

# Development Strategy as a Tourist Attraction in the City of Denpasar Bali Indonesia

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**Abstract**---*In the world of tourism, attractions become a very decisive entity, attracting tourists to visit. Jogging track is one of the activities that can be done by visitors when traveling. In fact, these activities are now a separate part of tourism as part of Sport Tourism. This study discusses the potential activities and location of the jogging track in Anggabaya Penatih Village, Denpasar Bali Indonesia City as a tourist attraction. In order to investigate the problems in the field, this study uses a qualitative method with the approach of observation, interviews and study of scientific literature. This study resulted in several findings, one of which was an increase in the economic life of citizens, if the jogging track was professionally managed and developed. Because, these activities can support the development of tourism in the village of Surabaya Surabaya Coach. The benefits of this research, as input for stakeholders and village and regional governments so that they are serious in analyzing all potential tourist destinations in the city of Denpasar, Bali, especially the model of sport tourism, so that it can also contribute directly to people's lives.*

**Keywords**---*Development, Jogging Track and Tourist Attraction*

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## I. INTRODUCTION

Development of a tourism destination must be a catalyst and a means to create self-awareness and national identity for the community. In it there must also be an element of togetherness and diversity of the nation and state. According to applicable regulations, tourism development must be developed with the approach of economic growth and equity for the welfare of the people. In addition, development that is oriented towards regional development must rely on communities that are empowering aspects of human resources, marketing, destinations, science and technology, cross-sectoral linkages, cooperation between countries and empowering small businesses and responsibilities in the utilization of natural and cultural resources[1].

Tourism is a type of business that can contribute greatly to the economy of a country, because it can have an impact on the availability of jobs, increase people's income and living standards of local communities and be a stimulus for the emergence of other businesses[2]. But according to Peter Mason (2003), there are three impacts of tourism which include economic, social, cultural and environmental which can be negative or positive[3]. According to Murray C. Simpson (2006), tourism can also lead to the destruction of culture, the breakdown of social norms, economic norms, degradation of social structures, the provision of employment opportunities and economic benefits and the occurrence of social changes in society[4].

Bali Province is an area that has a lot of potential and attractions that are spread out in every regency or city. When compared with some provinces in the vicinity, tourism growth in Bali has reached its peak. In fact, contributions from the tourism sector in Bali provide the largest contribution to the development and welfare of its people, both directly and indirectly.

As an area with a lot of tourism objects and being one of the regions with the highest number of visits, indirectly the Balinese people also depend their lives on tourist visits, both foreign and local tourists. It can be said that the more tourists visit Bali, the income of the public or foreign exchange also increases. Thus, the community together with the government must work together to increase tourism potential and develop it as an alternative destination in the future.

In general, tourism in Bali has developed into a world-class tourist destination with most of its objects being lakes, history, culture and nature. As in research [5], [6], [7]. Even because of the many tourism objects in Bali originating from a dimensional perspective, a scientific study of its own for the perspective of Balinese tourism [8]. It shows that all existing potential can be sold in Bali tourism. Even the dimensions of daily life can also be used as a tourist attraction in Bali.

In general, in the current era there has been a change in the model or trend in tourism, namely the change that was originally the nature of conventional tourism and then changed to special interest tourism, as well as cultural-based tourism villages which tend to respect the environment, nature, culture and attractions in particular[9]. As for one alternative tour that is enjoying the beauty of nature is tracking tourism.

Trekking tours can be interpreted as one of the adventure tours that bring tourists closer to nature and culture contained in certain areas. The activity is the right choice for tourists who want to exercise while traveling while seeing the natural and cultural potential. Thus the jogging track tour can also be in the form of sports facilities located in the rice fields. Where a tourist can feel the cool and fresh atmosphere of the scenery that is served by nature.

Based on field observations, Anggabaya Penatih Village East Denpasar City is an alternative route for tourists to Ubud tourist attractions [10]. In order to develop the economy, especially Banjar Anggabaya tourism, the trainer makes a jogging track as a tourist attraction who wants to exercise while enjoying the green rice fields and watching the farmers plow their fields. According to Arya (2019) the path was originally built to meet the needs of farmers to move in the fields and transport their harvest (I Made Arya, interview 22 January 2019). However, because many use the route as an alternative to tourism in Ubud, Bali, it was developed as a tourist attraction (I Kadek Astawa, interview 22 January 2019).

The problem in this research is that the local community is less optimal in utilizing the potential of jogging tracks as an alternative pathway to an established tourist attraction, Ubud Tourism. This is caused by the weak participation and awareness of the local community in seeing their potential [11]. Thus, this study aims to find a strategy for the development of the Jongging Track in Anggabaya Penatih Village, East Denpasar District, Denpasar City as a tourist attraction. The benefits of this research are as input for stakeholders and village and regional governments to be serious in analyzing all potential tourist destinations in the city of Denpasar, Bali, especially on the scope of sport tourism. Thus it can also contribute directly to people's lives.

## II. LITERATURE REVIEW

This study focuses on strategies for developing tourist destinations in the village of Anggabaya Penatih, East Denpasar District, Denpasar City. Strategy can be interpreted as a tool to achieve company goals in relation to long-term goals, follow-up programs and priority allocation of resources [12]. Porter (1985) explains that

strategy is a very important tool for achieving competitive advantage [13]. Thus the concept of strategy in managing something can determine a success from the vision, mission, and goals of an organization or activity.

According to Wahyudi (1996) the strategy offers a mechanism of organizational work procedures simultaneously by bringing together all components of the organization in order to achieve the mission of the organization [14]. The model is integrated between strategic thinking patterns and management processes, so that strategic thinking can produce solutions that are more creative and different in shape than just thinking mechanically and intuitively.

Tourism development can be interpreted as a series of efforts to create the realization of integration in the use of various tourism resources and integrate all forms of aspects outside tourism that are directly or indirectly related to supporting the sustainable development of the tourism industry [15]. In this study, the strategy is interpreted as an effort or a way to develop all the potential that already exists in order to become a more productive tourist destination, so that it has a positive impact on the community and the environment around the object.

According to Law Number 10 of 2009 concerning Tourism, tourist attraction can be interpreted as anything that has a uniqueness, convenience and value in the form of diversity of natural wealth, culture and man-made products that are targeted or tourist visits [16]. The limits above are then described in several limits that can be categorized as objects of tourist attraction, namely: the object must be interesting to watch and learn; has specificity and is different from other objects; infrastructure to place to place is well maintained; and if necessary equipped hotel and restaurant accommodation facilities [17].

Some of the similar studies that have been carried out are as follows. Wirawan's (2015) research, entitled *Cycling Tourism in Creating Sustainable Tourism in Sanur*, explained that the legality of the bicycle path into Perwali became a catalyst that could develop cycling tourism. It also requires a good planning in the form of physical planning, policy planning and institutional planning to support cycling tourism in Sanur [18].

Markayasa's study (2015) entitled *Utilization of the Bukit Payang Area as a Natural Tourism Attraction in the Kintamani District of Bangli Regency*, explained that the potential possessed by Bukit Payang in efforts to support the development of natural tourism consists of natural potential, namely: natural scenery, agricultural products and flora and fauna. Utilization that can be done to support natural tourism is the use of natural potential in the form of jogging tracks, biking areas and photography areas [19].

The research results of Dewa Putu Oka Prasiasa et al (2019), entitled *Trekking Tourism Development in the Forest Park Nature Park, Lake Buyan, Buleleng District*, explained that the physical potential and non-physical potential of the Lake Buyan tourist attraction area can be developed as tourist trekking. In the development process, the involvement of local communities, tourists and Natural Resource Conservation are very important factors [20].

The results of Hetty Claudia's research (2018), entitled *Foreign Tourist Motivation in Trekking Activities in Bukit Lawang, Langkat Regency, North Sumatra*, explained that the satisfaction of tourists who came up to now had been dependent on the condition of attractions, the availability of souvenirs, activities, services, accessibility and still not in line with expectations from tourists. Thus collaboration between local communities, local governments and stakeholders is needed so that tourist satisfaction can increase [21].

### **III. RESEARCH METHODOLOGY**

The study, which was conducted from 2018 to 2019, used descriptive qualitative research methods. Generally, qualitative research always emphasizes four things, namely: processes and meanings that are not rigorously assessed or measured (if measured) in terms of quantity, amount, intensity or frequency; emphasizing the nature of socially constructed reality, the close relationship between the researcher and the subject under study, and the pressure of the situation that shapes the investigation; attach importance to the value-laden nature; and trying to find answers to questions that highlight ways in which social experience arises while obtaining its meaning [22]. Thus, qualitative research is always related to the meanings seen or obtained from people in the current social situation [23]. Among them are descriptive data in the form of words or images, not a number obtained from quotations from documents.

The qualitative approach in this study is a descriptive model, because the purpose of descriptive research is to describe a phenomenon and its characteristics, so that it is more concerned with the concept of "what" rather than "how" or "why" something happens. Therefore, observation and survey tools are often used to collect data [24]. In addition, descriptive model research methods are referred to as research procedures that produce descriptive data in the form of written or oral words from people and behaviors that can be observed and directed at a background and individual holistically [25].

The method of qualitative data transmission is mostly done by means of documentation, field observations and interviews. Documentation Study is conducted by collecting data through archives and books about opinions, theories and others related to research problems. Document studies are carried out to explore basic theories, relevant concepts in research and to obtain a broader orientation on research topics. The document used as a source of information on research activities is statistical data belonging to the village of Surabaya East Surabaya Coach.

This study also uses the method of observation to determine the feasibility of a problem to be examined, namely the characteristics of the village of Anggabaya, both physical, social conditions and economic activities of the community. Observation activities have been carried out twice, namely on January 22, 2019 and illegal February 22, 2019. In order to complete written data and observations in the field, the research has also interviewed several people, namely the Village Head, Kelian Banjar, and Kasi General & Education Anggabaya East Denpasar District Denpasar City. The interview was carried out on January 22, 2019. After all the data was collected, the next activity was to formulate a strategy related to the development using the SOAR method (Strength Opportunities Aspiration and Result). This method combines strengths and opportunities for jogging track development.

#### IV. RESEARCH RESULT

##### Potential Development of Jogging Tracks as a Tourist Attraction in Desa Surabaya

Alternative forms of tourism have been developed in Bali, which include agro-tourism activities, spiritual tourism, village tourism and ecotourism. Village tourism is a tourist activity aimed at tourists who want to enjoy the rural atmosphere as a place to rest. In addition, the tourist village can also be used as a place to learn to dance, paint and sculpt, so that the role of the tourist village can be a place to get life experiences for tourists who are different from their home regions.

Bali Mandara is a policy concept that has cultural value for the Balinese people. Cultural strategy becomes fundamental, if it is associated with the development of civilization with socio-economic value. This view is in accordance with the philosophy of life in Balinese society, namely about Tri Hita Karana which means that the perfection of diversity lies in the balance of relations with fellow humans, the natural surroundings and God [26].



The concept of Tri Hita Karana in Balinese Society  
Photo: Eka Wirawan

That is what later underlies the policy pattern of the Governor of Bali to welcome economic added value based on socio-culture. One milestone of its success is by supporting the movement of 100 tourist villages. The purpose of the formation of the movement is to create a livelihood system in the region, so that people's welfare increases. One interesting tourist village, but has not been widely appointed by various media is Banjar Anggabaya Penatih Village, Denpasar City, Bali.

The structure applied in the village starts from the village arrangement which was pioneered by the traditional elders. The arrangement includes reforestation by prioritizing agricultural land as the main support. In addition they also try to reduce the various causes of environmental pollution resulting from various tourism activities in the city of Denpasar. In addition they also prioritize architectural art as an element of Balinese culture. This architectural art is used as a support for the implementation of qualified tourism activities (I Made Arya, interview 22 January 2019). Procurement of construction and maintenance of architectural art is adjusted to the non-physical and physical values regulated in the Decree of the Mayor of Denpasar No. 25/2008 relating to the design and function of each building used for artistic activities [27].



"Sunrise" in the Jogging Track in Banjar Anggabaya Village  
Photo: Eka Wirawan

Activities carried out in the village are educational programs for local cultural activities which include demonstration workshop packages with learning activities to plant rice or farming activities, fishing competitions, seeing the religious rituals of Krama Subak. Making public space is also a common thing to support cultural strategies, such as the construction of the Bale Bengong (Gazebo), agricultural education land and jogging track.

The jogging track development is a distinct advantage in introducing the natural charm of Banjar Anggabaya. Because, it is part of a strategy to attract local and international tourists. Jogging is an exercise activity by running fast or slow to train muscle endurance, heart health and body fitness which is preferred by most international tourists. These sports activities are very close between morning and evening, so that its existence can be a distinct advantage to bring tourists closer to the natural surroundings, if they stay at various dwellings in the tourist village.



Coconut trees in the Jogging Track in Banjar Anggabaya Village  
Photo: Eka Wirawan

The sporting activity also presents the comfort of natural beauty and human activities, namely seeing the activities of farmers who are working on their fields. The roads used in jogging tracks were originally in the form of footpaths on the edge of rice fields in Banjar Anggabaya. The road is named after local residents as a "Subak" road. Changes made to support the formation of public space is to replace the structure of the building to be semi permanent. The material used in this construction is concrete. But in terms of structure and model, it still maintains the structure of paddy soil. As a result, the road becomes winding and rather wide.

The biggest obstacle in the development of these attractions is the lack of concern and responsibility of related parties. For example the community and the government related to the promotion of culture to the public. Thus, good communication links between related parties are needed to strengthen promotion at the local and central government levels. The development of jogging tracks in Anggabaya should be further developed. As for the activities that have been carried out in that space which are used as attracting tourists, can be seen in the following table:

Table  
 Analysis of Jogging Track Development Strategy Formulation

| Tourism Potential             | Development Aspects   |   |   |   |
|-------------------------------|---|---|---|---|
|                               | Power   | Opportunity   | Aspiration  | Result  |
| Cultural Potential            |   |   |   |   |
| Architectural Art             | Maintaining the condition of the existing architecture of building architecture | The introduction of architectural art to tourists as a form of new tourist attractions      | Location determination is carried out by the conservation of local architecture | Set home example as a center for the introduction of traditional architectural art                                    |
| Cultural Activities           | Cultural activities inherent in people's daily lives                            | Utilization of people's daily lives as an effort to introduce more intensive local culture  | Utilization of residents' homes as homestays                                    | Home use Determination of 12 residents' homes as home stay locations with a number of criteria residents as homestays |
| Workshop <i>Demonstration</i> | The ability of every member of the community to introduce culture to tourists   | Workshop activities related to local customs and culture that can be introduced to tourists | Offering and training of traditional and cultural activities                    | Workshop offers to carve, make batik, weave   |
| Natural Potential             |   |   |   |   |
| Landscape                     | Landscape character with wavy topography as a special attraction                | Use of landscapes for nature-based tourism activities such as tracking, jogging and selfies | Determination of conservation areas that cannot be excavated / changed          | Formulation of collective agreement on landscape change   |
| The area of friendship        | The condition of rice fields is wide and its existence is still maintained      | Development of rice fields activities as tourism activities                                 | More subak member involvement   | The expansion of the subak area is used as a jogging track  |

Source: Research Results, 2018-2019

**Impact of Jogging Track Development for Local Communities** The socio-economic impact arising from the jogging track activity is the strengthening of harmony among Banjar Anggabaya communities in the Panatih Village of Denpasar City. The foundation of inter-community harmony is increasingly fostered by the formation of interesting programs that involve the whole community. These harmonious efforts are also able to nurture traditions through the tourism sector that already exists in the tourist village (I Kadek Astawa, interview 22 January 2019).

In general, the livelihoods of people in Banjar Anggabaya are civil servants and company employees. Some of them are also absorbed in informal work (tourist villages), so that it becomes a polemic in the community related to the distribution of community welfare in Banjar Anggabaya. Even jobs in the formal sector have been filled by agricultural workers and workers from outside the city (I Wayan Astawa, interview 22 January 2019).

According to statistical data in Panatih Village 2016, the number of unemployed is very small, which is around 1.99%. One reason is the emergence of new (informal) businesses after the opening of the jogging track tour. The informal work includes traders, art makers, security, cleaning, parking managers. The various business

opportunities turned out to be able to contribute to economic growth of around 6.04%. The service sector reached 6.73% [28]. Thus, for reasons of economic growth the development of tourism villages is absolutely necessary.

In addition, most of the taxes from the management of the tourism village can be used in building facilities and infrastructure to improve the education level of the Panatih Village community. According to Soesanto, education is the main capital of the cultural strategy in wide-scale development [29]. Education is also a major element in the development of social welfare through innovation, acculturation and cultural preservation. The impact of opening the tourist village is also the foundation of the community to empower themselves and live independently, because the community is a major element in cultural strategy. The regulation of cultural strategies in the tourism sector has been set out in articles 12, 13 and 14 of Law Number 23 of 2009 concerning environmental protection and management [30]. Thus, the development of jogging tracks is a solution to improving local wisdom-based welfare in Penatih Village.

The strategy that can be carried out if the jogging track in Anggabaya Panatih East Denpasar Village can be developed as a tourist attraction must go through the following mechanism: First, the development of community participation can be done by means of socialization regarding the existence of a jogging track and the work program of tourist attraction development that will be conducted, community involvement in every policy formulation in the development of tourist attractions, the development of community involvement in maintaining the cleanliness of the jogging track and the implementation of activities in the village on the jogging track area. Second, the development of tourist attraction marketing can be done by introducing the identity of tourist attraction in every official activity carried out by the village and community members, developing active marketing by involving many young people and subak members in the introduction of tourist attraction; Third, the development of tourism facilities and infrastructure can be done by expanding the "subak" area, determining the residents' houses as home stay locations, developing the model house as a center for the introduction of traditional architecture. Fourth, the development of tourist attractions can be done by offering carving workshops, making batik, weaving as new tourist attractions and offering outbound activities packages for kindergarten or middle school students.

## V. CONCLUSION

Anggabaya village in East Denpasar has natural and cultural potential that can be utilized as a tourist attraction. Utilization of cultural and natural potential in the existing conditions in the form of jogging tracks as tourist attractions has been carried out optimally. Development of cultural and natural potential as a tourist attraction requires technical support and participation of all parties in the development of tourism. The development of the jogging track as a tourist attraction in the village of Anggabaya, East Denpasar has contributed economically, socially and culturally to the community. In the future development, it takes the role and participation of the community to exploit the potential, marketing and development of tourism activities in Anggabaya Village, East Denpasar, Bali.

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