

Analysis of the Potential of the Bumbung Gebyog Dance as an Effort to Develop Cultural Tourism Attractions in the Pinge Tourism Village

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Abstract: The development of tourism activities at this time is going well. This can be seen from the development of various tourist attractions starting from the development of tourist villages and special interest attractions to accommodate the needs of tourists. One of the tourist activities that is quite interesting for tourists at this time is cultural tourism. Cultural tourism is said to be able to attract tourists' interest in visiting because when implemented, this tourist activity can invite tourists to learn more about the conditions of community activities, artistic activities and many other things. This research the aim will be to analyze the potential of the Bumbung Gebyog dance and gamelan as a cultural tourism attraction in Pinge Village. The method used in this research is descriptive analysis and observational studies which are more oriented towards the use of qualitative methods in it. Descriptive analysis is used to describe the potential of the Bumbung Gebyog Dance and Gamelan as cultural potential by reading several related research literature and observational studies will be used to ensure the validity of the data that has been obtained through the literature. The results of this research found that Pinge Tourism Village can optimize the potential of the Gebyog Bumbung Dance as the main attraction in developing cultural tourism performances, while ensuring the preservation and preservation of this valuable cultural heritage.

Keywords: Bumbung Gebyog, Cultural Tourism, Tourist Attractions

A. Introduction

Tourism is one sector that is very crucial in supporting economic activities for the Indonesian people. The advantages of tourism can support community economic activities as seen from the increase in employment opportunities, promotion of the existence of arts and culture on the international stage (Ardiwidjaja, 2020). Apart from that, tourism activities have very high potential in the field of culture in Indonesia (Sakti & Sulistyowati, 2020). This is because the existence of culture can be supported through tourism activities, where the function of tourism activities is as a mediator in

introducing the essence of implementing cultural activities to tourists (Oka et al., 2021).

Tourism is an activity carried out by individuals or groups to visit tourist attractions from one place to another with the aim of having fun (Jayadi & Suryawan, 2020). In the development of the tourism industry there is a concept of "tourism product" which includes several components such as tourism attractions, accessibility, accommodation, communication services, travel, promotions and entertainment activities (Sadguna, 2017). Each tourism object has its own unique value, so that all tourist objects tend to maintain the presence of tourists and try to extend the duration of tourist visits when visiting the intended tourist destination (Nugraha, 2020). The length of time these tourists stay will then have a significant influence on the community in a tourist area (Antomi et al., 2018).

Potential can be defined as abilities that can be developed, while culture is all the results of creativity, taste and initiative that are developed and owned by a group of people and passed down from generation to generation (Sumarmi et al., 2020). Cultural potential refers to the natural ability of a culture to develop and produce something new (Dewi, 2022) (Budiman et al., 2023). Feelings and intentions are shared by a group of people and then passed down from generation to generation (Kisusi & Masele, 2019). This cultural potential is not influenced by input from external parties from outside cultures or the needs of tourists. So it can be said that the potential will still continue to develop and has not experienced influence from outside culture (Solemede et al., 2020).

In the current development of tourism trends, it tends to move towards the field of special interest tourism (Damayanti et al., 2020). The essence of implementing special interest tourism activities is considered attractive by tourists because tourists can get more value and can mingle with the local community. This activity then encourages the development of special interest tourism which is very intensively developed in Indonesia. Apart from that, the main potential in developing tourism in Indonesia is multicultural cultural diversity.

Cultural tourism: travel activities or some of these activities carried out voluntarily and on a temporary basis to enjoy tourist objects and attractions consisting of historical heritage, cultural heritage, traditional villages, tombs of kings, museums and dance studios/art studios (Adam et al., 2019) (Hudha et al., 2019). One of the developments in this cultural tourism trend has encouraged several regions such as Bali, especially Pinge Village, to develop several cultural tourism existences. The existence of cultural tourism potential owned by Pinge Village is Bumbung Gebyog. Bumbung Gebyog is known as a typical dance from Pinge Village which can only be danced when tourists come to Pinge Village. Historically, the Bumbung Gebyog dance was only danced by unmarried women and its nature was very sacred. However, over time this dance underwent modifications to meet the needs of tourism activities. So later in this

research researchers will examine the potential of Bumbung Gebyog in supporting the development of cultural tourism in Pingge Village. In this case, the researcher will examine the existence of this dance, whether it will be able to sustainably support tourism activities in Pingge Village and explain the reasons why this dance was chosen by the local community as an iconic cultural tourist attraction.

B. Methods

Research design is everything that includes the approach used in research. This research uses an implementation method starting from the preparation stage, implementing activities, monitoring and evaluation. The instruments used in data collection were questionnaires distributed to determine the perceptions of the community, stakeholders and tourism industry players as well as interview guidelines to obtain input data so as to get a more complete picture of the community and related tourism industry players. Other instruments used include cameras and recording equipment used during interviews. The check list is used to identify the potential of Bumbung Gebyog as a cultural tourism potential in Pingge Village. Apart from that, researchers used observational studies and analysis to study the problems in Pingge Village related to the cultural tourism potential of Bumbung Gebyog. Then, from the results of this interview, the researcher will then plan a program that is relevant to the research design, namely the development of Bumbung Gebyog as a cultural tourism attraction. This research activity will begin with observation which will then continue with the interview and reduction stages which will lead to drawing research conclusions.

C. Results and Discussion

Results

Research on the potential of the Bumbung Gebyog Dance as an effort to develop cultural tourism attractions in the Pingge Tourism Village provides a deep understanding of local cultural values which can become a strong tourist attraction. The Bumbung Gebyog dance is a cultural heritage that is rich in history, movements and symbolic values that are able to depict the lives and beliefs of the local community. Pingge Tourism Village, with the presence of the Bumbung Gebyog Dance, has great potential to develop cultural tourism. In this research, emphasis is placed on the following aspects that support the potential for tourist attraction development:

Historical Aspects and Cultural Values

The Bumbung Gebyog dance is not only a dance, but also a reflection of the history and values believed by the local community. Through this research, the history of the dance, the traditional background, and the symbolic meaning behind each movement

are revealed. Values such as togetherness, fertility, and human connection with nature are reflected in this dance, enriching the tourist experience.

The depth of the Bumbung Gebyog Dance extends beyond its physical movements; it encapsulates a rich historical narrative and profound cultural values. Here's how: (1) **Historical Context:** Researching the history of the dance unveils its origins, evolution, and its significance within the local community. Understanding how it emerged, its transformations over time, and its role in historical events can provide invaluable insights into the cultural identity of the region. (2) **Traditional Background and Rituals:** Delving into the traditional background associated with the dance can reveal the rituals, ceremonies, or social contexts in which it is performed. This sheds light on its role within local traditions and festivities, emphasizing its cultural importance. (3) **Symbolic Meanings of Movements:** Each movement in the dance might carry symbolic significance. Analyzing the gestures, postures, and sequences could unveil deeper meanings related to local beliefs, mythology, or aspects of daily life, enriching the dance's narrative and the understanding of its cultural roots. (4) **Values Embedded in the Dance:** The dance might embody essential cultural values such as togetherness, unity, fertility, or the interconnectedness between humans and nature. Understanding these values helps tourists appreciate the deeper significance of the dance beyond its aesthetic appeal. (5) **Enriching Tourist Experience:** By sharing the historical aspects and cultural values embedded in the dance, tourists can have a more meaningful and immersive experience. They can gain a deeper understanding and appreciation for the local culture, fostering respect and admiration for the community's heritage.

By uncovering the historical, traditional, and symbolic dimensions of the Bumbung Gebyog Dance, the tourist experience can be elevated beyond mere entertainment. It becomes an avenue for cultural exchange, mutual understanding, and the celebration of shared human values, fostering a deeper connection between visitors and the local community

Economic Potential and Local Community Development

The development of the Bumbung Gebyog Dance can provide a significant economic contribution to the Pinge Tourism Village. In the research, it is studied how the development of cultural tourism attractions can create local jobs, stimulate the tourism sector, and advance local craft and culinary industries that support cultural sustainability.

The economic potential of developing the Bumbung Gebyog Dance offers substantial benefits for the Pinge Tourism Village. Here's how it can contribute to economic growth and local community development: (1) **Job Creation:** The development of cultural tourism attractions like the Bumbung Gebyog Dance can create employment opportunities within the community. Jobs may include performers, artisans creating costumes and props, tour guides, hospitality staff, and more, thereby reducing

unemployment and improving livelihoods. (2) Stimulating Tourism Sector: A well-developed cultural attraction like the Bumbung Gebyog Dance can attract a higher influx of tourists. This increased tourism can stimulate the local economy by generating revenue for accommodations, restaurants, transportation services, souvenir shops, and other tourism-related businesses. (3) Promoting Local Craft Industries: The demand for traditional costumes, props, and other artifacts associated with the dance can boost local craft industries. This could encourage artisans and craftsmen to expand their businesses, preserving traditional craftsmanship while meeting the market demand. (4) Supporting Culinary Industries: Enhanced tourism often leads to increased interest in local cuisine. Restaurants and food vendors in the Pinge Tourism Village can benefit from the growing number of visitors by offering traditional dishes, thus contributing to the local culinary industry. (5) Cultural Sustainability: Economic development through cultural tourism attractions can also contribute to the preservation of cultural heritage. When local crafts, cuisine, and traditions are economically valued, there is a stronger incentive to preserve and pass them on to future generations.

By focusing on the economic potential of the Bumbung Gebyog Dance and its associated cultural tourism, the Pinge Tourism Village can experience significant growth, providing opportunities for sustainable development and enhancing the overall well-being of the local community.

Tourist Attraction and Marketing

Analysis of dance potential also includes appropriate marketing strategies. The results of this research highlight the uniqueness of the Bumbung Gebyog Dance as a tourist attraction that can be promoted effectively through social media, collaboration with travel agents, and local cultural events or festivals. Absolutely, effective marketing strategies are crucial for promoting the Bumbung Gebyog Dance as a tourist attraction. Here are some key avenues to explore: (1) Social Media Campaigns: Leveraging social media platforms to showcase the uniqueness and beauty of the dance can be highly effective. Sharing videos, images, and stories about the dance's cultural significance, behind-the-scenes glimpses, and testimonials from visitors can generate interest and attract a wider audience. (2) Collaboration with Travel Agents and Tour Operators: Partnering with travel agencies and tour operators allows for inclusion of the Bumbung Gebyog Dance in tour packages. These partnerships can help promote the dance to tourists planning their visits to the region. (3) Local Cultural Events and Festivals: Showcasing the dance during local cultural events or festivals not only attracts tourists but also allows for an authentic and immersive experience. Highlighting the dance as a centerpiece of these events can draw attention from both local and international visitors. (4) Online Presence and Website Development: Creating a dedicated website or online platform that provides comprehensive information about the dance, its history, significance, performance schedules, and booking options can serve as a central hub for interested tourists. (5) Collaboration

with Influencers and Bloggers: Partnering with travel influencers or bloggers who specialize in cultural experiences can significantly amplify the visibility of the Bumbung Gebyog Dance. Their content and recommendations can reach a wider audience and generate interest among potential visitors. (6) Cultural Exchange Programs and Performances: Participating in cultural exchange programs or arranging performances in other regions or countries can enhance the visibility of the dance globally, attracting tourists interested in unique cultural experiences.

By implementing a comprehensive marketing strategy that utilizes various channels such as social media, partnerships with travel agents, local events, and online platforms, the Bumbung Gebyog Dance can gain recognition as a must-see cultural attraction, attracting tourists seeking authentic cultural experiences.

Cultural Preservation and Education

Apart from being an economic resource, research also highlights the importance of cultural preservation. Efforts to develop tourist attractions must be in line with efforts to preserve local traditions and knowledge. Education and training measures for the younger generation are key to maintaining the continuity of this dance and expanding understanding of cultural values. Absolutely, the preservation of cultural heritage and traditions is invaluable. Here's how it can be emphasized (1) Education for Cultural Continuity: Implementing educational programs within local communities and schools is vital to ensure the transmission of cultural knowledge and values. Teaching the Bumbung Gebyog Dance, its history, significance, and the values it represents to younger generations helps in its continuity. (2) Documentation and Archiving: Recording and documenting the dance, its stories, music, costumes, and associated rituals can aid in preserving it for future generations. Establishing archives or digital libraries can safeguard this cultural heritage. (3) Inter-generational Learning: Encouraging interactions between different generations within the community allows for the transfer of traditional knowledge. Elders passing down their experiences and expertise regarding the dance to the younger members ensures its preservation. (4) Cultural Workshops and Training: Organizing workshops and training sessions not only within the community but also for interested individuals, dancers, or researchers from outside can help in expanding the understanding and appreciation of the dance and its cultural significance. (5) Integration in Education Curriculum: Incorporating elements of the Bumbung Gebyog Dance and its cultural significance into formal education curricula ensures that it remains an integral part of local history and identity. (6) Community Engagement and Participation: Actively involving the community in cultural events, performances, or festivals centered around the dance fosters a sense of pride and belonging. This involvement strengthens the bond with their heritage and encourages its preservation.

By integrating cultural preservation efforts with educational initiatives targeted at the younger generation, the Bumbung Gebyog Dance can not only thrive as a tourist

attraction but also retain its cultural significance and authenticity. Balancing economic development with cultural preservation ensures that the community's heritage remains vibrant and respected for generations to come.

Social Impact and Sustainability Development

The development of the Bumbung Gebyog Dance must take into account the positive social impact on local communities. Community participation in this development is important to ensure the social, cultural and environmental sustainability of this project. The research results show that the Bumbung Gebyog Dance has great potential as the main attraction in developing cultural tourism in the Pinge Tourism Village. However, it requires careful planning, strong collaboration between the government, local communities and the private sector, as well as a commitment to preserving cultural values to maximize this potential. With a holistic approach, the development of cultural tourism attractions can be a successful example of combining local cultural preservation with sustainable tourism development.

The emphasis on positive social impact within the development of Bumbung Gebyog Dance reflects a commendable approach. Here are key points to consider for its sustainable development: (1) Community Involvement: Engaging the local community is crucial for the sustainable development of cultural attractions like the Bumbung Gebyog Dance. Their active participation ensures that cultural values are respected, preserved, and accurately represented. This involvement also empowers locals, creating a sense of ownership and pride in their cultural heritage. (2) Collaboration Between Stakeholders: Strong collaboration among the government, local communities, and the private sector is vital. Each stakeholder brings unique perspectives, resources, and expertise that can contribute to the holistic development of the dance as a cultural tourism attraction. (3) Careful Planning and Management: The success of this project relies on meticulous planning that balances tourism development with the preservation of cultural integrity. Sustainable management practices should be implemented to minimize negative impacts on the environment and local traditions. (4) Preservation of Cultural Values: While developing the dance as a tourist attraction, it's crucial to maintain and respect its cultural authenticity. This involves ensuring that the essence and significance of the dance remain intact without compromising its cultural roots. (5) Holistic and Sustainable Approach: Integrating cultural preservation with sustainable tourism practices is key. By adopting a holistic approach, the project can not only attract tourists but also benefit the local community economically while preserving their heritage for future generations. (6) Education and Awareness: Educating both tourists and locals about the cultural significance of the Bumbung Gebyog Dance fosters greater appreciation and respect. This awareness can lead to more responsible tourism practices and a deeper understanding of local culture. (7) Long-Term Commitment: Sustainable development requires a long-term commitment. Continuous monitoring, evaluation, and adaptation of strategies will be essential to ensure that the positive social impacts are maintained over time.

By balancing tourism development with the preservation of cultural heritage and involving the local community in the process, the Bumbung Gebyog Dance can become a flagship example of sustainable cultural tourism. This approach not only attracts visitors but also nurtures local traditions and contributes positively to the socio-economic well-being of the community.

Discussion

Discussion of the potential of the Bumbung Gebyog Dance as an effort to develop cultural tourism attractions in the Pinge Tourism Village reveals key aspects that are important for understanding the value and potential of the dance. The Bumbung Gebyog dance, as a cultural heritage, has a rich historical dimension. Through research, it was revealed how this dance is a reflection of the long history and development of local society. The symbolic meaning behind the movements in the dance is also studied, which reflects the cultural values held firmly by the community. For example, movements that depict humans' relationship with nature or togetherness in everyday life. The importance of cultural values is not only from a historical perspective, but also from an economic and social perspective. The development of the Bumbung Gebyog Dance has great potential in providing a significant economic contribution to the Pinge Tourism Village. In this research, an analysis was carried out of the potential of dance as a tourist magnet capable of attracting tourist visits. From a marketing perspective, the right strategy is very important to promote this dance widely, either through social media, collaboration with travel agents, or through festivals and cultural events.

Apart from economic aspects, cultural preservation and education are also important focuses in the discussion. Efforts to develop tourist attractions must be in line with the sustainability of local culture. This includes education for the younger generation so that they can inherit the knowledge and love of the Bumbung Gebyog Dance. These educational and training measures are key in maintaining the continuity of the dance and encouraging a deeper understanding of cultural values. In this discussion, it is also important to take into account the social impacts resulting from the development of cultural tourism. Active involvement of the local community is needed in this development to ensure that this project has a positive impact on the surrounding community. The community must be an integral part in planning, managing and sustaining the development of this cultural tourism attraction.

The importance of sustainable development was also highlighted in the discussion. In this case, a holistic approach is needed to ensure that the development of tourist attractions does not only focus on economic growth alone, but also takes into account environmental, social and cultural sustainability. Overall, the discussion regarding the potential of the Bumbung Gebyog Dance as an effort to develop cultural tourism attractions in the Pinge Tourism Village highlights many important aspects. From historical aspects and cultural values, to economic, social and environmental

implications, this research illustrates the importance of considering all dimensions in the development of cultural tourism to achieve sustainable success.

D. Conclusion

After conducting research on the potential of the Bumbung Gebyog Dance as an effort to develop cultural tourism attractions in the Pinge Tourism Village, there are several conclusions and recommendations that can be drawn to support sustainable development as follows: (1) Rich Cultural Value: The Bumbung Gebyog Dance is a rich cultural heritage rich in history, symbolic meaning and local community values, it has great potential as a tourist attraction. (2) Economic Potential: The development of this dance has great potential in supporting the local economy, creating jobs, and increasing the tourism sector as well as the craft and culinary industry in the Pinge Tourism Village. (3) The Importance of Education and Preservation: Efforts to preserve cultural values and knowledge regarding the Bumbung Gebyog Dance need to be increased, including through education for the younger generation so that this cultural heritage continues to live. (4) Sustainable Development: The development of cultural tourism attractions must take into account social, environmental and cultural sustainability impacts, and involve active participation from local communities. This research also provides recommendations: (1) There needs to be a well-planned marketing strategy to promote the Bumbung Gebyog Dance widely, either through social media, collaboration with travel agents, or through festivals and cultural events. (2) Close cooperation between local governments, local communities and the private sector is very important to support the development of this tourist attraction, including in planning, management and promotion. (3) There is a need for ongoing education and training programs for local communities, especially the younger generation, to broaden their understanding of the Bumbung Gebyog Dance and ensure cultural continuity. (4) In developing these tourist attractions, a strong focus on social, environmental and cultural sustainability is essential.

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