ABSTRACT

In Bali, in particular, more and more tourist attractions are made for the development of tourist areas that have not been touched by tourists. This tourist destination is undeniably a place to compete to visit. New destinations are always popping up on the island of Bali. One of the contemporary tourist destinations that is now crowded with tourists is Blangsinga Gianyar Waterfall. You could say, this now popular waterfall is a new but old destination. The reason is because this waterfall was popularly known as Tegenungan Waterfall. Research related to the development strategy of Blangsinga waterfall tourism. Blangsinga Waterfall is actually the same waterfall as Tegenungan Waterfall. The difference in the two names is only obtained because of the login access used. The name Tegenungan is attached to this waterfall because it passes through Banjar Tegenungan. Similar conditions are also used because of the use of access via Blangsinga Village. Its development is very necessary in the context of the existence of these tourist destinations. One of the efforts made by Blangsinga Village as a tourist village is the preservation of the Kecak dance which has begun to recede amidst the rampant competition for the Kecak dance in Bali. Creative activities carried out by village officials by involving local communities in the effort to preserve the Blangsinga Kecak dance which was staged at the Blangsinga waterfall is a new breakthrough in order to promote this tourist attraction. This research is a preliminary study of how the best strategy for developing a tourist attraction with the main goal of tourists. The approach taken is qualitative, with reference to the theory of creativity and promotion theory Tour. In order to spread evenly, and obtain comprehensive data, the focus of the research is on Blangsinga Waterfall, Saba Village, Blahbatuh District, Gianyar Regency. Data will be collected through interviews, literature studies are expected, academically, this research is able to examine and explore more deeply with respect to the background, socialization patterns that are applied, and their implications for the local community as well as tourists, especially those visiting Blangsinga Waterfall, Saba Village, Blahbatuh District, Gianyar Regency. Then it is also expected to be one of the contributions of thought in developing innovative, creative, and sustainable culture-based tourism.

Keywords: Waterfalls, Contemporary Destinations, Hits
INTRODUCTION

The island of Bali which is often referred to as the Island of a Thousand Temples has great potential in the tourism sector. Bali has become a barometer of international tourism in Indonesia because it has natural beauty, arts, cultural diversity and social traditions inspired by Hinduism. The development of the tourism sector in Bali is due to the availability of facilities and infrastructure such as hotels, restaurants, travel agents for tourists visiting Bali. Along with the development of the tourism industry and increasing competition for various types of tourist destinations, local culture will become one of the leading products to attract tourists.

Tourism products and services are starting to develop to suit the needs of tourists. The tourism sector which is quite developed at this time is natural and cultural tourism. One of the local culture because it can be the center of the tourist experience. Most of the tourists took the time to taste the food or drink typical of the tourist destination. The journey from the wishes of tourists themselves who want to experience not only the beauty of nature but also the traditional food products and drinks served. Some tourist destinations use cooking skills as an attraction for tourists.

New destinations are always popping up on the island of Bali. One of the contemporary tourist destinations that is now crowded with tourists is Blangsinga Gianyar Waterfall. You could say, this now popular waterfall is a new but old destination. The reason is because this waterfall was popularly known as Tegenungan Waterfall. Blangsinga Waterfall is actually the same waterfall as Tegenungan Waterfall. The difference in the two names is only obtained because of the login access used. The name of the Tegenungan is pinned at this waterfall because it passes through Banjar Tegenungan. Similar conditions are also used because of the use of access through the Blangsinga Traditional Village. Blangsinga Waterfall offers views of the waterfall with a very heavy flow. The flow of water here comes from the Petanu River. During the rainy season, you will find the flow of water at Blangsinga Waterfall in cloudy conditions. If you want to find clear water flow, tourists can choose to come during the dry season.

Blangsinga Village has various types of interesting tourist objects including nature tourism, arts and culture, and culinary. This area is one of the attractive destinations for tourists, both domestic and foreign tourists. So far, tourists visiting the area are more familiar with natural and cultural attractions. The uniqueness of nature and culture that is still well preserved such as views of rice fields, artistic activities, especially dance and percussion are very attractive to tourists. Blangsinga village is very famous for the presence of two art figures, namely the art of dance (kebyar sat) named Ida Bagus Oka Wirjana Alm) who also founded the Blangsinga kecak dance and also a percussion figure namely I Wayan Tembres (late) who is famous for building the existing sekaa gongs. almost all corners of Bali at that time.

The rapid development of educational tourism attractions that are not comparable to current research on this phenomenon is the main idea underlying the urgency of this research. It is hoped that academically, this research is able to answer the efforts and creativity that has been carried out by Blangsinga Village for
the development of waterfall tourism objects in Blangsinga Village for the development of this tourism and its implications for the local community, and is also expected to be able to reveal any tourist activities. that need to be developed, so that existing tourist attractions do not only appear and then sink, but are able to develop sustainably, and in the future be able to become alternative tourism that can minimize the spread of tourist destinations which are currently only centralized in the western part of Gianyar.

THEORY BASIS

Tourism today is a mega business. Millions of people spend trillions of US dollars, leaving home and work to satisfy or make themselves happy (pleasure) and to spend free time (leisure). Tourism or tourism is the activity of visitors, namely people who travel to and live in places outside the place daily stay (resident) for a period of not more than twelve (12) months for various activities such as leisure, business, religion, and other personal reasons but does not receive wages/salary from the trip.

According to Law Number 10 of 2009 concerning Tourism in Chapter I Article 1 it is stated that tourism destinations which are identified with tourist destinations are defined as geographical areas located within one or more administrative areas in which there are attractions, public facilities, tourism facilities, accessibility, as well as communities that complement each other for the realization of tourism. If the boundaries of tourism destinations according to Law Number 10 of 2009 are associated with the Academic Draft of the Tourism Law (2006), then what is meant by a tourist destination is a place or area that is not always identical with an administrative area, but rather leads to a construct mental, dynamic in nature, in accordance with the relationship between the community and the environment that forms the place and is formed due to special, temporal, and socio-cultural characteristics, and has a name and meaning, so that it has a certain image. It includes the components of tourism products, including attractions, services, and other tourism resources. The most important element in a destination is the community.

Waterfall Etymologically, it consists of two words, namely water and waterfall. In the Big Indonesian Dictionary (KBBI) it is explained that water means (1) a clear, colorless, tasteless and odorless liquid that is found and needed in the life of humans, animals and plants that chemically contains hydrogen and oxygen, (2) liquid objects commonly found in wells, rivers, lakes that boil at a temperature of 100 degrees Celsius.

According to experts, the definition of creativity is as follows. First, according to Munandar (1995:25), creativity is a general ability to create something new, as the ability to provide new ideas that can be applied in problem solving, or as the ability to see new relationships between elements that been there before. Both Musbikin (2006:6) state that creativity is the ability to start ideas, see new relationships, or previously unexpected. In this study, several theories were used to answer the problems discussed. The theories in question are Promotional theories and are used to dissect the problems in this research which are considered suitable and relevant to the issues raised. Promotional products that are tangible and
Intangible are the basic components of services in tourism destinations which include:

1. Destination attractions
2. Destination facilities
3. Accessibility
4. Destination image
5. Price

Tourism destination development is tourism development which is basically community and regional development based on:

1. Advancing the quality of life of the community and preserving local identities and traditions.
2. Increase income economically while distributing it equally to local residents.
3. Oriented to the development of small and medium scale tourism with a large workforce absorption and oriented to cooperative technology.
4. Utilizing tourism as optimally as possible as an agent of contributing to cultural traditions with minimal negative impacts.

In Law R1 No 10 of 2009 Articles 6 and 7, regarding tourism development it is stated that tourism development must pay attention to diversity, uniqueness and uniqueness of culture and nature as well as human needs for tourism (Article 6). Tourism development includes the tourism industry, tourism destinations, marketing and tourism institutions (Article 7).

**METHODOLOGY**

This research is an exploratory qualitative research conducted by observing or observing, in-depth interviews and documentation. The data was collected to describe and explore something that happened and get all the facts related to the preferences of tourists both foreign and domestic about the Blangsinga waterfall tourist attraction located in Blangsinga Village, Blahbatuh, Gianyar. The approach used to carry out this research is a psychological and sociological approach to tourism.

In this research, primary data and secondary data are used. Primary data is obtained from the results of interviews conducted directly with relevant community leaders such as artists, composers, performers of the arts as well as experts and art observers as data sources. According to Soedarsono (1999) a researcher is always expected to use sources that are included in the 'primary' category, which can be in the form of recordings of the events under study. By using primary source, researchers have the opportunity to interpret with their own interpretation, and not just borrow the interpretation of other studies.

Observation participates (participant observation) in this observation, the researcher is involved in the daily activities of the person being observed or used as a source of research data. While making observations, the researcher participates in doing what the data sources do, and shares the joys and sorrows. With this
participant observation, the data obtained will be more complete (Sugiono, 2010:145).

RESULTS AND DISCUSSION

Currently Blangsinga Village is starting to improve to invite both foreign and domestic tourists to come to enjoy the beauty of the village. In addition, Banjar Blangsinga has also been designated as a tourist village in the Saba Tourism Village area and the decree on the designation of Saba village as a tourist village is September 2021. (Info from Ajik Cok Krisna by Bali). As one that has been attached to the identity of the village, Banjar Blangsinga is one of the locations that was not previously visited by tourists, both domestic and foreign, even though in terms of a very strategic location, the rural atmosphere is quiet, so it is very possible for interaction and socialization about natural tourism, especially waterfalls through the media (interview with Ajik Cok Krisna, September 10, 2021). Here is the full description:

Existence of Blangsinga Waterfall
A. The area that enters the Blangsinga waterfall, the atmosphere as soon as you enter the waterfall area looks like it reflects a rural atmosphere like a Balinese temple decoration with Balinese ornaments with a gate to enter the arel, you can see sunlight from the eastern horizon when visiting from morning to noon, because the temple facing west
B. Blangsinga before becoming a hit tourist attraction in Bali, the beginning of the waterfall being managed, which was originally planned to be managed by the Gianyar local government, did not happen. The old Bendesa I Ketut Widya (late) was about to meet Ajik Cok. Currently, Krisna has 30 optlets spread across Bali. The Blangsinga Bendesa, met with Ajik Krisna, initially after seven appointments with Ajik Cok and the Blangsinga Banjar management, they finally met first to discuss waterfall tourism and the Bendesa asked Krisna to be built immediately in Blangsinga, also maintains good relations with the village of Tegenungan as a business partner.

Activities to do in the Blangsinga Waterfall area
A. Hiking to Blangsinga Waterfall, to reach the location of Blangsinga waterfall, tourists have to walk through the valley and the downhill road is quite steep. Tourists can see this Blangsinga waterfall from the top gazebo near the parking lot. Natural scenery and tropical trees become friends along the way. Starting from the parking lot, tourists are immediately greeted with hundreds of steps down the valley. At the bottom of the valley, tourists will find baths with clear water.
B. Beautiful photo object, Tourists who have arrived under the waterfall will certainly find heaven on earth. Blangsinga waterfall has a large water discharge. Although not high, the magnitude of the water discharge creates a beautiful splash at the bottom of the valley. The rumbling sound of the water carries the message of nature's peace that people often seek. Coupled with the beauty of
the rock cliffs around it adds to the natural impression of this place. Its beauty is what attracts the attention of tourists who like photography to capture it.

C. Hunting for contemporary photos in the Blangsinga Waterfall Area offers views of the waterfall with a very heavy flow. The flow of water here comes from the Petanu River. When the rainy season arrives, the Petanu river finds the water flow at Blangsinga Waterfall in a murky condition. If you want to find clear water flow, tourists can choose to come during the dry season.

D. The preservation of the Blangsinga Kecak dance for national culture must indeed be dynamically preserved as a manifestation of the overall local culture of the archipelago. However, there are also foreign cultures that can be accepted as part of the culture of the archipelago because culture is a dynamic system. It is undeniable that external factors (the inclusion of external cultural elements into the national culture) have more influence on the dynamics of the socio-cultural life of the Indonesian nation. Besides being caused by the intensification of intercultural communication or contact, the process of accepting external elements is easier than the process of creation itself. As for the process in composing the Blangsinga colossal Kecak dance composition, for this reason, Alma Hawkins borrowed the concept presented by Alma Hawkins in his book Creating Through Dance (1964), that the creation of a work of art was taken through 3 stages, namely, exploration, improvisation, and forming (formation).

Promotion Strategy for Blangsinga Waterfall Tourism Object

Listening to the opinion of Kotler (2001) who divides promotional activities consisting of: 1) advertising (advertising), 2) face-to-face selling (personal selling), 3) publicity (publicity), 4) sales promotion (sales promotion), 5) direct marketing (direct marketing). The five of the promotional activities have been carried out by management, (1) advertising, namely with advertisements along the road to the location, especially from the Denpasar-Padangbay public highway area towards the right side of the road from Denpasar direction, then before entering the location, advertisements are also installed, (2) face-to-face sales, this is an effort from the manager to always give positive images to visitors by meeting face to face and providing full service or service so that consumers are satisfied. There are various ways of promotion that have been carried out:

- A. Promotion of word of mouth
- B. Promotion through social media
- C. Visits of local, domestic and foreign tourists

Socio-Economic Implications for the local community with the presence of Blangsinga Waterfall

Regarding the socio-economic implications for the people of Banjar Blangsinga, it is clear that it has a positive impact. This is evidenced from the beginning that there has been no income to traditional villages, especially in the field of development or improvement of shrines or temples, which cost not small or even billions of rupiah, the funding can be subsidized by the existence of this waterfall tourism object.
CONCLUSIONS

1. Conclusion
From the previous discussion, some conclusions can be drawn as follows. The existence of Blangsinga Waterfall as a popular tourist attraction in Bali in Banjar Blangsinga, Saba, Blahbatuh, Gianyar, is motivated by concern for Balinese cultural heritage, especially the Kecak dance in Banjar Blangsinga. The existence of Blangsinga Waterfall tourism, Blahbatuh, Gianyar is then further strengthened by the interest of tourists, to visit both those from the Bali area itself, as well as domestic and foreign tourists.

2. Suggestion
Regarding the overall content of this research, as a conclusion, some inputs or suggestions can be given as follows.

a. To the people of Bali tourism observers, they should further promote promotion in areas that still receive less attention, because seen from the very strategic location not far from the city center and airport. This is important, especially for tourists who observe all aspects of life, whether natural, environmental, social, cultural, supporting communities.

b. Academics and practitioners should be able to make a guide that contains tourist attractions that are currently hits, in order to provide a deep understanding, both for the public and tourists to understand tourist objects, especially waterfalls in the Banjar Blangsinga area, Saba Blahbatuh, Gianyar.

c. To strengthen the existence of Balinese culture, the government should prioritize the cultural sector and natural scenery as the foundation of tourism, especially in Bali. This is important to change the paradigm of ordinary people that tourism is not present as a degradation of diverse cultures to become secular.

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