

## ECOTOURISM IN SUBAK KERDUNG, PEDUNGAN TAKES PART TO SUPPORT SUSTAINABLE TOURISM

By

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**Abstract:** Ecotourism is a smart weapon to preserve ecology, economy, education, and culture, by using entrepreneurship model, where the community takes part to increasing their local potential to be maximum productive. To increasing income per capita, the communities should plant productive fruit trees, has a fish pool. This smart ideas are expected to keep the land still exist as it was, and not to be sold to investor by the farmers, but are able to increasing the income per capita for everyone. Denpasar government, via *Badan Lingkungan Hidup* (BLH) of Denpasar was developing the ecotourism in *Subak Kerdung, Kelurahan Pedungan*, south Denpasar. This research is aimed to know the activities of *Subak Kerdung Pedungan* to develop ecotourism to support sustainable tourism. The data was obtained from informants who know well about the object of the researched such as *Pekaseh*, as the head master of farmers, the head of BLH, and the farmers surround *Subak Kerdung*. The result of the research showed that the activities of ecotourism in *Subak Kerdung* was truthfully active to support sustainable tourism. BLH believe that to develop ecotourism in *Subak Kerdung* will be able to increasing the income per capita of communities in *Kelurahan Pedungan*.

**Key Words :** Ecotourism, Subak Kerdung Pedungan, Takes Part, Sustainable Tourism.

### INTRODUCTION

Nowadays, Bali communities should be motivated to focus on ecotourism, especially farming sector. To continue farming occupation is to preserve Balinese culture which is said to be “*ADI LUHUNG*”.

The most important things is that the ecotourism could make economy prosperous to the farmer actors. Those statement above was agreed by DPR-RI dapil Bali, Mr. Gede Sumarjaya Linggih in his discussion with agribusiness actors, academy, advisors, and bankers.

Gede Sumarjaya gave a seriously motivation to the young farmers in Bali to be focus in farming. He predicted that in the future business trend, is economy sharing or collaborative business.

The marketing of farm product could be sold via internet, not useful to sell them conventionally which needs a lot of money.

The smart solution is to optimally the unproductive land to be highly productive and increasing their productivity. It is advisable that the farmer must be smart to get a highly profit for long life.

Government should support the farmer because the education of farmer is low degree, low quality of knowledge. The government should give free good seedling to the farmers.

The leader of KADIN Bali, Mr. AA Ngurah Alit Wiraputra also has the same ideas that the support from government is highly needed by farmers. Investment for farmers by APBD must be increased.

For the time being, the investment in province is so small. How come the farmers can do farming without giving incentive ?, minimally giving free seedling to the farmers.

Mr. Wiraputra believe that farmers will continually do farming if they get bigger support from government, and non-government is ready to buy farmers products.

Mr. Wiraputra with his components assure that non-government who already to support post harvest and also always motivates the farmer to do farming.

Our youth generation nowadays should be given such motivation that to be a farmer, not dirty as in the past, but to be a modern farmers like in overseas, their performance are gentlemen, and their ability of buying are also high level.

The farming method in Bali must be expanded with *desa, kala, patra* concept, it means **fit in place, fit in time, and fit in conditions**.

Every region should produce a specific product, let's say by the term : “**one village, one**

**product**". So that, in one village just produce one specific product.

The faculty of agriculture of Udayana University is doing research on our earth in Bali. Our earth in Karangasem regency is appropriate for what ?, in Bedugul regency is appropriate for what ?, and in some other regency such as in Singaraja, Tabanan, etc are appropriate for what ?, said him.

After doing smart classification on earth in Bali, he concluded that earth in Baturiti regency is appropriate for farming strawberry and selada. In Jatiluwih also has done research to develop farming product beside producing rice.

The most important things is that we should know the characteristic of every earth in Bali. We can't plant any seedling (bibit) without knowing the characteristic of the earth itself.

We also believe that Mr. Joko Widodo, the Indonesian President, with his **NAWACITA** : will move from village, so that the bank will not be far from the farmers. He works hard to change the mindset of farmers from **farmer** into **agribusiness entrepreneur**.

Mr. Agung Darmawan stressing that the wheel of economy are : **products, financing, and marketing**. Especially for financing, the government has applied **KREDIT USAHA RAKYAT (KUR)** 9 %. Later the interest will be decreased hopefully the most important things is to create more market to help farmer in marketing their products.

Mr. Agung believe that if the marketing is maximum, the order are fully booked, the production will be automatically increasing, then the financing will be smoothly.

Nowadays, the marketing is impossible using conventional types, i.e via shops, markets, etc. nowadays the BNI has made a *mall*, let's say "*mall in website*".

Mr. Agung has explained to their staff about the programme to create **virtual mall** with Gianyar regent, Klungkung, and Bangli regent.

This smart ideas would be completer if the government makes **BALI MALL** in website.

A virtual mall like this has existed in Banyuwangi regency which is called **Banyuwangi Mall**. Why not in Bali ?. Bali government will work hard to create the similar ideas to help the farmers in marketing their products, ecotourism, etc.

Bali has everything. Talking about farming, Bali has **SUBAK** (traditional irrigation system) is exist only in Bali, none in the other country.

Mr. Agung who has been living in overseas for such a long time believes that nobody don't know Bali which we should sell ; marketing must

be at the front and the BNI will be always ready to help and to support as maximum as he can.

## RESEARCH METHODOLOGY

This research is located in SUBAK KERDUNG PEDUNGAN, south Denpasar, in May, 2016 last month. Data which are used in this research are qualitative data which comes from premiere data, and secondary ones.

Data collection comes from observation, depth interview, and documentations. Data were obtained from informants who know well about research objects such as the head of subak, pekaseh (irrigation supervisor), farmers, the head of Badan Lingkungan Hidup (BLH) of Denpasar, etc.

About to stating informant, is used *purposive* sampling, which means to choose those who knows well about the situation and condition of SUBAK KERDUNG PEDUNGAN, so that, their explanation would be more accurate (Sugiono, 2009:14).

While, in stating the respondent, is used accidental sampling which means spontaneously met by researcher while doing the research. Moreover, if that respondent was appropriate with the characteristic, could be used as a sample (Ridwan, 2007:33).

Data analyzed which is used in this research is descriptive qualitative analysis, which means by describing the explanations which have got from respondent about the activities of farmers in SUBAK KERDUNG PEDUNGAN. Finally those data were transformed, was analyzed, then described to be worthfull knowledge (Kusmayadi & Sugiarta, 2000).

## RESULT AND DISCUSSION

It was about three months ago in May 2016, Denpasar government via Badan Lingkungan Hidup (BLH) of Denpasar city, made an event about **ecotourism development**, in SUBAK KERDUNG, kelurahan Pedungan, south Denpasar. This event was related with "**Hari Lingkungan Hidup Sedunia**". This ceremonial was opened by the assistant of "*Wali Kota Denpasar*", Mr. IGN Jaya Negara, which was proved by giving "*bibit tanaman langka*" and planting *kemoning* trees and *tengkulak* trees, and also spreading many fish into the river along **SUBAK KERDUNG**.

The chairman of Badan Lingkungan Hidup of Denpasar city, which was attended by AA Bagus Sudharsana and *Camat Denpasar Selatan*. Mr. AA Gde Risnawan, Jaya Negara, appreciated all attendants, participants, and actors who took parts in developing ecotourism in Subak Kerdung.

By developing the ecotourism in SUBAK KERDUNG, it is expected to prevent function changes of land in Denpasar, and to increasing income per capita of Subak Kerdung communities in Pedungan-Denpasar.

This ecotourism in Subak Kerdung Pedungan, was aimed to preserve ecology, to increasing economy and education, and culture also, by applying *entrepreneurship* model, where the society takes part to increasing their income per capita, and also to develop their regional to be more productive.

This event was as the continuation of last year programme, when the chairman of BLH joined with PEKASEH and the farmers had planted any kinds of trees, melon, and many kinds of vegetables in order to increasing the earth quality in SUBAK KERDUNG, and harvesting together with communities and PKK of Pedungan, to be a new tourist destination.

But, the most important things is to press function changes of land. In the year 2005, there were 30 hectare of productive land lost to became buildings.

Further, the chairman of BLH expected that this programme will be sustainable, to keep Bali clean and green. IN PETANG and ABIAN SEMAL are PROPOSED TO BE TOURISM VILLAGES TO SUPPORT SUSTAINABLE TOURISM

Last month, the DPRD Badung proposed all villages in Petang and Abiansemal were decided to be tourism villages. For the time being just a few of villages were decided as tourism villages.

In Petang and Abiansemal there are 25 villages. Soon, all villages will be proposed to be tourism villages, so that, every village's potency could be lift-up and to be sold to visitors.

Besides that, it is advisable to build an art-stage, let's say an "Art Center" in Abiansemal, because north Badung hasn't got any art center yet.

The function of this art center are ; besides as art performances, it is also to use to developing tourism in north Badung.

By developing the tourism activities in north Badung, the chairman of DPRD Badung believe that the communities economy would be increasing, and prosperous.

It's time for tourism to move to north side. It's because of so many visitors come to Petang and to Abiansemal, so that all tourism villages in north Badung will be alive.

The chairman of fraksi PDI-P also proposed an education tourism and oldmen tourism in Petang village.

New tourist object like this is so interesting for foreigners. Pelaga village is the best place to

build an international old tourism village, so that in the future there will be many oldmen of visitors would come and staying there.

The chairman of PHRI Badung remind us that, what did we built should be useful for local communities, not just for stuff to love your comfort.

The chairman of Badan Promosi Pariwisata Daerah (BPPD) Badung suggested to educate, and giving guidance to the ecotourism actors continuously until successful.

## CONCLUSSION

After long discussion in the main topic, here will be offered a conclusion. Seeing is believing. After searching the real fact of THE SUBAK KERDUNG PEDUNGAN, south DENPASAR, it can be concluded that all actors of ecotourism there, starting from the farmers, the pekaseh, the head of BLH, joined together to support sustainable tourism.

Last year, Denpasar BLH together with *Pekaseh* and farmers have planted many fruit trees, melon, and vegetables, for increasing the quality of earth there.

By developing an ecotourism in Subak Kerdung Pedungan, the Denpasar government believe that the **ecology, economy and education**, and culture of Pedungan village would be highly lifted-up by **entrepreneurship strategy model**.

In the future, by developing ecotourism in Subak Kerdung-Pedungan, the potency which is belonged to Subak Kerdung to be more productive.

## SUGGESTION

Although Denpasar government through Badan Lingkungan Hidup (BLH) of Denpasar have done their best to SUBAK KERDUNG PEDUNGAN, but we are as researcher want to give worthful suggestion to be better in the future.

The Subak Kerdung Pedungan has received a miracle such as developed to be ecotourism, for increasing communities economy and education and also the culture, given donation *Tanaman langka*, kemoning trees and tengkulak trees.

These donation by Denpasar government, should be well looked after, to make Subak Kerdung Pedungan communities become prosperous.

All actors whose develop ecotourism in Subak Kerdung Pedungan should be focused in developing ecotourism to prevent their land to be sold to investors, but to make their land to be more productive, and finally the sustainable tourism will be really exist.

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