

**GEMBOK CINTA OR GUBUK CINTA AS AN ECOTOURISM IN BANJAR GAGAH,  
TEGALALLALANG VILLAGE, GIANYAR-BALI IS TO SUPPORT GREEN TOURISM**

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**ABSTRACT:** In accordance with future tourism, there will be a movement from mass tourism to quality tourism. As a sequence, all sectors that take part in tourism development should develop quality tourism. Ecotourism is one of the quality tourism which aims is to sustainability of nature, ecology, economy, social benefit, and to support green tourism. This research is aimed to know the activities of a new tourism object in Banjar Gagah, Tegallalang Village, Gianyar, which has implemented green tourism, prevented the change of land used, preserved its ecology, developing the economy of communities surround the village, and increasing the social benefit of that village, and the most important thing is to support green tourism. Data of this research was collected by using direct observation, depth interview, and documentation. The data was obtained from informants who know the object of the research such as *Pekaseh* Subak Sukabayu, Pecalang (Balinese Security), and farmers. After that the data was analyzed descriptively. The result of this research showed that the Gembok Cinta ecotourism is to support green tourism, has prevented the function of land, has preserved the ecology surround the village. This new tourism object can attract many visitors, domestic or foreigners, especially for the youth who falls in love to get photo selfie. Further, in the future, this new tourist object could give a positive contribution to economy, social and environment of Banjar Gagah, of Tegallalang Village, especially to support green tourism.

### INTRODUCTION

Bali is as the tourism center in the middle of Indonesia. Until nowadays is still respected as world destination country because Bali has some big tourism potentials such as the splendor of Bali, various of art and cultures and uniqueness of social life, which most population are Hindu.

The beauty of nature, flora and fauna, the ancient of history and culture, art and Balinese culture could be a big investment to develop Indonesian tourism.

Besides that, Bali is continuously pushed to create some new tourism object to prevent getting bored for visitors who have been to Bali for several times.

That's why, the communities of Banjar Gagah, in Tegallalang Village created a new tourism object which offering new nuance.

The *Imlek*, Chinese new year in 2017 bring good prosperous to Bali tourism. It was since one week before *Imlek* day, there were many of Chinese tourists came to Bali to celebrate the *Imlek* in Bali. The implication was that, the

hotel occupation in Bali was started to increasing, especially for those sea-side hotels. It was said by the advisor of DPP IHGMA DR. Gusti Kade Sutawa, last Tuesday January 24<sup>th</sup> 2017. Hotel occupancy during *Imlek* was predicted approximately 50%, especially for those hotel which has a direct access to the beach, which are expected by Chinese tourist to stay.

There are many things which must be paid attentions, said Mr. Gusti Kade Sutawa.

The first one is the infrastructure which is connecting the south Bali to east Bali, west Bali, and north Bali, in order to spreading out those visitors to all over Bali.

The second one is in managing the rubbish. There must be a good solution in managing the rubbish by Government or by *DPR*.

Besides that, the blue print of Bali tourism must be made soon, in order to understand the sustainability of Bali tourism in the future. So that, our children will receive the continuity of Bali tourism to be sustainable forever.

Bali is advised to copy the creation of International tourism such as Paris and South Korea. About Gembok Cinta or Gubuk Cinta, which is applied now in Banjar Gagah, Tegallalang Village, Gianyar Province, Bali. Frankly speaking that in Bali there are many good tourist objects to be offered as new tourism objects.

What are needed ?, the **good will**, and **political will**, from the Government are absolutely needed, in order that the expert / stake holder which are exist there should give contribution to develop Bali tourism.

We feel grateful to the incoming of Chinese tourism whose come to Bali are increasing significantly during “Imlek” ceremony. To entertain those visitors, The Tegallalang Village was opening a new ecotourism object namely “Gembok Cinta or Gubuk Cinta”.

### RESEARCH METHODOLOGY

This research was located in Banjar Gagah, Tegallalang Village, Gianyar Regency – Bali. Data which was used in this research was qualitative which came from primary data and secondary ones.

Data collection was using observation, depth interview, and documentation.

Data were got from some informants who knew well about this research such as the leader of *Subak* Sukamaju, Banjar Gagah, Tegallalang Village, in Gianyar, and also the *Pekaseh* (The Manager of Irrigation) of Subak Sukamaju, namely Mr. I Wayan Sudana, the *Pecalang* (Balinese Security), farmers of *Banjar Gagah*. Research methodology was using purposive, by choosing those informants who know well about the existence of Gembok Cinta or Gubuk Cinta, so that I am as a researcher can get an accurate information (Sugiyono. 2009).

While, in determining the respondents was using accidental sampling which means that in determining the sample was according to spontaneously, which means whoever was met in accidentally and match with the

characteristic, so that those man could be used as a sample (Riduwan. 2007).

Data analysis in this research was using descriptive qualitative which means by describing all information which has got from respondents. Finally those data were transformed examined, and describe well until become a useful information.

### RESULT AND DISCUSSION

#### GEMBOK CINTA OR GUBUK CINTA IN BANJAR GAGAH, TEGALLALANG, AS AN ECOTOURISM IS TO SUPPORT GREEN TOURISM.

There is a new tourists object which has just created in Banjar Gagah, Tegallalang, Gianyar. The opening ceremony was on 23<sup>rd</sup> of January 2017.

This new tourist object, is as an ecotourism which is located in the rice field. This tourist object is offering new nuance in a wide rice field as a nature tourist object, in Subak Sukamaju, Banjar Gagah, Tegallalang Village, Gianyar Regency, Bali.

This rice field nature tourism is approximately 92 hectares wide which offers beautiful view and can give healthy eyes.

In this rice field you can see the beauty and the splendor of teracering rice field, while the farmers are farming traditionally.

The visitors can take a walk on a patch way along 2,7 kilometers. The idea to create this rice field as an ecotourism has been planned since one year ago, said the *Pekaseh of Subak* Sukabayu, Mr. I Wayan Sudana.

It was said that after building the structure and infrastructure to support it such as : toilet, a pathway which was made of bricks along the rice field.

Finally this nature tourism object was grand opening last Wednesday.

Besides offering rice field view, jogging track, and tracking, in the future, this object will be an education tourism. Here, in this rice field the visitors will be shown about real Balinese

farming which has a close relationship with its culture nuance, said him.

He added that, in that location, the visitors will be shown about how to plant rice trees, starting from seed, grow into little rice trees, *membajak sawah* (ploughing the rice field), planting the little rice tree, until harvesting the rice.

He will be introducing the traditional farming, without using tractor (machine). The visitors will see the activities of Balinese offering.

To support this rice field nature tourism, there is a place for taking photos, more famously is said a place for selfie.

#### GEMBOK CINTA IN A RICE FIELD, IN AN ECOTOURISM OBJECT

In the open air, in the selfie location, there is an open stage which is circled with terali (fence). This place is called “**GEMBOK CINTA**”.

This location is created special for the youths who falls in love, to put on a padlock (*gembok*) to symbolized their **true love**.

This smart idea was got from overseas, such as from French and South Korea.

On the other hand, the Chairman of *Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu*, namely Mr. I Ketut Mudana said, that he felt admired with the smart ideas and innovation of the community from Banjar Gagah, especially for those Krama Subak (Subak Organization) of Sukabayu.

According to him (Mr. I Ketut Mudana), besides as an ecotourism, this smart ideas are as a good first step for conservation and sustainable of environment.

Further he said that besides Banjar Gagah was stated as an ecotourism, this smart idea is capable to look after rice field environment.

Nowadays, it can't be stopped the changes of land function for economy importance. So that by this good activity he expected that the conservation and sustainability of environment could be gained.

## CONCLUSSION AND SUGGESTION

### CONCLUSSION

After describing a long story about Gembok Cinta or Gubuk Cinta as an ecotourism in Banjar Gagah, Tegallalang Village, Gianyar which is to support green tourism, I am as the researcher would like to express some conclusion which could be able as a summary of this long story, in order to make the reader can spend his time as limited as possible, but could understand the content at a glance.

The conclusion are as follows:

- By doing this research, I am as a researcher, I noticed that the activities in Banjar Gagah, Tegallalang Village Gianyar especially the Gembok Cinta or Gubuk Cinta was really an ecotourism which was to support sustainable tourism.
- The presence of Gembok Cinta or Gubuk Cinta in Banjar Gagah, Tegallalang Village was offering a new nuance.
- By the presence of this Gubuk Cinta in Tegallalang Village can prevent the changes of land function there.
- The presence of Gubuk Cinta or Gembok Cinta, can made the Banjar Gagah in Tegallalang Village become famous in all over Bali and in the future will be well known by International visitors.
- The presence of Gubuk Cinta or Gembok Cinta in Tegallalang Village, implemented sustainability of nature, ecology, economy, social benefit, and supports green tourism.

### SUGGESTION

After describing so much and so long explanation on conclusion topic, now, in this good opportunity I am as a researcher would like to express my own suggestion to make this new ecotourism become more develop, then in the future to be well known in all over Bali, Indonesia, moreover by International tourism.

- The activities of farmers in the rice field in surround Banjar Gagah, Tegallalang Village was still rarely, not many enough yet to make the visitors satisfied to come there.

- It is advisable for the visitors to take part, to join the farmer in planting rice trees in the rice field.
- When the farmer is processing the earth of rice field using a plough and cows, it is suggested to join by visitors, to make this activities become attractive.
- Widely promotion of this Gubuk Cinta through social media, electronic media, internet, by all travel agents should be seriously done to make this new ecotourism become well known on all over Bali, Indonesia, and International.
- The parking area hasn't wide enough yet, so that, in the future when high season, there will be many cars and transportation will be parking on the road which could make crowded situation around this ecotourism object.

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