

## Analysis Of Sapta Pesona Development Of Potential Tourist Attractions In Bongkasa Pertiwi Village, Abiansemal District, Badung Regency

I Gusti Ngurah Made Suarga<sup>1\*</sup>, Ida Ayu Putu Sri Widnyani<sup>2</sup>, I Wayan Astawa<sup>3</sup>

<sup>1\*,2,3</sup>Magister Ilmu Administrasi Publik, Universitas Ngurah Rai, Denpasar

Article Info	ABSTRACT
<b>Keywords:</b> Sapta Pesona, Tourism, Destination Development	This research aims to develop a strategy for implementing Sapta Pesona in an effort to increase tourism development at the tourist attraction in Bongkasa Pertiwi Village, Abiansemal District, Badung. The research method used is descriptive analysis by collecting data through observation, interviews and literature study. The results of the analysis identify tourism potential and the challenges faced by the destination. In facing potential, this research designs a strategy for implementing Sapta Pesona, namely natural beauty, cultural uniqueness, local wisdom, community friendliness, and security and order. Through this approach, it is hoped that destinations can attract the attention of tourists by utilizing local natural and cultural riches. The conclusion of this research is the importance of formulating a strategy based on the Sapta Pesona concept to increase the attractiveness and quality of tourism at the tourist attraction in Bongkasa Pertiwi Village.
This is an open access article under the <a href="#">CC BY-NC</a> license 	<b>Corresponding Author:</b> I Gusti Ngurah Made Suarga Magister Ilmu Administrasi Publik, Universitas Ngurah Rai, Denpasar <a href="mailto:ngurahsuarga2@gmail.com">ngurahsuarga2@gmail.com</a>

### INTRODUCTION

Bali is one of the regions in Indonesia that is unique and has become an international tourist destination. The Bali Provincial Government continues to strive to increase tourist visits by adding new tourist destinations without sacrificing social life and the environment in Bali. The concept applied is sustainable tourism development, which includes the concept of green tourism. As a region that relies on tourism as its main source of income, Bali continuously improves all its capabilities so that it is able to provide satisfaction for visiting tourists.

The data in shows that the total number of tourists visiting Badung Regency was the highest with a total of 5,277,052 tourists. This data shows that Badung Regency is one of the tourist destinations in Bali Province that is most popular with tourists. The large number of tourists to Bali and Badung is partly because Bali has many beautiful villages which have the potential to become tourist attractions because of their fertile natural conditions. The fertile and beautiful natural conditions are a strength that can be used to develop tourism in the village. However, until now, tourism in the village has not developed well. Even though there are several tourist facilities such as villas and shops, their management is still individual and cannot meet the needs of tourists(Wisnawa et al., 2023)

Meanwhile, one of the villages in Badung Regency, namely Bongkasa Pertiwi Village, has begun to be considered as a tourist village since 2009. What is meant by a tourist village is a rural area that has uniqueness and distinctive charm, both in the form of physical attraction/uniqueness of the natural rural environment. and social and cultural life of society.

As a developing tourist village, village officials, Pokdarwis and the community continue to strive to complete facilities and infrastructure to provide comfort and convenience for visiting tourists to enjoy the natural beauty and attractions of the tourist village. One way to develop a tourist village is to develop the Sapta Pesona concept. Sapta Pesona is a description of the concept of conscious tourism which is related to the support and role of the community(Martina et al., 2024).

The Sapta Pesona concept is a concept for developing tourism that has proven successful in Indonesia. Seven dimensions consisting of: safe, orderly, clean, cool, beautiful, friendly and memorable are able to provide comfort for tourists in enjoying the tourist attractions in Indonesia. These seven dimensions should be present in every tourist attraction, including Bongkasa Pertiwi Village, Tabanan, Bali. However, because tourism development in Bongkasa Pertiwi Village is still not a priority, there are still several dimensions in Sapta Pesona that are not yet reflected in life in the village. If these seven dimensions can be developed from an early age, it will certainly greatly facilitate the development of tourism in this village (Suryatmodjo et al., 2023). This research is related to tourism development in the Integrated Tourism Destination (DTW) Bongkasa Pertiwi Village, a tourism potential located in Bongkasa Pertiwi Village, Abiansema District, Badung.

Bongkasa Village is one of the 18 villages in Abiansema District, Badung Regency, Bali Province, which is located 3 Km from the capital of Abiansema District and 23 Km from Denpasar city center. It is strategically located next to Ubud, Gianyar district, which is only separated by the Ayung river. This area offers natural beauty and a rich cultural heritage, but challenges to maximizing this potential remain. Today, tourism is not only a significant economic resource but also an important factor in promoting cultural heritage and environmental sustainability(Brata et al., 2020). The natural potential possessed in Bongkasa village is the Ayung river-Adeng river (including springs and many natural pangkung, telabah), campuhan, pancoran (5 pancoran), cliffs, tegal linggah, various local fruits (durian, mango, wani, juwet, sentul, kepundung, rambutan), coffee, jaka (wayne's palm), coconut, various flower plants (Soka Bali, frangipani, lotus, Nusa Indah, fragrant pandan), various wild animals (storks, doves, owls, sikep, porcupines, lizards, semals, mongooses, crickets, snakes), various pets (dogs, cats, roosters), rice fields (Julia Robert once shot here) and plantation areas. This data shows that Bongkasa Pertiwi Village has various potentials to become tourist destination.

The designation of Bongkasa Pertiwi Village as a tourist village through the 2009 Regional Government Work Plan (RKPD) indicates that tourism development in Badung Regency is oriented towards improving the welfare of the Badung community and culture. This is of course very much in line with the vision and mission of the Badung Regency Government, namely "Stepping together to develop Badung based on Tri Hita Karana towards a just, prosperous and stable society" and is expected to open up new job

opportunities in rural areas, overcome poverty and encourage balanced development between regions. South Badung and North Badung.

However, phenomena in the field show that the number of tourist visits to Bongkasa Pertiwi Village is experiencing fluctuations which tend to decrease. This condition causes various parties and local governments to tend to try to empower the community through increasing participation and support in the tourism sector so that the community can realize Bongkasa Pertiwi Village as a tourist village. Based on this commitment, the Bongkasa Pertiwi Tourism Awareness Group was formed based on Bongkasa Pertiwi Prebekel Decree Number: 11 of 2009 Date, 14 May 2009. The Bongkasa Pertiwi Tourism Awareness Group is a forum for increasing public awareness in the tourism sector and is a government partner in increasing public awareness in the tourism sector (Suryawan & Mahagangga, 2020).

Various previous studies have been carried out to understand the potential and constraints of tourism development in various tourist destinations in various parts of the world. Several studies highlight marketing strategies, destination management and community participation in efforts to increase the positive impact of tourism. Tourism management has an impact on the sustainability of tourism destinations, especially the environment (Arismayantiab & Suwenaa, 2022; Chan et al., 2021; Sotiriadis, 2020). Apart from that, research related to the Sapta Pesona concept has also become the main focus in understanding tourist attractions and destination development. Sapta Pesona is an effort to provide excellent service to tourists, especially for tourist villages, so that participation is needed from the community consisting of tourism awareness groups, homestay owners and the government (Setiawati & Aji, 2023; Nasution et al., 2020). One of the important findings in the literature is that the application of the Sapta Pesona concept, which involves natural beauty, cultural uniqueness, local wisdom, community friendliness, and security and order, can have a positive impact in developing tourist destinations (Soeswoyo, 2020). This concept not only attracts the attention of tourists but also forms a unique and memorable tourism experience.

This research becomes relevant in the context of developing tourist attractions in Bongkasa Pertiwi Village, which may face special challenges and opportunities. Therefore, a strategic approach in compiling Sapta Pesona is used as a basis for optimizing its tourism potential. By exploring and summarizing important findings from previous literature, this research aims to contribute to a deeper understanding of the application of Sapta Pesona in the context of tourism development in the selected area. Thus, it is hoped that this research can provide practical and strategic guidance for relevant stakeholders to increase the attractiveness and positive impact of tourism at the tourist attraction in Bongkasa Pertiwi Village, Abiansema District, Badung.

## Literature Review

### Sapta Pesona

There are 7 elements of sapta charm, namely: safe, orderly, clean, cool, beautiful, friendly and memorable. These elements will be described in detail as follows: 1. Safe: Environmental conditions in destinations that can provide a sense of calm, free from fear and anxiety for tourists in traveling or visiting the destination. 2. Orderly: Environmental conditions

and services in tourist destinations that reflect a high attitude of discipline as well as consistent and orderly and efficient physical and service quality so as to provide a sense of comfort and certainty for tourists in making visits to these destinations. 3. Clean: environmental conditions and product quality in destinations reflect a healthy or hygienic state so as to provide a sense of comfort and pleasure for tourists in visiting these destinations. 4. Cool: Environmental conditions in destinations that reflect a cool and shady situation that will provide a feeling of comfort and home for tourists in visiting these destinations. 5. Beautiful : Environmental conditions that reflect a beautiful and attractive situation that will provide a sense of awe and a deep impression for tourists in traveling to that destination so as to realize the potential for repeat visits and encourage promotion to a wider tourist market. 6. Friendly: Environmental conditions sourced from the attitude of the community in tourism destinations that reflect a familiar atmosphere, high acceptance that will provide a feeling of comfort, acceptance and feel at home as if they are in their own environment. 7. Memories: A form of memorable experience in tourism destinations that will provide a sense of pleasure and beautiful memories that make an impression on tourists in traveling to these destinations.

### **Tourist Village**

A tourist village is a rural area that offers an overall atmosphere that reflects the authenticity of the village itself ranging from socio-culture, customs, daily life, has a distinctive building architecture and village spatial structure and from socio-economic life or economic activities that are unique and interesting and have the potential to develop various tourism components, such as attractions, accommodation, eating and drinking, souvenirs and other tourist needs.

## **METHOD**

This research uses a descriptive analysis approach to analyze Sapta Pesona, Development of Potential Tourist Attractions in Bongkasa Pertiwi Village, Abiansema District, Badung Regency. The data analysis technique is descriptive qualitative. This research aims to reveal the facts, circumstances, phenomena, variables and circumstances that occurred while the research was running and present them as they are. This research interprets and conveys data according to the situation that occurs, regarding the relationship between variables, differences between facts, analysis and application of conditions and so on. Data collection was carried out through observation, interviews and literature study. Observations were carried out directly at the destination to identify tourism potential and challenges faced by Bongkasa Pertiwi Village. Research interviews were conducted with the Village Head (Perbekel) of Bongkasa village Ketut Luki (former Member of the Badung DPRD), Chairman of the Bongkasa Village Consultative Body (BPD) I Wayan Astika who is also a former member of the Badung DPRD and Chair of the Tourism Awareness Group (Pokdarwis) of Bongkasa village Wayan Arta ( Head of Hotel Management Study Program at STIE Tri Atma Mulya / Mapindo Bali) and also carried out to community figures. to get a holistic view. In addition, a literature study was carried out to understand the concept of Sapta Pesona and its application in the context of tourism development

## RESULTS AND DISCUSSION

Starting with students being given an understanding of the concepts of Industrial Economics through educational theory. Next, students were interviewed with questions about natural potential that could be developed in the area they live. Several that have similar potential are summarized and presented in table 1.

Bongkasa Pertiwi Village has natural potential for rivers and green agricultural land, therefore most of the people work in the agricultural and tourism sectors. Bongkasa Pertiwi Village is crossed by the Ayung River, one of the oldest and longest rivers in Bali. This potential is exploited by investors to build rafting tourist attractions which have been proven to now provide profits by bringing in tourists. Seeing these conditions, through Regional Regulation no. 47 of 2010 by the Regional Government, Bongkasa Pertiwi Village was designated as a tourist village. After becoming a tourist village, investors became increasingly aggressive in building other facilities. So currently there are many tourist activities that can be done, such as white water rafting, All-Terrain Vehicle (ATV) rides, swings, paintball and agro tourism. Various kinds of developments were also carried out, such as balloon rides.

In the agricultural sector, Bongkasa Pertiwi Village has various kinds of natural potential (such as mushrooms, rice, corn and cassava), various types of vegetables and fruit plants (namely: coconut, mango, jackfruit, banana and durian). Meanwhile, potential livestock are cows, pigs, chickens and ducks. In terms of economic facilities, Bongkasa Pertiwi Village has a Village Credit Institution (LPD) as a means for residents to carry out savings and loan activities, in addition to other community groups which also aim to improve community welfare. In Bongkasa Pertiwi Village there are dozens of shops/stalls as a means for residents to buy their daily necessities. Meanwhile, if residents need other means, they have to go outside the village. The people of Bongkasa Pertiwi Village continue to maintain the culture of unity, mutual cooperation and harmony so that security and public order are conducive. Apart from the existing potential, Bongkasa Pertiwi Village has several problems that are being faced, namely the lack of optimal processing of existing waste, which causes waste to accumulate in the final storage area.

Existing conditions show that Bongkasa village is crowded with foreign tourists every day (500-600 foreign tourists per day). However, it cannot be accommodated by Pokdarwis or the village government because it has been handled by investors and individuals who manage rafting, tubes, swings, agro tourism and tourism packages such as rural traditional farming, traditional cooking classes, cycling and jogging. Apart from investors who have paid taxes and levies to the government and the Bongkasa village government has received it, it is necessary to think about how to start managing a tourist village. A framework or initial planning is needed that is able to accommodate all existing potential by actively involving the community as part of community-based tourism. The Community Service Team conveyed that Bongkasa village has a variety of unique qualities ranging from natural potential, cultural potential and artificial potential. Basically, the participants consisting of village government officials from Bongkasa, Pokdarwis, Karang Taruna, PKK and other village components realized that they had this potential. However, it cannot yet be mapped in a structured manner and it is not believed that it will be able to attract the attention of tourists.



The tourism sector in Bongkasa Pertiwi Village is considered good, as for the supporting facilities for the tourist village, namely road signs which are starting to become damaged or are no longer maintained, to support the village's identity a new road sign is needed which functions as a guide to tourist locations. Bongkasa Pertiwi village still uses old map data, causing data collection in the field to be less accurate, so the latest map data was created. Trash cans in Bongkasa Pertiwi village are relatively minimal, therefore procuring organic and non-organic trash cans is very appropriate because the people of Bongkasa Pertiwi village still throw rubbish carelessly.

The agricultural sector in Bongkasa Pertiwi Village is considered good, and produces many natural resources. One of them is coconut and mushrooms. The Manik Pertiwi Farmers Group in Bongkasa Pertiwi Village is not yet aware of the development of processed natural resources (in this case coconut and mushrooms). The potential of Bongkasa Pertiwi Village as a tourist village can be supported by increasing processed products from the village so that there is a need for outreach for the development of processed coconut and mushrooms. Furthermore, the health of the people of Bongkasa Pertiwi Village is quite good, but some people still defecate in the open. As a fairly developed village, it turns out there are still residents who don't have toilets. This resulted in an outreach program on Clean and Healthy Living Behavior (PHBS) in households that had points regarding the use of healthy latrines.

The cultural potential in Bongkasa village is historical (Legend of Ki Dalang Tangsub), Puri Banyuning Bongkasa (architecture), Geria Gede Bongkasa (Dalang Bongkasa), Geria Agung Bongkasa (Sri Empu elders in Bali), temples (there are dozens of temples), Tapakan Ratu Betara (there are dozens of Tapakan in various manifestations), ngunya tradition, mepeed, meprani, ngayah, sekeha-sekeha (subak, art, prospective arang, angklung, mask, teruna-teruni), banjar adat (full of socio-religious activity), pecalang, keris, Bapang, painting, iron pande, yoga (there are yoga practitioners with the title of prabu), and culinary (sate lemo, sate nyuh, lawar, be tutu, jukut jackfruit, jukut ares, jaja gina, jaja uli, jaja sirat, lodek) .

Artificial potential in Bongkasa village is water sports, jogging track, cycling track, ATF track, motocross track, organic agro tourism, homestay (only 3 homestays), restaurant, water spirit (melukad), herbal-healing, spiritual yoga, spot- photo spot, production house, traditional-contemporary dance studio, wayang class, cooking class, gallery, art shop, performance stage, museum, local guide, traditional market revitalization, health clinic, telecommunications network, ATM, money changer, waste management, tag line at the village entrance, rubbish bins, lighting, a garden containing local plants (jaka, coconut, frangipani, rejuna shoots, lotus combined with a water fountain and a statue of Ki Dalang Tangsub with King Mengwi as the forerunner icon of Bongkasa village), map tourist spots, local transportation network (there is a local VW group), public toilets, parking lots, riverbanks and forest buffers, house paths for local flower plants, residential water channels, signs indicating tourist attractions and ticket posts, cultural festivals , Tourism Information Center, event calendar, and Tourism Integration Management (IMT) for the Bongkasa tourist village by appointing Pokdarwis or Village-Owned Enterprises (BUMDES) as the leaders.

The following is the implementation of Sapta Pesona at the tourist attraction in Bongkasa Pertiwi Village, Abiansema District. Badung Regency:

**Table 1.** Implementation of Sapta Pesona at the Tourist Attraction in Bongkasa Pertiwi Village

No.	Elements of Sapta Charm	Activity Description
1	Safe	<ol style="list-style-type: none"> <li>1. Ronda Post, a gathering place for activities that is often used in daily activities to stand guard, tourists can also try this activity and be accompanied by local residents.</li> <li>2. Insurance, is an effort to provide comfort in activities if there is an incident that you don't want to happen at the tourist attraction in Bongkasa Pertiwi Village</li> <li>3. Implement several rules so that there are no misunderstandings between villagers and tourists, or between tourists and tourists.</li> </ol>
2	Orderly	<ol style="list-style-type: none"> <li>1. Building and organizing culinary facilities as places for local traders to sell</li> <li>2. Organize the tracks traveled by tourists or visitors</li> <li>3. Install signs or signage around tourist attractions</li> <li>4. Organize temporary resting places for tourists/visitors and build comfortable and clean toilets</li> <li>5. Arranging transportation services</li> <li>6. Arranging parking lots</li> </ol>
3	Clean	<ol style="list-style-type: none"> <li>1. Maintaining the cleanliness and purity of the water in the Bongkasa Tourism Village by prohibiting local people from throwing rubbish into the river and using the water source as drinking water and water for irrigation of rice fields.</li> <li>2. Providing rubbish bins to keep the Sangeh tourist attraction clean</li> </ol>
4	Cool	<ol style="list-style-type: none"> <li>1. The Mumbul Tourism Park area is a green area that is still natural because it is overgrown with plants.</li> <li>2. Mumbul Park is a water park tourist attraction that can be enjoyed by tourists.</li> <li>3. Mumbul Park is often visited by tourists who like a calm and comfortable atmosphere because Mumbul Park is also located quite far from the main road</li> </ol>
5	Beautiful	<ol style="list-style-type: none"> <li>1. Attractive views with natural beauty and green surroundings</li> <li>2. Traditional Balinese buildings add cultural appeal</li> <li>3. The river water continues to flow throughout the year, adding to its appeal as a water tourism spot</li> <li>4. Natural green environment with a diversity of plants</li> </ol>
6	Courteus	<ol style="list-style-type: none"> <li>1. Applying 5S in every activity (smile, greeting, polite, courteous, greet)</li> <li>2. Serve wholeheartedly and have sincerity and patience in dealing with tourists</li> </ol>
7	Memory	<ol style="list-style-type: none"> <li>1. Experience participating in religious activities, such as the traditions of ngunya, mepeed, meprani, ngayah, sekeha-sekeha (subak, art, prospective arang, angklung, mask, teruna-teruni)</li> </ol>

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2. Visit to Cultural potential in Bongkasa village which gives a historical impression to the legend of Ki Dalang Tangsub), Puri Banyuning Bongkasa (architecture), Geria Gede Bongkasa (Dalang Bongkasa), Geria Agung Bongkasa (Sri Empu elders in Bali), Pura (there are dozens of temples), Queen Betara's footsteps (there are dozens of Layer in various embodiments), brings memories of a religious atmosphere and purity
  3. Participating in water tourism activities such as painting or playing in the swimming pool and lazy river provides pleasant memories for tourists
  4. Play moment water sports, jogging track, cycling track, ATF track, motocross track, organic agro tourism, water spirit (melukad), herbal-healing, spiritual yoga, spots Photo, production house, traditional-contemporary dance studio, wayang class, cooking class, gallery, art shop, stageshows, museums
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The role of Sapta Pesona in Bongkasa Pertiwi Village, Abiansema District, Badung Regency has a significant impact in managing tourism activities. Guidance and direction from POKDARWIS (Tourism Awareness Group) helps local residents successfully implement the Sapta Pesona concept. There are continuous changes from year to year in an effort to improve the services provided by rental house owners, organizers, experience in religious activities at the tourist attraction in Bongkasa Pertiwi Village. Sapta Pesona Tourist Attraction in Bongkasa Pertiwi Village includes a number of adequate aspects to support tourism activities. These aspects will be explained through the following points:

Implementation of Sapta Pesona in Bongkasa Pertiwi Village, Abiansema District, Badung Regency in Providing Excellent Services provided by the Tourism Awareness Group Excellent Service has 3 (three) basic concepts in carrying out these activities, namely Attitude, Attention and Action in Sapta Pesona activities related to attitude, namely giving more attention to tourists and providing hospitality that provides The deep impression like refined Javanese people in general is what makes the Pakarsari tourism manager have an excellent attitude in serving. Attention that can be conveyed in these tourism activities is by providing an appeal to always obey the existing regulations at the Tourist Attraction in Bongkasa Pertiwi Village, reminding you to maintain a good attitude while in the Bongkasa Pertiwi Village Tourism Village and paying special attention to elderly tourists, pregnant women and young children who need extra help. Bongkasa Pertiwi Village service providers or Bongkasa Pertiwi Village business managers provide very satisfying service actions such as being friendly to tourists and always being ready when tourists need help and being polite in their words and actions towards tourists in Bongkasa Pertiwi Village.

The Tourism Awareness Group (Community Based Tourism) plays an active role in advancing Bongkasa Pertiwi Village. In developing the implementation of Sapta Pesona in Bongkasa Pertiwi Village, the Tourism Awareness Group does several things, including providing the latest information regarding the implementation of Sapta Pesona in Bongkasa Pertiwi Village, which is an important step taken by the Tourism Awareness Group. In an effort to provide the latest information, the Badung Regency Tourism Office is collaborating with the Tourism Awareness Group to provide guidelines for implementing Sapta Pesona to



service providers. The Tourism Awareness Group acts as an intermediary connecting information from the tourism office to service providers at the local level.

Apart from providing information, the Tourism Awareness Group also instills the values of excellent service to service providers in Bongkasa Pertiwi Village. They implement policies from the Badung Regency Tourism Office, focusing on aspects of attitudes that must be adequate in serving tourists. This involves providing genuine attention to tourists, providing actions that help facilitate various activities that are difficult for tourists to carry out themselves. In an effort to improve service quality, the Tourism Awareness Group also organizes training for tourism business providers. The training includes motivational activities to provide guidance to service providers in implementing Sapta Pesona in Bongkasa Pertiwi Village. The aim of this training is so that service providers can keep up with current developments and provide guidance in accordance with service demands to tourists in Bongkasa Pertiwi Village.

Challenges of Implementing Sapta Pesona in Tourist Attractions in Bongkasa Pertiwi Village. The challenges of implementing Sapta Pesona in tourist attractions in Bongkasa Pertiwi Village include a series of aspects that require special attention to advance the tourism sector. First of all, maintaining cultural authenticity is the main focus, where efforts must be made so that traditional values are not distorted by the flow of modernization. Furthermore, infrastructure and accessibility are obstacles that need to be overcome, including improving roads, improving public transportation, and developing tourism support facilities. Additionally, other challenges involve sustainable environmental management, with a focus on waste management, nature conservation, and protection of local flora and fauna. Active community participation in tourism activities is also an important issue, requiring efforts to build awareness and support of local communities.

In addition, destination marketing and promotion needs to be given serious attention, with the expansion of effective strategies to increase the visibility of tourist attractions in Bongkasa Pertiwi Village in the tourism market. Efficient visitor management is also an urgent need to maintain visitor comfort and safety, while improving the quality of the tourist experience. Solid cooperation between various stakeholders, including the government, tourism managers and local communities, is also a crucial challenge that must be overcome. A joint agreement for sustainable tourism development is the foundation for the growth of the tourism sector. Lastly, the adoption of technology and innovation needs to be considered wisely, to improve service quality without sacrificing traditional values which are the unique attraction of the tourist attraction in Bongkasa Pertiwi Village.

Strategy in Implementing Sapta Pesona to Increase Tourism Development at Tourist Attractions in Bongkasa Pertiwi Village. In an effort to increase tourism development at the tourist attraction in Bongkasa Pertiwi Village, a series of strategies for implementing Sapta Pesona are needed. First, maintaining the authenticity of local culture and traditions is the main strategy for maintaining a destination's unique identity. This involves conservation, documentation and education activities for the community and visitors so that local wisdom can continue to develop. Furthermore, focusing on sustainable environmental management is an important aspect in minimizing negative impacts on the surrounding ecosystem.

Sustainable tourism programs, including flora and fauna conservation and waste management, need to be implemented to support environmental sustainability. Infrastructure development and increasing accessibility are also key strategies, involving improvements to roads, public transportation and tourism support facilities. This aims to make it easier for visitors to access destinations and increase travel comfort.

Empowering local communities through training related to tourism services is the next step. Active community involvement in destination development and marketing can have a positive impact on service quality and ensure tourism sustainability. Effective marketing and promotional strategies need to be implemented, including the use of digital technology and collaboration with related parties. Technological innovations, such as digital tour guide apps, can increase interactivity and provide unique experiences to visitors. Careful visitor management is an important strategy to maintain comfort and security. Developing an efficient visitor management system, including capacity management and queue management, can create a positive experience for tourists.

Apart from that, strategic partnerships with the government, private sector and local communities need to be built. This close collaboration can garner support and investment for sustainable tourism development projects. Empowering the local economy is also the focus of the strategy by integrating tourism with the small and medium business sector and promoting local products. In this way, tourism development at the tourist attraction in Bongkasa Pertiwi Village can be achieved holistically through the planned and sustainable implementation of the Sapta Pesona strategy.

## CONCLUSION

The natural potential, cultural potential and artificial potential in Bongkasa village are worthy of developing a tourist village because they have many unique features. The grand design model for developing Bongkasa village as a tourist village can be implemented with a shared understanding (Perbekel/Village Head, BPD, Pokdarwis and all components) regarding the objectives of developing a tourist village (based on potential, micro scale, quality tourists, active community participation and sustainability). This research highlights the importance of applying the Sapta Pesona concept in tourism development, especially in the Integrated Tourism Destination (DTW) Bongkasa Pertiwi Village. This concept, developed by the Ministry of Tourism and Creative Economy of the Republic of Indonesia, provides a strategic basis for increasing the attractiveness and quality of tourism destinations. This research has proven to be relevant in overcoming challenges and exploiting opportunities for tourism development at the tourist attraction in Bongkasa Pertiwi Village. Various aspects such as excellent service, cleanliness, cultural authenticity and community empowerment are the main focus. The role of the Tourism Awareness Group (POKDARWIS) as an information intermediary from the Badung Regency Tourism Office shows a joint effort to implement Sapta Pesona. While this destination offers natural beauty and rich cultural heritage, this article also highlights challenges such as infrastructure, environmental management, and community participation. The strategy for implementing Sapta Pesona involves efforts to maintain cultural authenticity, sustainable environmental management, infrastructure

development, and empowerment of local communities. In order to support the title of Bongkasa Pertiwi Village as a tourist village, it is important for the community to be able to use English which is an international means of communication. So there is a need for a Funtastic English for Kids Program given to students at SD Negeri No. 1 Bongkasa Pertiwi and SD Negeri No. 2 Bongkasa Pertiwi to arouse elementary school students' interest in English. In order to support all visit activities that will be carried out in Bongkasa Pertiwi Village, it is necessary to carry out public speaking outreach and training for local young men and women to explore communication skills, especially public speaking skills. To make people understand more about cleanliness from an early age and there are no more people who don't have healthy latrines, it is necessary to hold PHBS education in elementary schools. As a tourist village, the safety of visitors is the main priority of Bongkasa Pertiwi Village. The importance of First Aid for Accidents (P3K) is being socialized with the aim of educating the public, especially workers in the tourist attraction sector. This activity will be carried out two days after each tourist attraction undergoes an evaluation in the afternoon. The place for counseling is adjusted to the place for evaluating tourist attractions. After providing the material, there will be a simulation of helping injured tourists using mobile first aid equipment. The public can practice first aid skills directly. It is hoped that the first aid outreach activities will enable workers in the tourist attraction sector of Bongkasa Pertiwi Village to apply first aid knowledge in real life. Through the application of the Sapta Pesona concept, Tourist Attractions in Bongkasa Pertiwi Village can increase tourist attraction, provide unique experiences to visitors, and support sustainable tourism development. This means that the implementation of Sapta Pesona not only creates an attractive destination, but also has a positive impact on local communities and environmental sustainability. Therefore, this research provides practical and strategic guidance for stakeholders to promote tourism at the tourist attraction in Bongkasa Pertiwi Village in a holistic and sustainable manner.

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