

## PERCEPTION OF TOURISTS TOWARD COMMUNITY-BASED FESTIVAL OF KUTA MAJELANGU MARKET

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### ABSTRACT

The aim of this research was to identify foreign tourist perception toward service of Kuta Majelangu Market as an Attraction of community-based tourism. Foreign tourist's perception was analyzed by Likert scale. This research used various approaches such as: social and culture, community-based tourism, sustainable tourism, and perception theory. Respondents taken from foreign tourist come from many countries such as Japan, Australia, China, America, Germany, Austria, Holland, and British, while the informants were taken from districts officers, around Kuta Village: such as the head of traditional village known as *bendesa*, head of subvillage/*kelihan banjar*, and Kuta community leaders. Data were taken from observation, interview, questionnaire, and some documents. The results of this study revealed that perception of tourists toward the festival Market Majelangu Kuta as community-based tourist attraction for a variety of requirements had been fulfilment where starting from the land use, planning, management, preservation, benefit economically performed independently by local community. While the perception of tourists toward the activities and services of the Market Majelangu Kuta were well perceived by 79% percent of tourists.

*Keywords: Kuta Majelangu Market, the perception of tourists, community-based tourism.*

### INTRODUCTION

Law of the Republic of Indonesia No. 10 Year 2009 about tourism requires that one of the purposes of tourism activity is in an effort to empower community or local community, preserving natural resources, maintaining the sustainability of nature and the environment, and ensuring alignment between sectors, between regions, between the center and regions which is one unit system in order to be an autonomous region as well as the alignment between stakeholders.

One of the concepts that describes the role of the community in the development of tourism is community-based tourism. Basic principles of community-based tourism is putting the community as the main perpetrators through community empowerment in tourism activities so that the benefit of tourism as big as destined for the community. Community-based tourism emphasizing empowerment the local community to a better understanding of treating the values and assets that they have,

such as culture, customs, cuisine, culinary, lifestyle (as cited in Okazaki (2008). According to McCool & Martin (1994) in the context of community attachment and attitude toward tourism development, the community shall independently conduct mobilization of assets and the value being the main attraction for tourists visiting experience (as cited in Williams, *et al.*, 1995).

McCloskey (2011) stated the concept of the development of community-based tourism requires the presence of access, participation, control and benefits for the community in the aspects of economic, social, cultural, political and environmental issues. The community as the main perpetrator in the development of community-based tourism plays a role in all lines well as planners, investors, managers, implementers, monitors or evaluators (as cited in Rasoolimanesh, 2016). While Tosun (2006) stated the community in the development plays a role in all lines as planners, investors, managers, implementers, evaluators. The highest level of participation is spontaneous participation, in which local residents have the nature power to make decisions and control the process of development still the involvement of government and private sector is indispensable (as cited in Prabhakaran, *et al.*, 2014).

Kuta Majelangu Market, which is held once a year on *ngembakgeni*, in Kuta Beach, Bali, is intended not only as a customary activities but also as a concept rather than the implementation of community-based tourism. The market that is part of the tradition that has already lasted for decades it held a one-day on the day *ngembakgeni* i.e. the day after Nyepi holiday. The market is managed by the village of Kuta by involving indigenous traders from Kuta. Products sold on the market, in addition to food, as well as various kinds of souvenirs, as well as presenting performance art.

Based on the background above, the authors are interested in conducting research on the existence of a Majelangu market. Beside, this sort of research has never been conducted yet. It is hoped to have vital information and detail, both on the market activities also meant as community-based tourist attraction, the role of indigenous village, a community of traders, the type and quality of service, and the perception of the existence of tourist and service they experience.

## RESEARCH METHODS

Data were collected through a literature review, observation, in-depth interviews to managers and the spreading of a detailed questionnaire to 105 tourists' visitors Majelangu Markets of Kuta. Data analysis is done in qualitative analysis – the

interpretive and quantitative analysis using the Likert scale by applying some theories are eclectic, i.e. the theory of community-based tourism, the theory of perception, and the theory of service.

To know the perception of tourists to the existence of a market, we collect opinions from travelers as the respondent. They are local tourists as well as foreign tourists. The collection of this opinion is done through direct interviews and disseminate a list of question or questionnaire. Determination of the respondents uses the method of accidental sampling, random visitors or tourists found on site. The calculation results using Likert scale which gradable positive start from 5 strongly agree, 4 agree, 3 undecided, 2 less agree, 1 do not agree. The number of respondents are 105 of 61 local people, consisting of 30 male, female 31, and foreigners of 44 people, consists of 20 male, female 24. The age of respondents on average 30 years old – 60 years. The background of the respondents, both concerning the background of the country, region, age, and gender is expected to represent the diversity of the opinions of travelers to the existence of the Market Majalangu of Kuta.

## RESULTS AND DISCUSSION

### **Kuta Majalangu Market as a Community-Based Tourist Attraction**

Kuta Majalangu market that was held one day after Nyepi holiday was meant as tourist attractions that can be visited both by locals as well as tourists. The villagers made Majalangu Market as a community-based tourist attraction. The involvement of Kuta communities in managing the holding of Market Majalangu, is based on consideration as follows:

#### **Location**

Kuta Majalangu is held in Kuta beach, starting from the front of Segara temple up in front of the task force office of Kuta beach, 250 meters long and 30 meters wide. At this location the tents and stalls fitted to the merchants roll out merchandise, and the stage to perform a wide range of entertainment. This location is chosen because it is indeed a land under the management of village customs through the Unit Manager of the indigenous village of Kuta Beach. "This is indeed a coastal area including Indigenous Village or Kuta and therefore we can make use of them in accordance with the programed, in particular in terms of supporting the well-being of our people," said the leadership of the villagers, Wayan Swarsa (interview, Thursday, 8/5/2017). With

this activity, which is one of its objectives to drive potential local village, then elections site of beach venues of this market in accordance with the concept of community-based tourism, where the community does not depend on investors but exploit potentials that they have independently without the intervention of others outside the community.

### **Cooperation with Indigenous Village Community**

In managing the market this indigenous village party help the process of holding the market with forming a committee to be in-charge in handling technical of the market. Traders and prospective committee next convenes to equate the perception and define everything according to the concept of a market that they want. They determine the lay out with the appropriate number of market traders, the type of merchandise, the capacity of the land or the location, and the approximate number of visitors. It is calculated to maintain comfort and conservation of the environment based on the area capacity. Type of tents for rent was adjusted to their financial abilities, as well as other technical things. All options were discussed openly and democratically so that people feel involved, responsible, and able to understand all aspects of the implementation of the market. The steps undertaken by the indigenous village of Kuta and the community was a form the development of the community by the community and for the community, in accordance with the terms of community-based tourism concept.

### **Food and Handicraft Products**

On the market it is sold culinary products and displayed handicraft for sale such as apparel and gift products featuring traditional Balinese characteristics, such as pork, vegetables of *lawar*, suckling pig, *gerangsem* chicken, typical Balinese hot spicy grill fish, also various kinds of traditional snacks. Halal food products are also provided, as well as international food is like chinese food, fizza, and so on. This meant that the tourists have the option to taste, culture and beliefs of each. Thus, it is practiced in this Kuta Majelangu in accordance with the principles of community-based tourism, which according to UNEP and WTO (2005) between them to develop pride in community, maintain the uniqueness of the local culture and character, helps the development of learning about cultural exchanges on communities, appreciate cultural

differences and human dignity, with regard to retaining cultural tolerance through tourism activities.

### **Investment**

All aspects of the organization of people's markets are handled by the community, including in terms of investment, provision of supporting facilities and infrastructure as well as setting up the sale respectively. The village of custom helps to facilitate and to ensure participation and guarantee the rights of the community in the management of existing resources. The investment is carried out by taking into account efficiency, effectiveness, propriety, so as to give economic benefits to the community. In the activity of the market, the local people act as protagonists, both as planners, investors, managers, as well as executor. This is in accordance with the principles of community-based tourism that puts the community as the main perpetrators through empowerment of local activities in tourism.

### **Traditional Performances**

Cultural scene in front of Segara temple is a Kuta Majelangu support facilities. At this stage various traditional Balinese arts are performed, such as musicians of Bali, Balinese dances, as well as art music with songs, performed by groups of children and youth organizations of indigenous village of Kuta whereas in the south of market location, exhibited a dozen of *ogoh-ogoh* or giant sculptures. *Ogoh-ogoh* had previously been carried round the village as part of the ritual of the day of *pangerupukan*, the day before Nyepi holiday. *Ogoh-ogoh* is a work of art or creativity in the trade of young men and girls of the village customs is very attracting tourists. The concept of community-based tourism, in the form of stage entertainment and exhibition of *ogoh-ogoh* is part of the effort to appreciate the local culture, heritage and tradition in tourism activities, as it is essentially community-based tourism should be able to strengthen and preserve local culture.

### **Perception of Tourists toward Kuta Market Majelangu as a Community-Based Tourism**

To know the perception of tourists to the existence of a Majelangu Market of Kuta we gain the opinion of respondents on a number of matters concerning Majelangu Market of Kuta, among others:

*The location of the market.* As many as 95% of the respondents said people's market location is excellent. Respondents perceived that this location is very strategic because it is at the Kuta beach which is an area of tourism indeed a well-known and visited hundreds of tourists every day. Access to this location is very easy. Thus the market is easily accessible. Tourists who visit that day to experience the beauty of Kuta beach at the same time can also enjoy the market. Whereas 5% of respondents who consider this location is less adequate as people's market presence that this harms the atmosphere as well as the convenience of the tourists who were enjoying the beauty of Kuta beach.

*Atmosphere.* The majority is that 70% of tourists said the atmosphere in the market perceived good. They're impressed because this bustling market atmosphere is in an encouraging atmosphere. The tents are decorated in traditional Balinese ornaments, as well as the majority of traders wear Balinese clothes the typical atmosphere of the building is distinctive impression for the tourists. Travelers rate the festive market atmosphere, friendly, and nuance of Bali, are something different to that in their country.

*Set-up.* As much as 70% of respondents say this market is properly set up with the same thematic arrangements. The committee set up in accordance with the merchants and sellers location theme merchandise. For example, a seller of clothes are grouped in one area, as well as merchant craft or gift shop, and food. With a set up like this, the visitor traffic would distribute well into the booths hence that it is not concentrated in one point only. But as much as 30% of the respondents consider structuring tends less appropriate because of it is too tightly one to another. It makes visitors feel crowded and uncomfortable.

*Culinary Diversity.* Culinary diversity in the Kuta Majelangu is rated very good by 83% of tourists. Tourists said they did not find any difficulties when they were about to choose foods because of its availability relatively complete. Travelers can find many

kinds of food, both international and local foods, typical Balinese cuisine, as well as halal food. Tourists consider that the availability of diverse culinary is strengthening the existence of Kuta Majelangu market.

*Hospitality of Service.* Kuta Majelangu market in delivering services is perceived good by 75% of respondents. Respondents assess the officers or guards stand sufficiently responsive to the needs of visitors and able to provide adequate information with the ability to communicate in foreign languages, especially English, which is pretty good and communicative.

*Hygiene.* As much as 75% of travelers considers that cleanliness of this market is quite good. Bathroom amenities are also representative, sufficient clean water and equipped with soap and toilet paper. So are the environmental conditions surrounding the market is pretty clean. While 25% of the respondents considered the number of inadequate restrooms which it makes the visitors must stand in queue to get into the toilet.

## CONCLUSION AND SUGGESTION

### **Conclusion**

Kuta Majelangu market can be said as a community-based tourist attraction due to a number of requirements has been fulfilment where starting from ranging space of land use, planning, management, preservation, benefit economically performed independently by the local community. Through market activities, this market resource is potential, good society, economy, environment, as well as the potential uniqueness of local traditions and culture can be powered independently and participatory so that local people benefit welfare. While perception of tourists toward the activities and services of the Kuta Majelangu market are well perceived by tourists. It is visible from 79% percent of tourists. Various aspect of this market, which is either *tangible* or *intangible*, such as location, atmosphere, setup, type of food, service, to clean aspect are well perceived by tourists.

### **Suggestion**

To maximize service, a distance of booths on the Kuta Majelangu needs to be more space, so that visitors are more convenient in doing their transaction. Similarly road access for visitors needs to be wider and vehicles parking lot should be well

provided, so that visitors will be more convenient and they do not jostle around in when they are in the market.

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