisius Beoang and Ida Ayu Suryasih, 2018).

- a. Utama Mandala, the innermost part of Mumbul Tourism Park. It is also a sacred area used for the Melasti, Nyegara Gunung, Ngening, Pitra Yadnya, and Magpag Toya ceremonies.
- b. Madya Mandala, the central part of the Mumbul Tourism Park. Inside the part are Bale Kulkul, Wantilan, Bale Pesandekan, Bale Gong, and Perantenan. The area is usually used for Melukat, Yoga, as well as an open stage for art and cultural performances.
- c. Nista Mandala, the outermost part of the Mumbul Tourism Park. The area is large enough for dance performances and a place

to prepare for religious ceremonies. Additionally, there are swimming pools, fishing ponds, restaurants, lazy rivers, landscaped gardens, and slide towers in the park area.

Community of Sangeh Tourism Village itself regards Mumbul Park as a holy place and a site for Hindus to carry out religious activities like the Melasti Ceremony. Empowerment of Mumbul Park is in compliance with the concept of a tourism village as stipulated in Bali Governor Regulation Number 52 of 2021 concerning Standards for Implementing Balinese Cultural Tourism. In Article 10 of the said regulation, it is stated that the management of Tourism Villages shall be based on community empowerment. The management of the Tourism Village may be undertaken by:

- a. Village government;
- b. Tourism Awareness Groups (Pokdarwis);
- c. Cooperative;
- d. Village-owned Enterprises; and/or
- e. Baga Utsaha Padruwen, a business unit belonging to the Traditional Village.

In view of the remarkable potential, Sangeh Tourism Village together with its Mumbul Park should be able to slowly rise after the Covid-19 pandemic, by increasing promotions through online media by highlighting the advantages of tourist attractions and working with various parties such as travel agents to increase visits.

#### 4. CONCLUSION

Sangeh Village is one of the traditional villages in Bali which is rich in various tourism potentials that it is referred to as a Tourism Village. However, since the Covid-19 pandemic hit the island of Bali until the post-pandemic period, tourist visits have decreased significantly. One of the tourism potentials of Sangeh Tourism Village is Mumbul Tourism Park. Mumbul Tourism Park has advantages in terms of nature and spirituality, thereby allowing for optimal development and promotion. In addition to promoting the advantages of Mumbul Tourism Park in online media, the Sangeh Tourism Village management also needs to build partnerships with travel agencies to optimize promotion. By doing so, the number of tourist visits to these places can increase again. Further studies need to be conducted regarding the optimal management of tourism development by the Sangeh Traditional Village.

#### REFERENCES

- Binahayati Rusyidi, Muhammad Fedryansah, 2018, Pengembangan Pariwisata Berbasis Masyarakat,

- Jurnal Pekerjaan Sosial*, Vol. 1 Nomor 3,  
Universitas Padjajaran
- Dean Dionisius Beoang, Ida Ayu Suryasih, 2018,  
Identifikasi Potensi Desa Wisata Sangeh,  
Kabupaten Badung, *Jurnal Destinasi  
Pariwisata*, Vol. 5 Nomor 2, Program Studi  
Sarjana Destinasi Pariwisata, Fakultas  
Pariwisata, Universitas Udayana
- Habib, M. A. F., Nisa, B. K., Diniat, B. T.,  
Ratnaningsih, A. P. A., & Fatkhullah, M. (2022).  
Empowerment of Society Art Groups as  
Supporting Magnetism of Sendang Made  
Natural Tourist Attraction, Jombang Regency.  
*Budapest International Research and Critics  
Institute-Journal (BIRCI-Journal)*, Vol.5(3).
- Harsani, P. (2020). Empowerment of Gunung Sari  
Village Community Groups, to optimize the  
potential of the village towards the Tourism  
Independent Village. *International Journal of  
Quantitative Research and Modeling*, Vol.1(2).
- Masturi, Shodiq Eko Ariyanto, Edris Zamroni, 2019,  
Optimalisasi Potensi Wisata Desa Grawan  
Melalui Pendampingan Kelompok Sadar Wisata  
Desa, *Muria Jurnal Layanan Masyarakat*, Vol. 1  
Nomor.2, Lembaga Penelitian dan Pengabdian  
pada Masyarakat Universitas Muria Kudus
- Sayyad, A., & Azarnivand, A. (2015). ourist  
experience and place attachment (case study:  
Isfahan-Iran). *Journal of Tourism and  
Hospitality Management*, Vol.3(4), 94–100.
- Soeswoyo, D. M., Jeneetica, M., Dewi, L.,  
Dewantara, M. H., & Asparin, P. S. (2021).  
Tourism Potential and Strategy to Develop  
Competitive Rural Tourism in Indonesia.  
*International Journal of Applied Sciences in  
Tourism and Events*, Vol.5(2).
- Peraturan Gubernur Bali Nomor 52 tahun 2021  
tentang Standar Penyelenggaraan  
Kepariwisata Budaya Bali