Animation Film Design As a Promotional Media for Spiritual Tourism of Batur Traditional Village

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Article Info	ABSTRACT
Keywords: Promotion of Spiritual Tourism Destinations, Tri Hita Karana, Batur Traditional Village	Batur Village is located in the Kintamani hilly area of Bangli Regency. The history of Batur Village is influenced by the frequent eruptions of ancient Batur. It is estimated that the first eruption of ancient Mount Batur occurred 29,300 years ago, starting with the spewing of volcanic material as far as 84 kilometers, forming the first caldera. A series of eruptions occurred which resulted in beautiful cliffs along the road between Besakih and Penelokan. Its beauty attracts domestic and foreign tourists, but not many people know that Batur Village has spiritual tourism among its many potentials. With the emergence of the trend of religious tourism on the island of Bali, the fact that Batur Village has many holy places makes it have a very big opportunity. Through this research, the author created an animation in an effort to promote Batur Village as a Spiritual Tourism Destination. The creation method used in designing visual communication media for the Promotion of Batur Village as a Spiritual Tourism Destination with the Tri Hita Karana Concept is the design thinking method which is divided into three stages, namely inspiration, conception (ideation) and realization (implementation)
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INTRODUCTION

Batur Village is located in the Kintamani hilly area of Bangli Regency. The history of Batur Village is influenced by the frequent eruptions of ancient Batur. It is estimated that the first eruption of ancient Mount Batur occurred 29,300 years ago, starting with the spewing of volcanic material as far as 84 kilometers, forming the first caldera. The second eruption occurred around 20,150 years ago, forming the second caldera. The Batur volcano, which we see today, emerged at the base of this second caldera. The largest number of eruptions occurred in 1926, destroying residents' settlements and forcing them to evacuate. During the evacuation, the people of Batur Traditional Village saved important statues and infrastructure that were still intact to carry out religious ceremonies. One of them is the pralingga statue of Dewi Danu which is still stored in the Ulun Danu Batur Temple.

A series of eruptions occurred that produced beautiful cliffs along the road between Besakih and Penelokan. Its beauty attracts domestic and foreign tourists. Head of the Bangli

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Regency Tourism and Culture Office I Wayan Sugiarta said that Kintamani is always crowded during the Eid holiday, making it familiar to tourists. One of the main attractions of Kintamani is the view of Lake Batur and the mountains. This has led to the development of industry in the area, especially cafes that sell views of the Batur caldera.

Based on data collected from the Geographic Information System for Mapping Potential Tourist Sites in Batur Traditional Village, there are five potential classes (TA): very high, high medium, low, and very low. This potential class consists of ten natural attractions, two religious attractions, one science attraction, and two agro attractions located in Central and South Batur. Not many people know that Batur Village has spiritual attractions among its many potentials. With the emergence of the religious tourism trend on the island of Bali, the fact that Batur Village has many holy places makes it have a very big opportunity.

Several ancient Balinese sacred lontars tell the origin of Pura Batur, which is part of the "sad kayangan" six groups of temples in Bali, as mentioned in Babad Pasek Kayu Selem, Widhi Sastra, and Raja Purana. The general public also calls Pura Batur as Pura "Kayangan Jagat" (Linkedin.com, 2024). This statement shows that Batur Traditional Village has a lot of potential that can be utilized. Therefore, it is important to use communicative and interactive media to promote this wealth.

Based on interviews conducted by the research team with the elders of Batur Traditional Village, namely Guru Asta, stated that he had a desire to develop Batur as a spiritual tourism destination. Spiritual Tourism invites tourists to be directly involved in activities at tourist destinations, teaches tourists to care more about themselves, return to spirituality, care about nature, and reduce dependence on the material world. Activities and types of travel in spiritual tourism combine several elements such as culture, religion, nature-based and health tourism. Tourists participate and engage in activities that are not commonly done in other places, such as meditation, prayer, and following various types of rituals.

Considering these phenomena, this study aims to provide information through animation media to promote Batur village as a spiritual tourism destination. Using animation media is the chosen tactic. Animation media is used because animated films are easy to accept and have elements of entertainment. education, and simplifying complex phenomena (Joshi, 2022). This study aims to provide information about the possibility of Batur village as a spiritual tourism destination through the creation of animated films.

Literature Study

The paper titled "The role of spiritual destination image in mediating attachment to virtual tours and social media promotion on return visit intentions" by Sukaadtmadja et al. (2024), explores the role of spiritual destination image as a mediator between attachment to virtual tours and social media promotion on intention to revisit spiritual places in Bali. The study found that emotional attachment to virtual tours enhances spiritual destination image and intention to revisit. In addition, social media promotion has a significant impact on perceptions and intentions to revisit spiritual places. The depiction of spiritual destinations has a significant impact on individuals' tendency to participate in subsequent visits. This paper also provides 6 results from various tests and discusses the influence of various factors on tourists' intention to revisit spiritual destinations.

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The article titled "Faith Manifest: Spiritual and Mindfulness Tourism in Chiang Mai, Thailand" by Choe and O'Regan (2020), explains the attitudes of Western tourists who have faith that mindfulness can help them overcome life problems, such as depression, anxiety, divorce, death in the family, drug abuse, or at least free them from worry. They seek ways to apply mindfulness and other spiritual practices in their daily lives. This article also discusses how Western tourists consume faith and commodify spiritual sites in Chiang Mai, which also become a faithscape that reflects geographical, cultural, and spiritual elements.

The article entitled "Tourism Accessibility and Its Impact on the Spiritual Sustainability of Sacred Sites" by Silvia Aulet and Thomasz Duda (2020), explains that based on the relationship between tourism accessibility and spiritual sustainability. This study found that lack of accessibility can have a positive impact on the spiritual sustainability of sacred sites, especially in sites with high religious significance but lower tourism significance and accessibility. The study concluded that, in general, accessibility does not significantly affect the perception of the sacredness of a destination, which is mainly influenced by the genius locus of the place. In addition, the sustainable development of sacred destinations, in relation to local communities and their heritage identities, was found to be more important in site development than accessibility as widely understood.

The article titled "Brand Image of Mystical Spiritual Tours and Tourists' Satisfaction and Quality of Life" by Shirmohammadi and Abyaran (2020), explains about contemporary tourists visiting mystical destinations perceive various aspects of mystical tours. Mystical tourism is a branch of cultural tourism related to epistemic, where tourists embark on a journey with the aim of gaining wisdom or visiting sacred places of mysticism. This article also attempts to investigate the role of mystical travel and spiritual tours in enhancing tourists' satisfaction and quality of life. The authors argue that participating in mystical tours has a positive impact on improving quality of life, which can be achieved through various variables.

The article entitled "Spiritual Tourism As A Tool For Sustainability: A Case Study of Nakhon Phanom Province, Thailand" written by Sirirat (2019), explains a spiritual tourism project involving community participation and the application of Buddhist Dharma as an environmental education tool to increase knowledge, awareness, attitudes, and participation of tourism stakeholders related to environmental issues and create a form of sustainable tourism. This article also explains that there is a tourism project that is in line with the United Nations (UN) Sustainable Development Goals (SDGs) which focus on people, planet, prosperity, peace, and partnership.

Article entitled "In Search Of Divinity: Paving The Path For Spiritual Tourism In Garut Regency, Indonesia" compiled by Ulumudin et al. (2019), This study found that Garut Regency has great potential to develop spiritual tourism, because it has various sites that can provide spiritual values, such as Cangkuang Temple, the Tomb of Syekh Abdul Muhyi, and Kasepuhan Ciptagelar Traditional Village. However, this study also identified several challenges 7 and obstacles that need to be overcome, such as lack of infrastructure, promotion, and cooperation between stakeholders.

The article entitled "Development Strategy of Budakeling Tourism Village as a Spiritual Tourism Attraction in Karangasem Regency, Bali, Indonesia" by Susanti et al. (2019), found

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the main strategy formulation and development program of Budakeling Tourism Village as a spiritual tourism attraction in Karangasem Regency. The strategies include optimizing the potential for spiritual tourism development, increasing local community participation, increasing the role of local government and entrepreneurs, utilizing digital systems for tourism promotion, and involving educational institutions in human resource development. This study also emphasizes the importance of involving educational institutions, especially universities, in developing villages as spiritual tourism attractions.

The article entitled "Tolerance; a spiritual strategy or a strategic spirituality in the development of creative tourism" by Bastenegar and Hassani (2018), explains that the concept of creative cities and creative tourism, which is a new paradigm in the economic, social, and cultural fields. A creative city is a city that is able to attract and develop creative talents, and offer unique and meaningful experiences for tourists. Creative tourism is a type of tourism that emphasizes the participation and involvement of tourists in local cultural and creative activities. The research hypothesis is that tolerance is a key variable in a creative city, and is a spiritual strategy for the development of creative tourism.

The article titled "Spirituality, Wellness tourism and quality of life" by Angelo and Anton (2017), explains the prevalence of spiritual tourism, especially religion-based tourism, and its impact on improving the quality of life of tourists. The article emphasizes the significant growth of global tourism as a driving force in overall economic development and human behavior. In addition, the article explores the relationship between spirituality, wellness tourism, and quality of life in influencing tourist behavior. The study examines various aspects of religious tourism, wellness tourism, and their impact on individual well-being and personal growth. The paper examines the importance of understanding tourist motivations in order to effectively meet their needs. The concept of wellness tourism is also discussed, with a focus on its growth and alignment with the health and wellness tourism sector. Overall, the article provides an in-depth exploration of the intersection of spirituality, tourism, and quality of life, with a focus on their impact on tourist experiences and well-being.

RESULTS AND DISCUSSION

Inspiration Stage

To collect primary data regarding the spiritual tourism destination of Batur village, interview and observation methods are the main instruments used. From this stage the following data is obtained:

Table 1. Field Data Acquisition and Analysis

Data source	Data
Interview	1. The existence of spiritual places in Batur village can be a special attraction 2. Many people don't know about the existence of spiritual tourist attractions in Batur.
Observation	1. Ulan Danu Batur Temple 2. Solas Fountain Bath 3. Yeh Mampeh bathing temple 4. Great Market Temple

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Data source	Data
	5. Segara Jati Temple

In the context of Batur Village, the creators made direct visits to locations with high spiritual value, such as temples, meditation places, and ritual areas, to understand how these spiritual elements could be translated into visuals that would be acceptable to tourists. Observations of the physical and cultural environment of the village provided valuable insights that inspired the selection of colors, symbols, and other visual elements that would be used in the final design.

Ideation Stage

The ideas and concepts created during the inspiration phase are advanced to the second stage, known as conception. Here, the creators conduct a process known as "brainstorming" and "visual storming," where various concepts and visual elements are examined and combined into a solid design concept. To ensure that the resulting design will be innovative and unique while still being relevant to the spiritual theme of Tri Hita Karana, the creators conduct critical observations of various existing designs, including from the perspective of shape, illustration, text, typography, and color.

In addition, at this stage, the most appropriate media is also selected to convey the promotional message. The media chosen must be able to reach the desired audience and effectively convey the spiritual message contained in the design. The creators consider various types of media, from print media such as posters and brochures, to digital media such as websites and social media, considering the advantages and disadvantages of each in the context of spiritual tourism promotion.

Realization Stage

The ideas that have been developed in the conception stage are implemented in the third stage, known as implementation. This process begins with making a manual sketch which is an initial depiction of the design to be created. This sketch is then enhanced using graphic design software, which allows the creator to add more details, refine the composition, and apply color and other visual elements. The creator also pays attention to the finishing process, which includes preparation for final production. This process ensures that the resulting visual communication media is not only visually appealing but also has high technical quality and is ready to be reproduced and distributed to the target audience.

Throughout this entire process, the Tri Hita Karana principle has always been the main guideline in every design decision taken. The goal is to create a visual communication medium that not only promotes Batur Village as a tourist destination, but is also able to communicate the underlying spiritual values, so that tourists who come not only enjoy the beauty of nature and culture, but also experience the spiritual depth offered by Batur Village.

The work in this study is an animated film used as a visual communication medium. Animation was chosen because of its nature that is accessible to various ages and generations, making it an inclusive and effective tool for conveying messages. Animation is also known as a medium that combines elements of entertainment and learning, which makes it able to attract attention and convey information in a fun way. In addition, animation has the

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ability to reflect emerging cultural trends and norms, and functions as a means of escape, propaganda, or a call to action (Walton-Fisette et al., 2017). Animated films are also considered one of the most effective tools in spreading certain ideas and concepts, while inviting audience participation to reflect on events and life philosophies (Hussain & Ahmad, 2016).

In this project, the animation created is 10 minutes long and is designed to promote spiritual tourism in the traditional village of Batur. This animation is uploaded on the YouTube platform to make it more accessible to various parties, so that it can reach a wider audience. The animation production process follows the general animation production workflow, which consists of three main stages: Pre-production, Production, and Post-production. Although these stages are generally linear, in practice, they can be carried out synergistically to increase time and resource efficiency. Each stage has a crucial role in ensuring the final result is in accordance with the expected visual communication goals.

a. The Pre-Production process is carried out to plan or prepare matters related to production. The animators prepare everything related to animation production both academically (research), technically and non-technically (talks with the family; it is possible that there will be a nuwasen ceremony at the family temple). The initial process carried out by the animator team is the activity of collecting data or information and observations related to issues or events, subjects, locations that are in accordance with the issues raised. Furthermore, it is developed into an animation script and also a visual storyboard; as well as a synopsis and storyline.

b. The production stage is the execution process that has been prepared during pre-production. At this stage, the animator team begins the character design stage, creating a story script that begins with conducting interviews with sources. Next, create key animations (key images), inbetweens (intermediate images), and backgrounds (backgrounds).behind).

b. Post-production stage, where the editing process begins. Editing is the process of editing and composing shots which is divided into 2 stages, namely important offline editing and online editing. In this process, the chief researcher who is also the director accompanies the editor to evaluate the overall results of the animated scene. Then continue to select important scenes or scenes that will be used before editing the image. The next process is rough cut by editing starting with cutting which refers to the editing script. Then arrange a series of appropriate scenes from the selected scenes. After previewing the rough cut results at this stage the editor fixes the rough cut results based on the preview results. At this stage the editor and director determine the flow, rhythm, and tempo in the animated video before mixing. Next, the sound and voice over editing process is the process of editing the sound on the dialogue and narrator.

Animation Synopsis

The animation, which is intended to promote spiritual tourism in Batur Traditional Village in Kintamani District, Bangli Regency, was created with the aim of conveying spiritual life, which is an important part of the village community. This animation not only functions as a tool to provide information, but also tries to attract the attention of the audience by using

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interesting visuals and strong narratives. The creative methods used in this animation allow the audience to learn about cultural values, traditions, and rituals that have been passed down from generation to generation.

This animation explains well the existence of Ulun Danu Batur Temple, Pasar Agung Temple, Segara Jati Temple, Tirta Masa Yeh Mampeh Temple, and Pancoran Solas Temple. This animation is very important to create an immersive experience for the audience by using carefully designed visual and audio elements. It is hoped that through this animation, the audience will learn more about the cultural richness of Batur Traditional Village and feel the presence and spiritual atmosphere that characterizes the village.

Animation Script

Introduction: Hi, Welcome to Batur Traditional Village. My presence here is as your tour guide who will invite you to learn and explore the spiritual tourist attractions in the Batur Traditional Village area, Kintamani.

Part 1: Before we really get into some of the tourist attractions in this village, I would like to explain in general about Batur Traditional Village. So this Batur traditional village is one of the traditional villages in Bangli Regency which is quite successful in exploring and developing natural resources. In addition to successfully developing its potential for business, Batur traditional village is also successful in maintaining traditions and culture. The culture inherited from the ancestors there is still maintained and preserved. SPIRITUAL TOURISM Well, that's a general explanation of Batur Traditional Village, guys. Because we will enter a tourist attraction that has a spiritual element, I will explain a little about what is meant by spiritual tourism? Spiritual can be associated with high things such as God or spirituality, so a spiritual tourist attraction is a place for traveling to holy places to carry out spiritual activities in the form of prayer, yoga, meditation, concentration, deconcentration, and other terms according to each person's beliefs. Since we are now in Bali, the spiritual activities that are mostly carried out definitely include praying, melukat, etc., even so, foreign and local tourists can still visit! But with the condition that they must maintain good manners and follow the rules that are written there, right, guys... Wow, can't wait to enter the tourist attractions? Let's start from the most well-known by the local community first... Let's dive in!

Part 2: Ulun Danu Batur Khayangan Jagat Ulun Danu Batur with its lush mountains creates a deep spiritual tranquility. Access to the temple is not extreme, from the center of Denpasar the distance is 52.2 km and the travel time is 1 hour 44 minutes. The temple is located right on the side of the Kintamani Highway. Ulun Danu also means Head of the Lake, with Lake Batur being a source of water for agriculture, this temple symbolizes the importance of water for the prosperity of the Batur village and the Balinese people. This temple faces west with a backdrop of mountains. Pura Batur consists of nine different temples with 285 holy places and pavilions for the worship of Lord Vishnu and Goddess Danu who are believed to be the protectors of the lake and river. This temple has become a tourist destination for foreign and domestic tourists but must still follow the existing customs and regulations, namely by wearing cloth and behaving politely.

Part 3: We move from Ulun Danu Batur Temple to Segara Jati Temple. Segara Jati Temple is one of the tourist destinations that is a shame to miss when you are on the island

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of Bali or precisely in the Kintamani area of Batur Traditional Village. The journey to Segara Jati Temple is approximately 9.8 km with an estimated travel time of 23 minutes by car. Well, the journey is short when you have found this sign, you can go straight in for approximately 1.8 km. Once there, you will be directed to the parking lot by the pecalang or officers there. Attraction: If you want to visit Segara Jati Temple, you just need to give a donation as much as you like, and you will be lent a kamen and a shawl to use while you are in the temple area. Before entering, don't forget to obey the rules that are listed there! Well, before entering the temple area, first you will be greeted by a towering gate. What is interesting about Segara Jati Temple is the shape of the temple with a towering meru building right above the lake. In addition, the floating bridge connecting the mainland and the Segara Jati temple is an attraction for tourists so that it is often used as a photo spot, even a spot for pre-wedding photos with the backdrop of Mount and Lake Batur. Next to the temple there are also statues that spray water. In this temple you will also be greeted by a group of swans circling the Segara Jati Temple. Oh yes, if you visit here, you don't need to worry if you are hungry, because there is a Segara Danu stall here. There are also toilets here which are of course clean and comfortable.

Part 3: Next there is Pura Pasar Agung, precisely located on the slope of the hiking trail to Mount Batur at an altitude of 1,330 meters above sea level. Pura Pasar Agung is believed to be one of the temples to ask for fortune, especially for those who are involved in the economy such as trade, and usually climbers before climbing activities perform prayers at this temple first to ask for smooth safety. Access to this temple is fairly good, namely an asphalt road, but before reaching this temple we need to do dana punia (alms) first, after that we will reach the parking lot of this temple which is located about 1 km from the temple location so we need to walk to reach this temple Attraction: The beauty of Pura Pasar Agung is very amazing, this temple occupies an area of about 1 hectare and as far as the eye can see, in the front part there is a stretch of black lava from the eruption of Mount Agung. Then what is even more amazing, at the back of the temple there is a view of Mount Batur standing proudly as if protecting Pura Pasar Agung. Because this temple is located on a plateau, you can also see the beautiful view of Lake Batur, besides that you can also see the view of Trunyan Hill and Abang Hill to the south of the temple. The right time to visit this temple is in the morning because the atmosphere is still cool and sometimes there is a sea of clouds with a beautiful sunrise.

Part 4: After enjoying the beauty of Pasar Agung Temple, our journey continues to another holy place, Tirta Mas Mampeh Temple, or better known as Yeh Mampeh. Located in the southern part of Batur Traditional Village, in Kintamani, Bangli, Pengiangan Kawan, Susut District, this temple holds a million mysteries and stunning charms. The journey to Tirta Mas Mampeh Temple is approximately 29 km from the center of Bangli with an estimated travel time of 54 minutes by car. Well, the journey is short when you have found this gate you can immediately enter for approximately 600m. Once there you will be directed to the parking lot by the pecalang or officers there. Attractions : Wow, isn't it beautiful? It is said that Tirta Mas Mampeh Temple has been standing since the 11th century. In fact, this temple existed before the name of Batur Village itself was known. However, until now, who built it is still an

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unsolved mystery. One of the main attractions in this temple is the fountain and waterfall it has. For the local community, the waterfall at Pura Tirta Mas Mampeh is believed to have extraordinary properties. It is believed that the water from here can cure various diseases and is able to ward off pest attacks on plants throughout the Balinese subak. Unfortunately, we are currently in the dry season, so the flow of the waterfall is not so heavy. However, the uniqueness of this waterfall is that even when a long dry season hits, the dripping of water from this waterfall never stops. There is always water flowing, giving hope and confidence to anyone who comes.

Part 5: Let's go to the last spiritual tour. In addition to the Tirta Mas Mampeh temple, a spiritual tourist spot that is also a place to purify oneself is Tirta Pancoran Solas. This place offers natural beauty and a peaceful atmosphere that stirs the soul. This Tirta Pancoran Solas temple is 25 km from the city center. Visitors need to walk 50 meters through the west side of the temple until they reach the registration area. To perform the purification ceremony at this place, visitors only need to pay IDR 15,000 per person, including locker facilities. The water in Pancoran Solas has a natural warm temperature, so visitors do not feel the cold in Batur during the purification ceremony ongoing. Its location next to Lake Batur provides an opportunity for visitors to enjoy the beautiful scenery of Lake Batur, Mount Batur, and the peak of Mount Agung. Conclusion: Well, that's our short adventure in exploring spiritual tourist attractions in the Batur Traditional Village area, Kintamani. From the brief explanation above, are you interested in visiting one of these spiritual tours? I highly recommend for those of you who love adventure, especially lovers of spiritual tourism, to visit these places. If you want a more interesting experience, you can be accompanied by a guide or tour guide to increase your insight into spiritual tourism. Guaranteed you will not regret visiting there! I .... take my leave! Thank you for watching!

Storyboard

At the storyboarding stage, the narrative and script are visualized into sketch form. This is done as a reference, and to facilitate the process at the animation production stage.
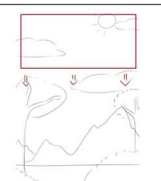

Figure 1. Storyboard preparation
(Source: Research Team, 2024)

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Character Design

An animated character named "Luh Ayu", who stands with one hand outstretched and pointing to the right. She is wearing patterned pants and a comfortable-looking beige jacket. Luh Ayu's bare feet indicate a connection with nature or simplicity. Luh Ayu's blackish purple hair adds mystery and makes her unidentifiable. This image has quite a contrasting color, with the beige jacket and the striking purple head block. This creates an interesting balance from a visual perspective. It is possible that this illustration style shows artistic expression or symbolism of Batur village spiritualism.

Figure 2. Character Design
(Source: Research Team, 2024)

CONCLUSION

Using the Wellness Tourism concept, the animation that aims to promote spiritual tourism in Batur Traditional Village has successfully combined local cultural elements such as Tri Hita Karana with modern technology. The idea of Tri Hita Karana, which emphasizes harmony between humans, nature, and God, is the basis of the animated story. This animation is able to convey a profound message about the importance of maintaining a balance in life according to Batur traditional values through attractive visualizations and a linear but meaningful storyline. The animation production involves pre-production, production, and post-production stages that work together to ensure that the visual and narrative elements support the promotional and educational goals. With an attractive visual approach that is easy to understand for all ages, this animation has great potential to increase awareness and appreciation of the rich culture of Batur Traditional Village.

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