

LAPORAN PENELITIAN INDIVIDU

***BALI KITE FESTIVAL
FROM THE HERITAGE TO INTERNATIONAL EVENTS
(ON TOURISTS PERSPECTIVES)***



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**PUSAT PENELITIAN DAN PENGABDIAN MASYARAKAT
SEKOLAH TINGGI PARIWISATA NUSA DUA BALI
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HALAMAN PENGESAHAN PENELITIAN INDIVIDU

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CHAPTER I

INTRODUCTION

1.1. Background

The island of Bali first appear in written history in the 8th century AD with the rise of the Hindu Empire of Central and East Java, known as Old Bali (*Bali Kuno*). There were a migration of the aristocracy and artisan of Hindu Java to Bali in the late 14th century and built a modern Balinese society who adapted the courtly tradition and customs of Hindu Java called “*Majapahit Balinese*” while the original Balinese called “*Bali Aga*” were still maintained their own style of Hindu and animist belief. (Bali Government Tourism Office , 2011: 18-19)

The structure of the government among the Balinese king at that time is the central board called ‘*panglapuan*’ . They assisted king running government according to a charter dated 882 – 914 AD. The Board members comprised of several *senapatis* (commanders), *Siwa* and Buddhist priests.

The influence of Java (*Majapahit*) through the expansion of *Gajah Mada* in Bali, is recognized in the period of the year 1343 – 1846 history. In this period also known as the period of the consideration of the existence of a blood relation between Java (*Gajah Mada*) and the people of *Bali Aga* (the original Balinese). (<http://www.balibagus.com/history-of-bali/1343-1846-period/> retrieved 17 juni 2012)

That are some reflections of the past describing the history of Bali that is related to the culture nowadays which is also related to the religion of Hindu. The majority of Balinese are Hindus. Religious life centre is around the temple, of which are many types: such as family

temple, village temple, clan group temples, etc. It leads people call Bali as “The Island of Thousand Temples”.

As regulated in the Indonesian Government Act (*called Undang-Undang Republik Indonesia Nomor 11 Tahun 2010*) about cultural heritage, mentioned that Culture Heritage is a material includes : culture heritage material, culture heritage building, culture heritage structure, culture heritage site, and culture heritage area/region located in land or water that has an important value for history, knowledge, religion, and/or culture through determination process.

Further description about culture material heritage, mentioned in one article point in the act (*pasal 1 ayat 2*) of *Undang-Undang Republic Indonesia Nomor 11 Tahun 2010*, that : Culture Heritage material is natural material and/or manmade material, which is moving or static (not moving), as one unit or group, as part of , or as a residual, that has a close relationship with culture and history of human development process.

In that act has mentioned in details how important of culture heritage to be conserved. It has the characteristic of perishable, unique, sometimes a wonder, limited and non renewable. So that is why it is important to be protected and preserved.

Speaking about Heritage, Bali also has a lot of potency to be developed as one of the world heritage destination. It has the heritage places (temples, historic monument, the castle,etc), cultural and artistic (art, music, dance) , heritage landscapes (the traditional architecture of Bali), heritage of flora and fauna (white starling / *jalak bali*),etc.

Bali has its own specificity. It has a lot of tangibles heritage (temples, monuments, castle) and alsoa lot of Intangible Heritages (in the form of culture : art, music, dance, rituals and ceremony) that are still in the function nowadays in daily life of the communities (as a living heritage) even it is has not been determined as a world culture heritage yet.

According *Perda Tingkat I Bali No 3 tahun 1991* : 37 stated that culture in Bali is a part of National Culture that covered the expression of thinking, feeling, and action of all nations as an effort of human ability to develop themselves and the nations. The government of Bali through *Perda Nomor 3 Tahun 1974*, with completion through *Perda Nomor 3 Tahun 1991* and now with *Perda Provinsi Bali 2 Tahun 2012* (Bali Province Government Law No 2 year 2012) stated that tourism in Bali should be develop as a cultural tourism. This concept is based on propotion that culture means to tourism in a one way / linier form in relation. These are concerned as an objectivities in their application where culture is being positioned as an object for tourism.

Tourism is a life for Bali. As can be seen in every single breath of activities in Bali related to them. Most of Balinese are Hindus, as they reflect in many aspect of living in relation of their religion. It is performed ideally in their social and spiritual living as Hindu's. Besides its natural resources, it also has rituals and ceremonies which are heritaged by the ancestors and very unique for event tourism. It sometimes celebrates in a special occassion and attract many visitors to come and have an experience on it. From the western part to the eastern part of Bali there are many attractions that Bali has either the natural or the man made one. In theme of man made attractions, Bali has a lot of culture attractions most over the culture heritage one that are still preserve and continuing to do by the present generations.

Other than those explanations above, Bali also has a lot of events as a part of the intangible heritage that is still exist and actively practice by the local communities in the present times.

“Event can refer many things as an observable occurrence, phenomenon, or an extra ordinary occurrence” (<http://en.wikipedia.org/wiki/Event> retrieved July 19,2014)

There are many types of activities can be included in the type of events, such as : a ceremony, ritual, convention (meeting), festival, media event, party, sporting event, a corporate or business function, etc.

“A Ceremony is an event of ritual, that is performed on the special occasion.(A ritual with religious significance, an official gathering to celebrate, commemorate, or otherwise mark some event, a formal socially established behavior, ofteh in relation to people of different rank) <http://en.wikipedia.org/wiki/Ceremony> retrieved July 19,2014)

While the ritual is a set of actions, performed mainly for their symbolic value”(<http://en.wikipedia.org/wiki/Ritual> retrieved July 19,2014)

We can conclude that ceremony is a part of an event that is including a ritual which is performed in symbolic value that might prescribe the tradition of a community. Ritual may be perform in a specific occasion by the individual or a group of entire community in a specific places with certain purposes such as: religious obligations, spiritual, emotional needs of the practitioners, strengthening of social bonds, social and moral education, demonstration of respect, acceptance or approval for some event, or sometimes just for the pleasure of the ritual itself.

Bali has a lot of specific events related to the culture heritage that is still in use and practiced by the present generation nowadays. In many ceremonies, performance and worship are simultaneous, showing the richness of Balinese rituals with its own tradition that gives specific identity of Bali.

In Bali, culture (art and its manifestation include music, dances, and performance) is related to the religion, and that is related to Hindu in this case as a major part of the religion of the Balinese. History said that culture of Bali shows through traditional artistic performance in the temple, in the village, and the urban neighbor.

In the Book 'Negara', Clifford Geertz examined that
"the Balinese state was always pointed....toward spectacle, toward ceremony, toward the public dramalization of the ruling obsessions of Balinese Culture : social inequity and status pride. It was a theater state in which the kings and princes were the impresarios, the priests the directors, and the peasant the supporting cast, stage crew, and audience (Geertz,C,1980 :13.)"

From that statement can be seen that in the Balinese history, everything express toward spectacle, toward ceremony, toward the public dramalization, and the king is an important part of in the process of attaining the excellence of the artist.

In the present time, with the decline of the pretty kingdoms following Indonesian Independence, public institution step into the pattern of the past royal patrons. Like the kings who employed the artist to enhance their own prestige in the past time, the government use traditional dance, drama, *wayang* shadow puppet, and *arja* opera as the work of the artist to disseminate information about policies and social programs in the present times.

Another form of events is a festival. Some definition of festivals can be seen followed :

*"A **festival** is an event, usually and ordinarily staged by a local community, which centers on and celebrates some unique aspect of that community and the Festival, in mythology , a set of celebrations in the honour of a God "*(<http://en.wikipedia.org/wiki/Festival> retrieved August 3, 2012.)

Based on that definition can be seen that festival is a kind of event that related to the celebration of unique aspect in the community. The study of the cultural events has in the past mainly centred around festivals (Richard, G, 2007 : 259). It is has a meaning of gathering and celebrating (such as Thanks giving), or arts event to promote a particular idea (Festival of Britain in 1951) or refers to event that arrange in a single cultural product (such as Cannes Film Festival).

According to Handelman in Richard, G (2007 : 265) <<festivals often consist of both rituals and spectacle. The Ritual elements are linked to transformation and rites of passage, and are geared toward the transformation of society.>> The festivals in the past were produced not for tourism. It was produced by local people and celebrated by the internal community itself, without any objectives of producing it for the external society. But in the present time, the festivals also designed to attract the external people including tourists to visit the area, and also attracting the media to capture it as a world communication purposes.

Related to festivals, Bali has some festivals done by the communities in all around the places in Bali. Every Regency has their own festival that brings their pride and identity. From the western part of Bali (*Jembrana* Regency), there is *Mekepong Festival* (Bull Race) held by the farmer in *Jembrana* Province to celebrate the end of the rice harvest While in the eastern part of Bali can be seen *Perang Pandan* as one of the heritage festival for *Bali Age* (The Bali Original people) in *Tenganan Pegingsingan, Karangasem* Regency, Bali .It is celebrated in *sasih kelima* (the fifth season in Balinese calendar), held in the *Hari Raya Sambah* (Sambah ceremony). There will be an arena where is always hectic, and has been waiting for a brave man of war as a knight-warrior. The youths generation of *Tenganan* will prove that their body and soul is strong to preserve their strong tradition even the sharp spines pandan crash their back.

Cultural events also a part of the revitalization of the balinese culture where the present generation are continuing the philosophy of the old generation in certain principal or belief of the Hindu Religion.

There are some events that intentionally created in relation to conserve and protect as well as regenerate the culture heritage to the future generation. Those events are : *Ogoh-ogoh* festival,

Gong Kebyar, Balinese Dance competition, Kite Festival, Bali Art Festival, Kuta Carnival, Nusa Dua Festival, etc.

Bali Kite Festival is one of the festival held in Bali every year, usually in July or August depend on the windy weather. Some people think that kite is only a kid toys. But in fact, it is not only a toys, but also part of the culture heritage of Bali.

This research is to investigate more about Bali Kite Festival as it is part of Bali Culture Heritage that is nowadays becoming an International Events that will benefits the development of the tourism in Bali.

1.2. Identification of Research Problems

Based on those explanations , herewith the research questions followed:

1. How the Bali Kite Festival is becoming the International Events?
2. How the perception of the tourist about the Bali Kite Festival?

1.3.The Main Purpose of The Research

The main purpose of the study is to find out the potency of Culture events in Karangasem Regency, as followed :

1. To get the detail programme of Bali Kite Festival, how it is organized, and how the locals and tourist involved on it.
2. To analyse the tourist point of view about the Bali Kite Festival

1.4. The Specific Objective of The Research

1. For STP Nusa Dua Bali, this research will add the additional references in the library and also for teaching purpose related on the event, culture heritage, and culture tourism topic.
2. For the industry especially the organizer of the kite festival can be used as reference to develop and succeed the next event.

CHAPTER II

THEORITICAL FRAMEWORK

2.1. Tourism

Tourism concept has been formulated since the second world war , volunteered by Hunziker and Krapt from Swiss and then these defination has taken by the AIEST (*Asociation International Expert Scientific du Tourisme*).

Tourism is the sum of the phenomena and relationships arising from the travel and stay of non residents, in so far as they do not lead to permanent resident and are not connected with any earning activity. (AIEST)

Indonesian regulation (pasal 1 angka 3 Undang-Undang Nomor 9 tahun 1990) about tourism define tourism as everything related to aktiviteter in making an object and tourist attraction and every efforts related to them.

The tourism is a complex activities arise from the movement of people travelling outside their home area, to visit a place of interest to see something different in a certain period of time.

The World Tourism Organization (WTO) defines that:

“Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited”

(www.world-tourism.org retrieved June 7, 2012)

Those definition concerns in the purpose of the visit: for leisure, business, or other purposes that are no relationships in earning activities at the Destination. It focuses on demand

side which underlined the dimension of time of the travel for tourist that should not more than a year altogether.

Another definition about tourism can be seen followed :

Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure.

<http://media.unwto.org/en/content/understanding-tourism-basic-glossary> retrieved August 3,2014)

From those definition can be seen that tourism related to social, culture and economic activities imply as the result of the movement of the people outside their normal home.

Indonesian act (*pasal 1 angka 3 Undang-Undang Nomor 10 tahun 2009*):

“Pariwisata adalah berbagai macam kegiatan wisata dan didukung berbagai fasilitas serta layanan yang disediakan oleh masyarakat, pengusaha, pemerintah, dan pemerintah daerah.”

Tourism is defined by the Indonesian act (called *Undang-Undang No 10 th 2009*) as everything related to activities and services for tourism that is provided by local community, entrepreneur, and local government. This is in accordance with the approach communicating by Knafou & Stock, 2003b:

“Le tourisme est un système d’acteurs de pratiques et d’espace qui participant de la ‘recréation’ des individus par de déplacement temporaire hors des lieux di quotidien”
(Stock,M, et al, 2003 :.31)

It is underlined that tourism is not only practiced by the tourist, but also involving other elements that is related on the temporary movement of those people whom travelling out of their place of habit.

From those two definitions, it can be concluded that tourism is a complex activities done by some actors and they become an element of their practices. They are including the geographic site where the activities running, the tourists as the main actors, and the enterprises that provide the business of facilities and services offered to the practiced of tourism, the local communities as a host, and the local host government.

2.2. Heritage Tourism

Heritage is defined by Nuryanti (1996 : 249) in Yoeti (2006 : 102) is

“ something transfered from one generation to another”.

UNESCO in Yoeti (2006 : 102) classified heritage as *visible and non visible*, in between the phenomena such as archaeology, and historical note of heritage for example language, religion, custom and the remain of the geological discover, paleontology and ecology. All of them are source of living and inspiring a reference and cultural identity of the nation.

More detail of the heritage as the object of the culture tourism, mentioned in both tangible and intangible heritage. The Tangible Heritage includes: the sites devoted to culture achievements of the human such as museum, monuments, city or artistic village with a specific characteristic, archeological and pre-historical sites, gardens, religious buildings, militaries, etc. The Intangible Heritage include : festivals and events, traditions, the expertise in the past and still continues to be done in the present time. (*Ingénieur-conseil en Tourisme* :4)

Asworth and Tunbridge (1996) in Leask, Anna and Yoeman, Ian (1999 :2) have identified five commonly understood meanings of heritage. There are: (1) Heritage places – objects, sites, town, district, regions, (2) Memories – collective and individual, (3) Cultural and artistic

production, (4) Heritage landscapes and heritage flora and fauna, (5) The heritage industry-selling goods and services with a heritage component.

Then the form of the culture heritage explained more clearly as explained followed:

“Le terme patrimoine culturel désigne toute forme d’expression culturelle héritée du passé par la société d’aujourd’hui. Elle peut avoir la forme matérielle d’un ouvrage ou d’un édifice, mais revêt le plus souvent une forme immatérielle : tradition, savoir-faire, mode de vie, us et coutumes, ou autre” (Commission Européenne, 2002, 16)

The European Commission defined that culture heritage as an expression of culture that is inherited from the past to the present society. It can be in the form of tangibles as building's structure but usually in the form of intangible one such as : tradition, way of life, custom , etc.

The tourist attraction based on the culture heritage can be grouped in some point of interest such as :

- *Patrimoin bâti (monuments, ruines, chateaux, églises, etc)*, is the heritage buildings include the monuments, ruins, castle, church, etc.
- *Petits element du patrimoine (fontaines, chapelles, enceintes, etc)*, is small elements of heritage includes : fontaines, chapels, etc.
- *Objets du patrimoine (outils, vetements, meubles, tapisseries, etc)*, is the object of heritages such as : tools, costumes, furniture, tapestries, etc.
- *gastronomie (produits, recettes et modes de fabrication locaux)*, is the gastronomy :foods, recipes, and its traditional methode of manufacturing the gastronomy product
- *and événement et festivals* is the events including the festivals hold by the destination.

(Commission Européenne, 2002 :43)

As regulated in the Indonesian Government Act (*called Undang-Undang Republik Indonesia Nomor 11 Tahun 2010*) about cultural heritage, mentioned that Culture Heritage is a material includes : culture heritage material, culture heritage building, culture heritage structure, culture heritage site, and culture heritage area/region located in land or water that has an important value for history, knowledge, religion, and/or culture through determination process.

Further description about culture material heritage, mentioned in one article point in the act (*pasal 1 ayat 2*) of *Undang-Undang Republic Indonesia Nomor 11 Tahun 2010*, that : Culture Heritage material is natural material and/or manmade material, which is moving or static (not moving), as one unit or group, as part of , or as a residual, that has a close relationship with culture and history of human development process.

In that act has mentioned in details how important of culture heritage to be conserved. It has the characteristic of perishable, unique, sometimes a wonder, limited and non renewable. So that is why it is important to be protected and preserved.

Heritage Tourism (Swar-Brooke,1994) inYoeti (2006) “ *Tourism which is based on heritage, where heritage is the core of product that is offered , and heritage is the main motivating factor for the consumer*”..

World Heritage Coference (WHC, 1972) inYoeti (2006 : 105) defines heritage as“ *represent a masterpiece of human value over a span of time or within a cultural area of the world, on development in architecture or technology, monumental arts, towns planning or landscape design*”.

Related to the Heritage Tourism, herewith some definition about Heritage Tourism :

“Heritage tourism focuses on the story of people and places told through interpretation of cultural landscapes and preservation or restoration of historic structures.” (National Association of Tribal Historic Preservation Officers, www.nathpo.org/Toolkit/NATHPO.pdf)
<http://www.achp.gov/ht/defining.html> retrieved August 3,2014

“Heritage tourism is travel directed toward experiencing the heritage of a city, region, state or country. This travel enables the tourist to learn about, and be surrounded by, local customs, traditions, history and culture.” (Texas Historical Commission, www.thc.state.tx.us/faqs/faght.html) <http://www.achp.gov/ht/defining.html> retrieved August 3,2014

“An activity in which people enjoy the discovery of a place's unique identity derived from its history. . . A form of tourism based upon the enhancement and protection of cultural resources as

an element of tourism resources.” (Utah State Historical Society, <http://history.utah.gov/hhtoolkit/g1.html>) <http://www.achp.gov/ht/defining.html> retrieved August 3,2014

Cultural Heritage Tourism is a branch of tourism that are oriented on cultural Heritage where the tourism activities exist. These are very important because of giving some advantages to the economy, social,create the destination’s identity, protect the cultural heritage in harmony and understanding among the human who develop culture and tourism.

Asworth and Tunbridge(1996) in Leask, Anna and Yoeman, Ian (1999 : 2) have identified five commonly understood meanings of heritage :

1. Heritage places – objects, sites, town, district, regions.
2. Memories – collective and individual.
3. Cultural and artistic production
4. Heritage landscapes and heritage flora and fauna
5. The heritage industry- selling goods and services with a heritage component.

Some definition that related to culture heritage in relation with the tourism.

“Cultural heritage tourism means traveling to experience the places and activities that authentically represent the stories and people of the past and present. It includes irreplaceable historic, cultural and natural resources”

(Culture Heritage Tourism 2008 Facts Sheet ,

<http://www.culturalheritagetourism.org/howToGetStarted.htm> retrieved August 3, 2014.

From those definition can be concluded that cultural heritage tourism is a travelling that is done by the people, to go to certain places of interest (destination) to get the experience involve in the activity related to the history of the people in the past and present either culture or nature heritage.

2.3. Culture Tourism

Littrell (1997 : 7) defined that :

” culture can be viewed as comprising what people think (attitudes, beliefs, ideas and values), what people do (normative behavior patterns, or way of life) and what people make (artworks, artifacts, cultural products). Culture is therefore composed of processes (the ideas and way of life of people) and the products of those processes (buildings, artefacts, art, customs, ‘atmosphere)’

From those point of view can be seen that the scope of the culture tourism is related to the activity as a result of what the people think, what the people do, and what the people has made in the system of process. It is including attitude, beliefs, idea, value, artwork, way of life, artifacts, etc.

Barbara Marciszewska in Richards,G (2001 : 217) gives definition to culture tourism combined by the elements from ATLAS (European Association for Leisure Education) and Cultural Project *Fladmarkas* followed :

“ cultural tourism may be defined as that activity of persons in their tourist destination and during their travel from their normal place of residence which enables them to explore or experience the different way of life of other people, reflecting the social customs, religious traditions and intellectual ideas of cultural heritage in such a way as to fulfil their needs, desires and wants.”

And then explained precisely the definition of Culture Tourism by the *Ingénieur-conseil en Tourisme* that:

“Le tourisme culturel comme un déplacement (d’au moins une nuitée) dont la motivation principale est d’élargir ses horizons, de rechercher des connaissances et des émotions au travers de la découverte d’un patrimoine et de son territoire.”
(*Ingénieur-conseil en Tourisme*, 1998 :3)

From those definitions explained can be concluded that culture tourism is the movement of the people in minimum of one night stay with the main motivation of exploring the horizon, to

search the knowledge and emotion through discovering the heritage in the destination. Heritage is underlining one of the motivations of the people doing the culture tourism activity.

Cultural tourism is including “ *heritage tourism*” dan “ *arts tourism*”. A typical example comes from ECTARC (1989), who define the resources involved in cultural tourism as:

a) archaeological sites and museums b) architecture (ruins, famous buildings, whole towns) c) art, sculpture, crafts, galleries, festivals, events d) music and dance (classical, folk, contemporary) e) drama (theatre, films, dramatists) f) language and literature study, tours, events g) religious festivals, pilgrimages i) complete (folk or primitive) cultures and sub-cultures.

A similar approach is adopted by Munsters (1996) who classifies a wide range of cultural tourism attractions in the Netherlands and Belgium in the following way:

*1 Attractions : a) Monuments b) Museums c) Routes d) Theme parks
2 Events ; a) Cultural-historic events b) Art events c) Events and Attractions*

Based on those concept and definition , this research will be based on proposition that culture and tourism should be in an interactive relationship that are dynamic and progresif with Hindus as their soul Hindu.

2.4. Cultural Event.

“Event can refer many things as an observable occurrence, phenomenon, or an extraordinary occurrence”

(<http://en.wikipedia.org/wiki/Event> retrieved July 19,2014)

Special event are : That phenomenon arising from Those non-routine occasions which have leisure, cultural, personal or organisational objectives set apart from the normal activitiy of daily life, whose purpose is to enlighten, celebrate, entertain, or challenge the experience of a group of people (Shone and Perry, 2004) in Graham Berridge (2007 : 10).

Getz (1991: 6) defines :

“special event can play an important roles – as attractions, image makers, animators of static attractions, and catalysts for other developments”

Event has an important role in developing tourism in attracting people to come an visit or built an identity / image for the destination, and also interpreting by explaining the silent tourist attraction to visitors.

According its size, event is defined into some catefories (Wagon, 2007:5):

- a. *Mega eventis* a big event usually targeted for International market for example :*The Olympic Games, Commonwealth Games, World Cup Soccer, etc.*
- b. *Hallmarks events* are designed to increase the appeal of a specific tourism destination or region..... *the events and their host city become inseparable in the minds of customers (Wagon, 2007 :6).*
- c. *“Major event is events that attract significant local interest and large numbers of participants, as well as generating significant tourism revenue.*
- d. *Minor events is the most events managers gain their experience such as : Meeting, Parties, celebrations, award ceremonies, sporting finals, and many other community and social events fit into this category.*

Through its definition it can be seen that hall mark event is tend to give an identity for destination including its communities and will remain in the customer”s mind as something unforgatable thing in their visit.

Richie (1984) dalam Allen, et al (2002 : 13) defines :

“ Hallmarks are major one-time or recurring events of limited duration, developed primarily to enhance awareness, appeal and profitability of a tourism destination in the short term and/long term. Such events rely for their success on uniqueness, status,or timely significance to create interest and attract attention.”

Hallmarks is being focused to every event that is identic with the spirit and ethos of a village, city, or country and then being synonymmous with a place and then recognised as an attraction.

Major event is an activities that is attracting local people to come and enjoyed the programme in a dramatic number of participants and being used for gaining the revenue for tourism. For example : *The Robbie Williams Live Summer 2003* can attract more than 375.000 visitors in 5 days, *Chinese New Year celebration*, etc.

There are many types of activities can be included in the type of events, such as : a ceremony, ritual, convention (meeting), festival, media event, party, sporting event, a corporate or business function, etc.

“A Ceremony is an event of ritual, that is performed on the special occasion. (<http://en.wikipedia.org/wiki/Ceremony> retrieved August 3,2014). While the ritual is a set of actions, performed mainly for their symbolic value” (<http://en.wikipedia.org/wiki/Ritual> retrieved August 3, 2014)

We can conclude that ceremony is a part of an event that is including a ritual which is performed in symbolic value that might prescribe the tradition of a community. Ritual may be perform in a specific occasion by the individual or a group of entire community in a specific places with certain purposes such as: religious obligations, spiritual, emotional needs of the practitioners, strengthening of social bonds, social and moral education, demonstration of respect, acceptance or approval for some event, or sometimes just for the pleasure of the ritual itself.

Another form of events is a festival. Some definition of festivals can be seen followed :

*“A **festival** is an event, usually and ordinarily staged by a local community, which centers on and celebrates some unique aspect of that community and the Festival.”*

(<http://en.wikipedia.org/wiki/Festival> retrieved August 3, 2014.)

Based on that definition can be seen that festival is a kind of event that related to the celebration of unique aspect in the community. The study of the cultural events has in the past mainly centred around festivals (Richard, G, 2007 : 259.). It is has a meaning of gathering and celebrating (such as Thanks giving), or arts event to promote a particular idea (Festival of Britain in 1951) or refers to event that arrange in a single cultural product (such as Cannes Film Festival).

According to Handelman in Richard, G (2007 : 265) <<*festivals often consist of both rituals and spectacle. The Ritual elements are linked to transformation and rites of passage, and are geared toward the transformation of society.*>> The festivals in the past were produced not for tourism. It was produced by local people and celebrated by the internal community itself, without any objectives of producing it for the external society. But in the present time , the festivals also designed to attract the external people including tourists to visit the area , and also attracting the media to capture it as a world communication purposes.

CHAPTER III

RESEARCH METHOD

3.1 Time and Research Location

This research done in 4 months in Bali specifically in Badung and Denpasar Regency to get the primary and secondary data. The specific time will be August – November 2014.

3.2. Research Data Collection

Interviewing certain key person with list of questions in an open or closed questions to get the information regarding the events of Bali Kite festival, how are the locals and tourist participated.

The survey will be concentrated on the international and domestic tourists, It consists of 100 questionnaires for the tourists (international and domestic) who had enjoy their leisure time in Bali, randomly taken in *Badung* Regency and *Denpasar* City.

Study of documentation will be done in getting an explanation and guidance to find out Bali Kite Festival from heritage becoming the international event. Searching written sources such as article, government regulation, journal , which is relevant to the reasearch problem also taken part of this research.

3.3. Reasearch Instruments

There will be an interview guidance and recording tape to get the information. The help of some field worker in finding the information needed for the reasearch by Quistionaire and other stationaries will be done for the success .

3.4. Data Analysis

This research is a descriptive research using questionnaire based survey. Formally designed of questions called *questionnaire* are given in order to gather the information from the sample of population (Veal, A.J, 2006). The review of literature will explain with the purpose of providing a comparison between the secondary data and the results obtain in the primary research. Qualitative methods will help to analyze its result especially in describing and explaining the primary data obtained in this research (Veal, A.J, 2006).

CHAPTER IV

THE RESULT OF THE RESEARCH AND ANALYSIS

Kites have a universal fascination that is no body can resist the exhilaration of using the wind to defy gravity and make a man made object fly. It is an interest that goes back thousands of years and kites today have developed into many forms and uses throughout the world.

(<http://www.kite-festival.org.uk/more-info/history-of-kites> retrieved Nov 1st, 2014)

Kites have probably been in existence for over twenty-five centuries and it is now thought that the first kite was probably flown in China around 1000 BC. Kites spread quickly throughout the Far East and by the end of the first millennium they played significant roles in many different countries and cultures. (<http://www.kite-festival.org.uk/more-info/history-of-kites> retrieved Nov 1st, 2014)

Bali Kite Festival is one of the event that is created for heritage purpose together with touristic purpose. This events was started together with Bali Art Festival in the year of 1978 that was initiated and inaugurated by Prof.Dr.I.B.Mantra who was Governoor in Bali at that period. This event develops until this year with the participant that always increasing by number every year. This year of 2014 the total participant's involved reaches 1.450 participants. (depth interview with Kadek Armika in Sanur (Oct 24,2014).

This event organized by PELANGI (Persatuan Layang-Layang Indonesia) the Kite's association in Bali. The national association of kite in Indonesia is conducted by Mrs.Endang Puspyo as the chairman helped by Mr. Made Susila Patra as the vice-chairman of the association. PELANGI Bali (Balinese Kite Association) itself conducted by Mr. Gusti Putu Rai

Andayana with the vice-chairman of Mr. Ida Bagus Sedawa. (Interviewed with Kadek Dwi Armika, Oct 24, 2014).

4.1. Bali Kite (Festival) as a Part of Culture Heritage in Bali.

Bali Kite Festival is actually a seasonal religious festival that is intended to do the worship and send a message of thankfulness to the almighty GOD that has already created and gave abundant of crops and harvesting.

For Balinese, the kite has become their agrarian culture. Playing kite is one hobby that is favored by various groups in Bali. The children, old, young, men and women love to play kites. Furthermore, according to Balinese-Hindu beliefs, playing kites had a significant religious meaning. Actually this activity is dedicated to the *Sang Hyang Rare Angon*. that is believed as personification of *God Siva* who has the power to protect rice field area, so that the rice field won't be affected by plant hopper, pests, or birds. *Sang Hyang Rare Angon* is also a symbol of the proximity of the kite with the Balinese. In the other words, the kite becomes an expression of gratitude and happiness over the success of their crop growers to God Shiva, one of the three manifestations of God in Hindu.(<http://balibites.com/bali-kites-festival/> retrieved 5th Nov 2014)

Bali Kite Festival usually held in the month of July , August, and September every year, depend on the windy weather's coming in Bali, organized by local organizer named PELANGI (*Persatuan Layang-Layang Indonesia*), The Indonesian's Kite Association. The international event held in July, as it is the good season to fly the kite because of the windy weather, besides the other international events held in July (Bali Art Festival) also make this event a good opportunity to be more well known overseas. In August or September there will be also a kite

competition locally as a part of the other culture event named Sanur Village Festival. In September, sometimes there is a kite competition organized by regency's association of PELANGI, that could be Gianyar's PELANGI, Badung's PELANGI or the other PELANGI in another regency in Bali. (Interviewed with Kadek Suprpta Meranggi a member of Bali Kite Festival's participant from Sanur, Oct 23,2014)

According Kadek Dwi Armika the former of the jury of Bali International Kite Festival 2010-2012, The Festival contains of some of the competition with 2 criterias :

1. Traditional Bali

- *Bebean* (fish-shaped) with the width of 1,5 – 2,5 meters of wings for kids with the voice ornament called *guangan* made from plastic or other material, the size of 4 – 5 meters for adult with *guangan* made from rattan
- *Pecukan* (leaf-shaped) for kids with the size of 1,5-2,5 meters width with *guangan* from plastic materials or others, the size of 4-5 meters for adults.
- *Janggan* (bird/dragon shaped) with the width of 1,5-2,5 meter wings for kids, for adults with the minimum size of 4 meter width with the materials of bamboo and cotton cloth in the colour of tri datu : red, white, and black (also can be added yellow colour to be quartet / Catur Datu)

2. New Creation

- Flat (two dimensional)
- Flat with the load (mix)
- Three Dimensional

All of the categories are with free material and free frame structure.



Figure 4.1. The Illustration of Bali Kite Festival

Source : photo by private collection of Kadek Suprapta Meranggi, Bali

The figure 4.1 shown the situation of Bali Kite Festival where can be seen the enthusiasm of local community to participated. As they can enjoy them as a playing tools, they also could socialized and the important thing is that they preserve their culture heritage.

Kite flying is steeped in religious symbolism. It was originally used as a way to pass on messages to the Gods, and traditional kites, which take the form of fish (*Bebean*) and birds (*Janggan*) depict Hindu deities. At every stage of the kite making process, blessings and rituals are performed for good fortune in competition.



Figure 4.2. The head of the kite that is ‘sacred’
 Source : photo by private collection of Kadek Suprapta Meranggi ,Bali.

The figure 4.2 shown that the head of the kite sometimes ‘sacred’ as it was inherited by the ancestor (*Banjar Dangin Peken, Sanur -Bali* shown in the figure). It was made around 1943 and the face is sacred and made in the year of 1951.

From the history known that the kite was made since the kingdoms area , and made in the width of 3 meter in the year of 1913 when the document from camera photo started enter Bali. (depth interview with Kadek Dwi Armika, Oct 21,2014)



Figure 4.3 The body of the kite when it will fly over
 Source : photo by private collection of Kadek Suprapta Meranggi, Bali

The figure 4.3 shown the body of the kite when installed altogether with the head of the kite and try to be flown away. The head as a kite ornamen is including the hardest part that has a high difficulty to be done. Sometimes the head (the crown) is especially made by the arts craftsmen, while the body is made by the kite maker (*undagi*). The body will be broken in a few years but the head with its crown can be used several times. Before being flown, there will be a rituals that is a part of the ceremony as to pray for the succed of the events and an excuse of the Balinese for using the Head of the kite which is actually ‘sacred’.

The traditional kite flown in this kite festival are : *Bebean* (fish-shaped), *Janggan* (bird-shaped), and *Pecukan* (leaf-shaped). The Bebean is the largest kite, and looks like a broad-mouthed, split-tailed fish. The Janggan form has a broad flowing cloth tail that can reach more than 100 metres in

length. The Pecukan requires the most skill to fly, as its unstable form often tumbles towards the ground. Red, white and black are traditional colours used in the kite's design. Every type of this traditional kite has special designer / traditional architect called *undagi*. The kite is constructed from bamboo and cotton cloth.

From the interviewed done with Kadek Suprapta on Oct 23, 2014 also known that *Janggan's* kite was founded in the year of 20's in Panjer area (near Denpasar the capital city of Bali). It was developed in Sanur in the early 40's by *Pekak Rengkuh* , a man live in Banjar Dangin Peken Sanur. *Pecukan's* kite develop and characterized more in Gianyar Regency. *Bebean's* kite is the historically mentioned that we are live in the maritime country so that the island is sourounded by the sea and fish is one of our source of life's good so that through Bebean's Kite this message try to be sende thankfulness to the God for the prosperities given.

In the year of 30's (1930's) , there were several kinds of kites that were developed in Sanur area. *Janggan's* kite was developed in Banjar Dangin Peken, *Bebean's* kite was developed in Banjar Jago Semawang , *Penyu's* kite (turtle-shaped) was developed in Banjar Panti Sanur, and *Jlema's* kite (human-shaped) was developed in Banjar Medura Sanur.

In Bali Kite Festival nowadays, *Janggan's* kite and *Bebean's* kite are still used as the mainof the competition categories. And *Penyu's* kite and *Jleme's* kite are jus now used ase the new creation categories in the event.

4.2. Bali Kite Festival is Becoming a Part of International Event

Bali Kite Festival was started to be organized as an International event officially in the year of 2000. There are several international participants coming from other country such as :

Malaysia, Singapore, Japan, China, Korea, New Zealand, USA, France , etc. Whereas the technology of Knock Down kite was started in the year of 2006 in Bali Kite Festival.

In this International Festival, the competition is organized more like the exhibition. Every participant shows their kite to feature their characteristic and culture. Japan shows their traditional kite named *Rukaku* kite, while Malaysia show their traditional kite of Wau Merak. The other country such as China, New Zealand and the European country show more their technology applied in their traditional kite which are basically made from bamboo and cotton cloth.

Based on the interview done with Kadek Dwi Armika (33 years old) founder of Bali Kite Association and the the chairman of the jury in Bali Kite Festival, this event is a good chance for Bali to be internationally known for their heritage. Besides this event also can involving the local communities so that the heritage purpose will be followed by the economic benefits as the aim of the tourism activity such as the development in the home industry for kite making in Bali

He had won the Dieppe International Kite Festival 2010 in France as the winner of Creative Kite that followed by 43 country all over the world. He explained the different between the Kite in Bali and the kite from other country in term of construction and its philosophy. As Bali has the specific philosophy of the kite itself but nothing special for the other country. Kite called '*layang-layang*' in Bali is not just a playing tools for a kids, but has a special meaning related to heritage (historical and rituals). The word '*layang*' means 'letter' ('*surat*' in old java language '*jawa kuno*'). It means that kite is a tool to express a message and historically in Bali use as a process of ceremony to express the gratitude for the God in harvesting time when the rice production is in good result (Depth interviewed with Kadek Dwi Armika , Bali, done in June 27,2012)

In the competition he tried to express the creativity to transfer a message through the kite with the Balinese philosophy that is heritage by the ancestor and combine by the actual condition nowadays. He uses the Concept of ‘Back to Nature’ in relation with the Global warming issue and connect it with the Balinese Philosophy of “*Tri Hita Karana*” as can be seen in the figure followed:



Figure 4.4. *Layang-Layang ‘Rangda’* in the DIEPPE Kite Festival- France 2010
Source : Private Photo Collection of Kadek Dwi Armika, 2010

The figure 4.4. shown the kite in the form of *Rangda* (the figure of bad spirit in Bali) made from the nature materials : bamboo tree, dry grass matting , dry palm leaves, and dry banana tree. It is to transfer a message of the anger of the nature because of the imbalance

relationship between the human and the environment that caused the global warming. He attached the ornament called '*guangan*' that is an ornament made by dry palm leaf which will be produce a sound of roar/bluster to express the anger of the nature if it is blown by the wind. This is to remind the human to be 'aware' (*eling/sadar*) and keep maintaining the *Tri Hita Karana* concept especially concerning the relationship between the human to their environment.

The illustration of the competition shown in the figure followed:



Figure 4.5. The illustration of the Dieppe-International Kite Festival, France 2010
Source : photo by private collection of I Kadek Dwi Armika, Bali 2010.

The figure 4.5 shown the illustration of the competition as he had got win the competition in the Dieppe International Kite Festival in France (2010). It shown the creativity of the Balinese in term of maintaining their culture heritage as well as improving it by organizing the created events in Bali that is open as well as for tourism.

The different between the Bali Kite and the kite from overseas is according to its traditional philosophy and material used on the kite. Balinese using its local principal philosophy while overseas did not using it in term of their kite theme. Balinese using the materials that is environmentally friendly, but the overseas contestant using practical carbon bars with different dimensions combines with type of waterproof fabric of Rip stock which is light and difficult to be decomposed for about 200 years.

4.3. The involment of the local communities in Bali Kite Festival

In Bali Kite Festival from the traditional point there are several participants who are involving in the competition. They are participating through Banjar (the Youth Organization Named *STT / Sekehe Teruna Teruni*), from groups / clubs called *sekehe* , or even private /personal.



Figure 4.6 .The local community's participation in Kite Festival
Source : Private Collection of Kadek Supraptha Meranggi

The figure 4.6 shown that the anthusias of the local people joining the festival as it is a part of their participation in the competition. This phenomena shown the awareness of Balinese in revitalizing the heritage through participating the festivals.

At the festivals the participants will perform in groups consisting of few members and will make few kites. Each group will bring their own kites to the competition and they will play Balinese gamelan called Beleganjur during the festival. A group could be consists of more than 10 people or depending on the size of the kite.

The members will compete with other members, and the judges will see how they fly their kite and how long they could fly a kite. The kite should be able to follow the flow of the wind, and the best group that could fly a kite very well will be chosen as a winner. In the process, each group will take care of their own kites. Sometimes if they could not fly it very well, then they will organize their formation. They shouldn't have to let the kite fall directly into the ground; they should catch a kite so when the kite almost fall, it is not damaged. But in some circumstances, a kite can be damaged if the group is unable to cope with any situation, kite could fall in certain places that are difficult to reach, or the kite could be broken or damaged, in this case they couldn't continue the contest.



Figure 4.7. The involvement of the local communities in Bali Kite Festival.

Source : <https://www.google.com/search?q=bali+kite+festival+pelangi+bali> retrieved 3rd Nov ,2014

From the figure 4.7 can be seen how the locals participated in Bali Kite Festival. As the kite they have made are very big , it should be supported by more people to get them flying. Can also be seen their enthusiasm in participating this kind of event even the heat of the sun burning their skin and the dust are flying everywhere, but still they enjoyed and try to succeed and win the competition.

According to Si Nyoman Adnyana , a respected village elder and local historian, he was starting in making and flying kites before 10 years old. He is one of the founder of the Bali Kite Festival and competition, held every year in Padang Galak Sanur. He is 77 years now and he admits much more than a festival but also a homage to the wind , the season, the earth, and the balance of the nature that gives a good harvest. It is not just about flying the kite , but also about what the kites mean to us, as it is very important part of Balinese Culture.

(http://www.redbull.com/cs/Satellite/en_INT/Article/Bali-Kite-Festival- retrieved Nov 2nd, 2014.)

They participated in this kind of festival not only for a hobby but the other purposes and benefits that they would like to get is that they preserving the kite as a part of their culture heritage.

Made Lumbun, is 61 and still using the same design as his grandfather. So far he has built kites for 25 festivals and his banjar has won its class 15 times since 1956. “The mask and the artistry of their kite is their tradition. And of course the success also can be reach by the teamwork of the kite crew. (Interviewed with Kadek Suprpta Meranggi, Nov 22nd , 2014).

4.4. The Involvement of the tourist in Bali Kite Festival.

As Bali Kite Festival also created for touristic purposes, there are also many tourist participating in this event. They are participated as a tourist, as an observer, or a member of a team at the kite competition.



Figure 4.8. The Tourist Participating Bali Kite Festival 2012
Source : photo by private collection of Kadek Suprapta Meranggi, Bali.

From the figure 4.8. can be seen that tourist also really attractive in joining the events in Bali. They participate as a contestant and also just being a visitor on the events. This is proving that tourism activity also important for the revitalization of the culture events in Bali. As the events is created for touristic purpose nowadays it will bring some positive benefits for local people includes the willingness of the present / young generation to maintain and conserve their culture heritage.

4.5. Bali Kite Festival on Tourist's Perspective.

A. Tourist Profile Visiting Bali

As Bali is one of the World Destination, no wonder that are a lot of tourist coming to visit Bali . From 100 questionnaire that is given to the tourist there are some point that can be seen regarding their motivation visiting Bali and of course their point of view about participating in Balinese culture event specifically.

From 100 tourists that are being interviewed based on the questionnaire, there are 56 % Male and 44 % female as the source of the information needed. They are coming mostly from the age of 16-25 years old (40%) and the age of 26-35 years old (30%) that can be classified as active. It can be seen at the figure bellow :

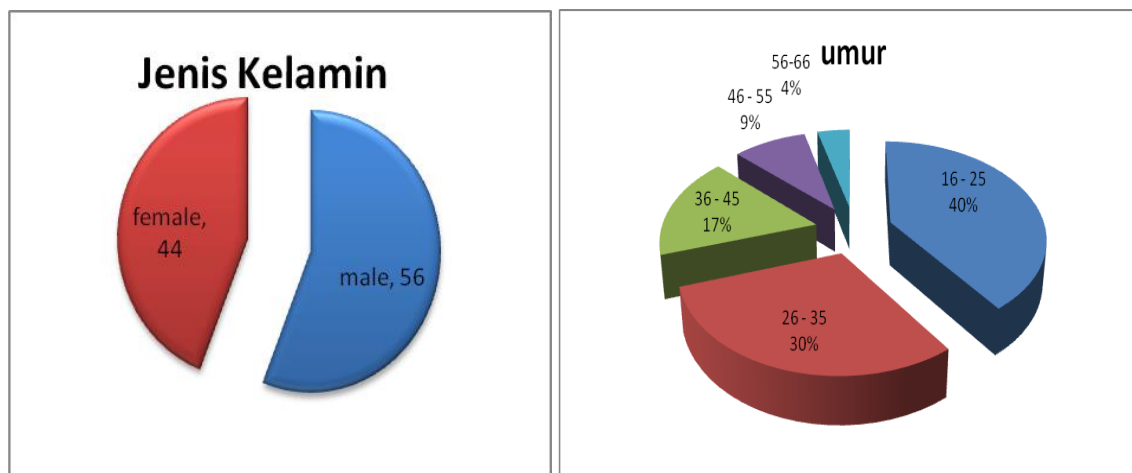


Figure 4.9 The composition of Tourist from Gender and Age
Source : Result of the Research 2014.

From the educational Background , there are 45 % of bachelor, 39 % of Senior high school, 12% master/Phd and only 4 % of them are from Junior High School. It can b seen at the Figure 4.10 bellow :

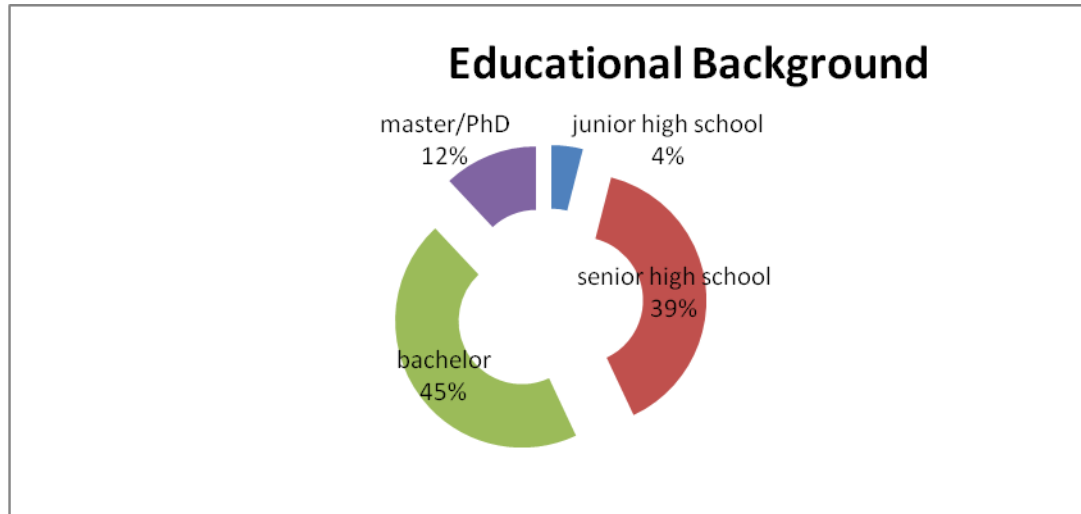


Figure 4.10 The Configuration of the Educational Background of The Tourist
 Source : Result of the Research, 2014.

From 71 International tourist and 29 Domestic Tourist , Regarding their income can be seen as followed :

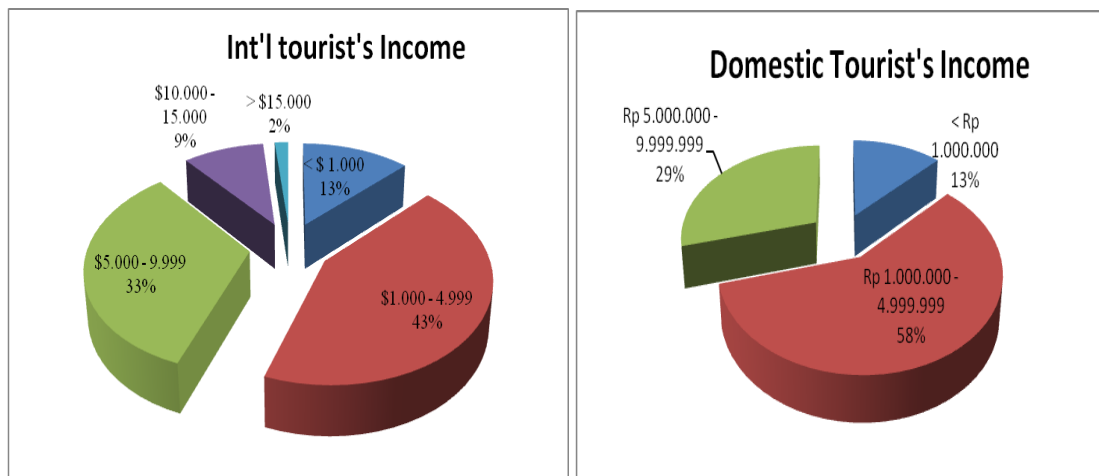


Figure 4.11 the Income of Tourist Coming visited Bali.
 Source : Result of The Research , 2014.

From the figure 4.11 can be seen that the income of the International tourists who are coming to Bali are mostly at the range of \$1000- \$4999 (43 %) and at the range of \$5.000 - \$ 9.999 at the amount of 33 %. It proved that the international tourist who come to Bali is categorized at the medium-up level of tourist. While the domestic tourist are also mostly can be categorized as medium-up level tourist with the composition : 58% with the range of income of Rp.1.000.000 – Rp.4.999.999 and 29% are coming from the range of income Rp.5.000.000 – Rp. 9.999.999.

Seeing their spending power can be seen at the figure bellow :

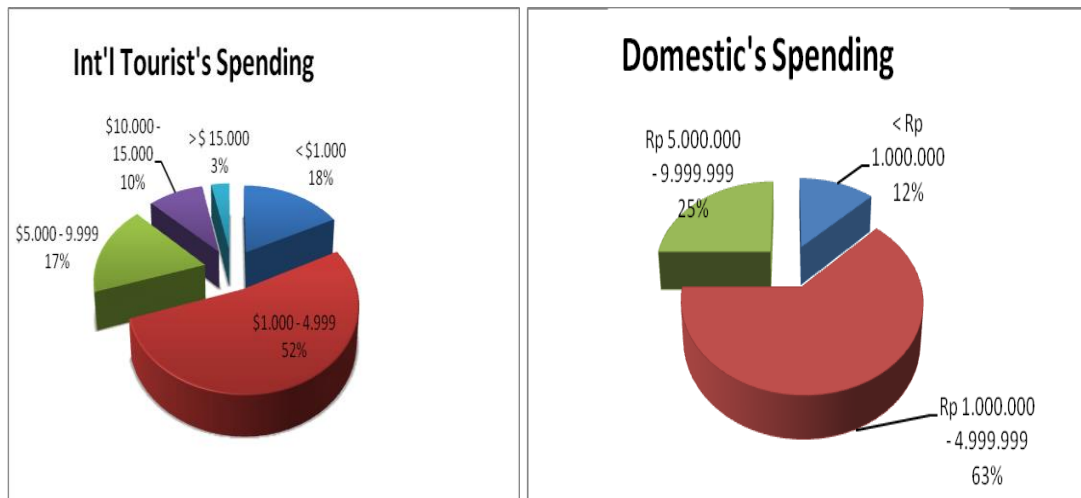


Figure 4.12 The Tourist Spending Power in Bali.

Source : Result of the Research, 2014

From the figure 4.13 can be seen that International Tourist are mostly have a strong spending power so do the Domestic Tourist. Most of the International Tourist spending \$1.000- \$4.999 (52%) and \$5.000-\$9.999 (17%) . The domestic tourist spending more at the range of Rp.1.000.000 – Rp.4.999.999 (63%) and Rp.5.000.000 – Rp.9.999.999 (25 %).

The area of origin of the tourist can be seen as followed :

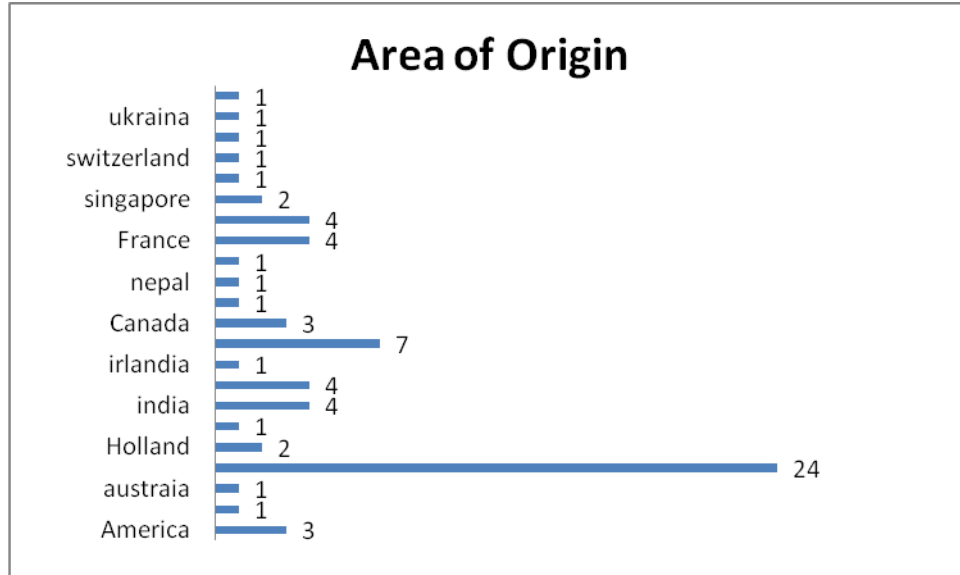


Figure 4.13 The area of origin of The International Tourist
 Source : The result of the Research, 2014

The international tourist who are coming to Bali mostly come from Australia. It is about 24 person from 71 of total international tourist coming from australia. The rest are coming from Europe and Asia with a less composition .

Most of the guest coming to Bali with their family (47 %) and also travelling with friends (42%) and only a few of them are travelling alone as can be seen at the figure 4.14 below :

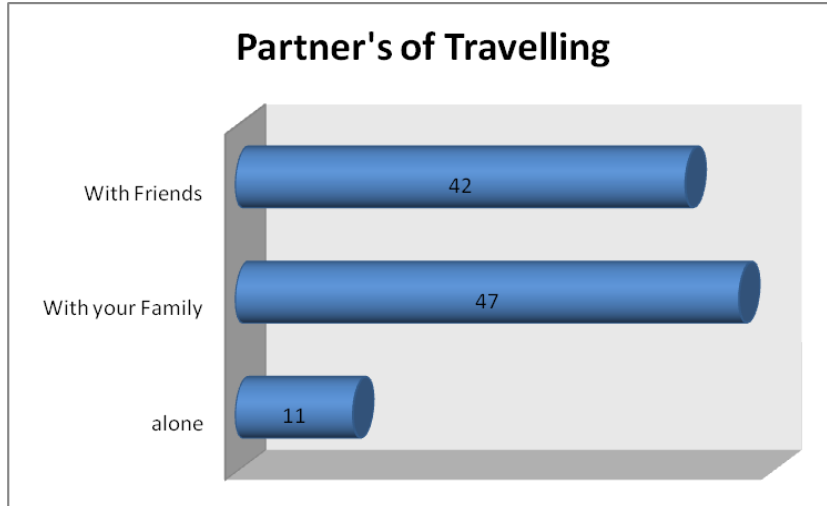


Figure 4.14 Tourist Partner in Travelling
Source : Result of the Research 2014

They are mostly arrange their visit personally than give the travel agent to arrange for them as can be seen at the figure bellow :

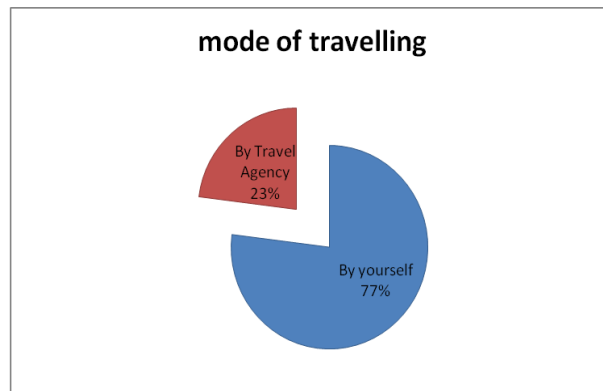


Figure 4.15 The mode of the travel of the tourist
Source : Result of the research , 2014

From the figure 4.15 can be seen that 77 % of the tourist prefer to arrange their viit personally other than arrange with the travel agent (only 23%). This is important to know for the marketing action taken regarding this kind of condition. Perhaps this situation happened

because the tourist who are coming in this period of time are the one that has already come on the second visit or more.

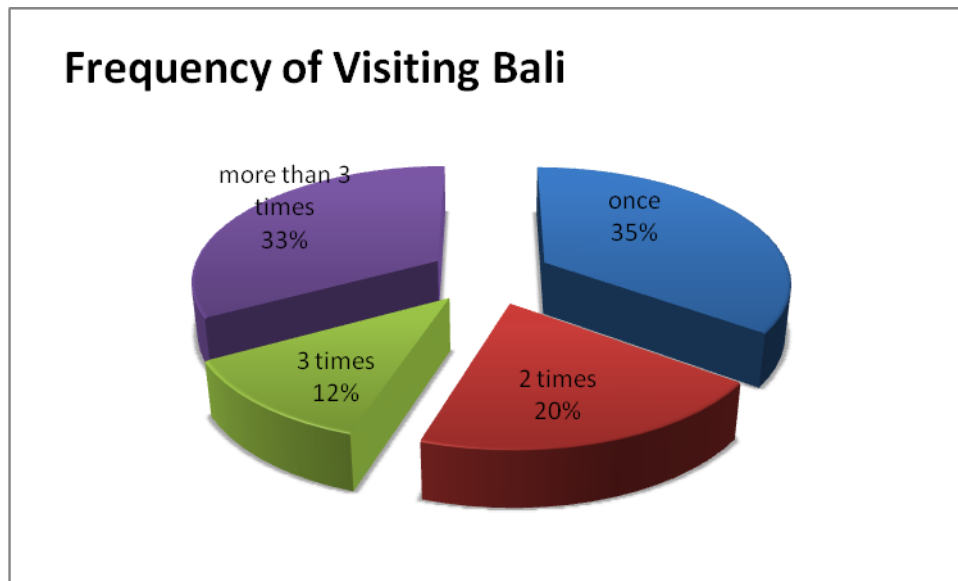


Figure 4.16 The Frequency of Tourist Visit to Bali
Source : Result of the Research 2014

From the figure 4.16 shown that most of the touris are already visiting Bali before. Only 35 % of them are on the first visit, but the rest are the second visit, third visit, even more than third visit.

B. Tourist's Perception about Bali Kite Festival.

In fact most of the tourist who are coming to Bali are enjoying the beach more than other motivation. In the figure 4.17 can be seen their motivation visiting Bali as followed :

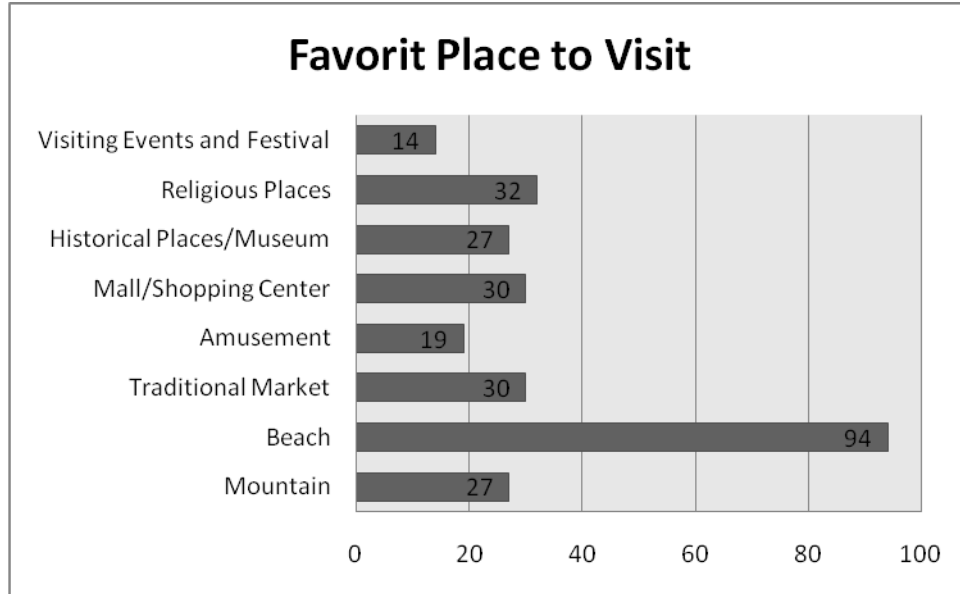


Figure 4.17 The Favorit Place and Activity to Visit in Bali
Source : Result of the Research 2014.

From the figure 4.17 can be seen that only 14 % of the tourist are interested in visiting event and festival . This situation informs us that we should pay attention on the events as one of the opportunity to divers the tourist attraction in Bali as we know that our natural attraction should be keep in protection from the damage including the beach.

They have ever heard about the culture event in Bali. But unfortunately event is not their main interest visiting Bali. As can be seen in the figure 4.18 that 56% of tourist does not know the culture event in Bali, and only 44% of them know it.

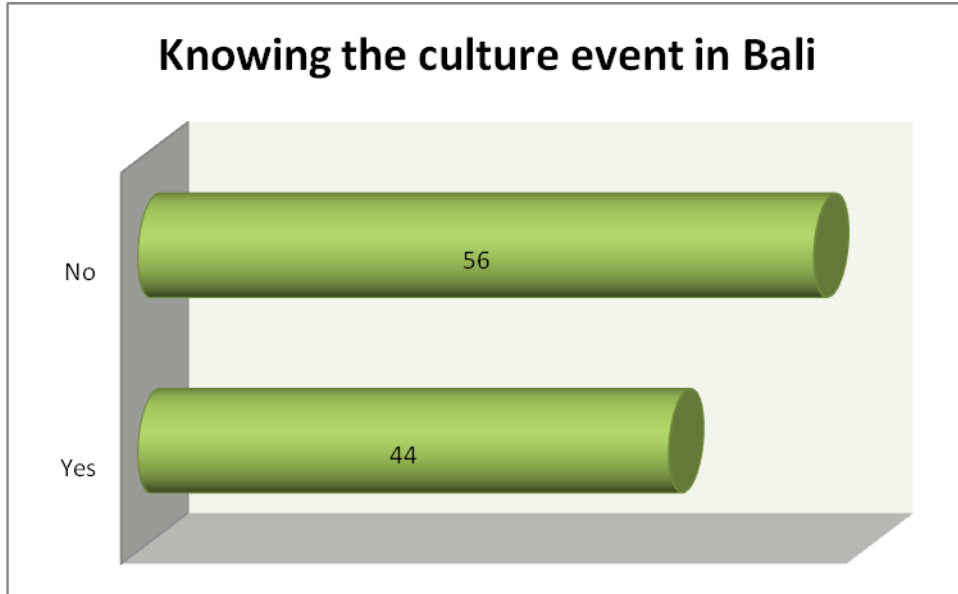


Figure 4.18 The well known of the tourist regarding culture event in Bali
 Source : Result of the Research 2014.

From 44% tourist who are knowing the culture event, here bellow at the figure 4.19 are the name of the event that well known by the tourist as followed :

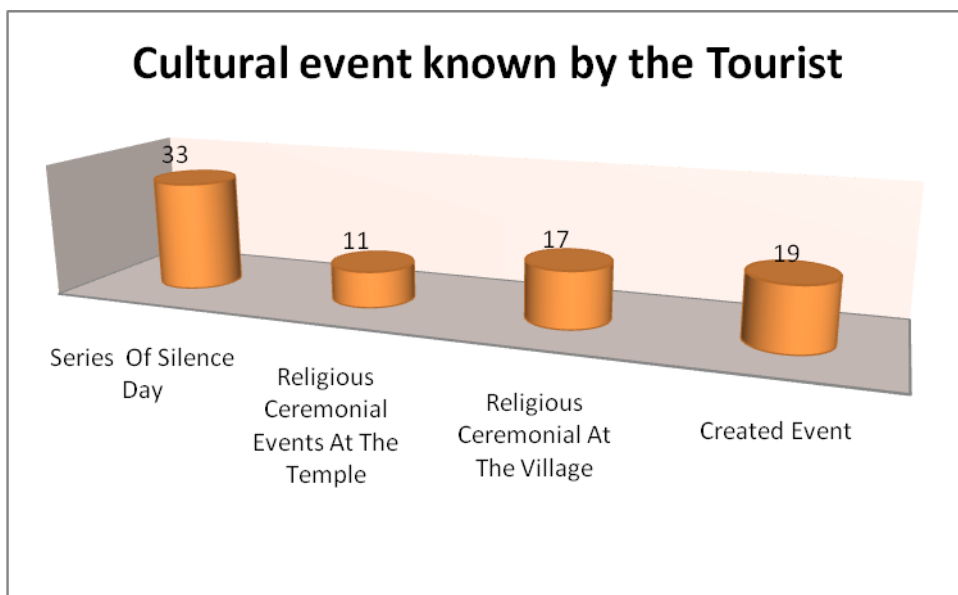


Figure 4.19 The Culture events known by the tourist
 Source : Result of the Research 2014.

The figure 4.19 shown the culture events known by the tourist that most of them know very well about the series of Silence Day in Bali comparing than other event including the created event and Bali Kite Festival (19%).

But on the other hand there are some positive benefits happened when the tourist express their willingness to participate in the culture event in Bali and they would like to search more informaton regarding the event through some source of information.

Figure 4.20 shown the willingness of the tourist to participate in the cultural event in Bali as followed :

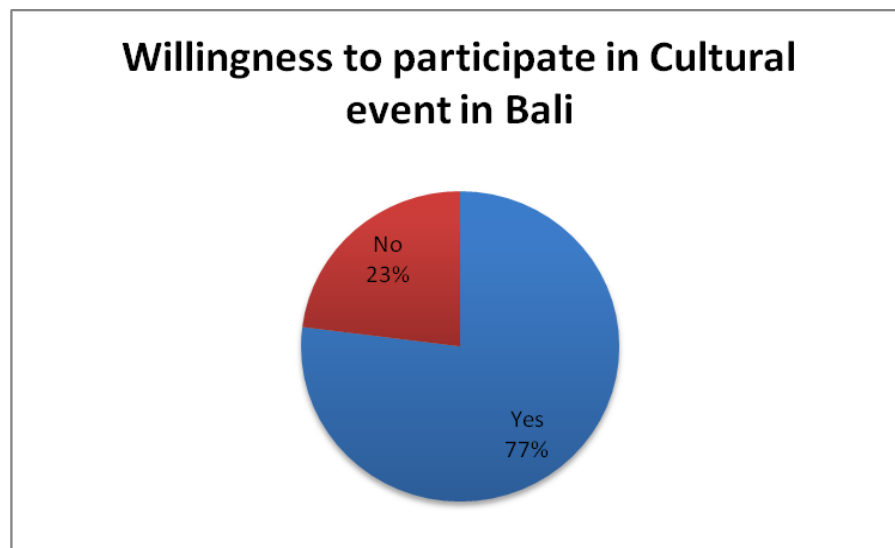


Figure 4.20 The Willingness of The Tourist to participate in Cultural Event in Bali
Source : Result of the Research 2014

There are 77 % of them have the enthusiasm to participate in cultural event in Bali, perhaps for the next visit, as they mostly did not have much information regarding this cultural events

including the Bali Kite Festival . This situation shows that we have to take an action in giving more information information regarding the event.

About Bali Kite Festival, not many of the tourist know the event very well. More over regarding the Kite as a part of Balinese Cultural Heritage, as can be seen in the figure 4.21 bellow :

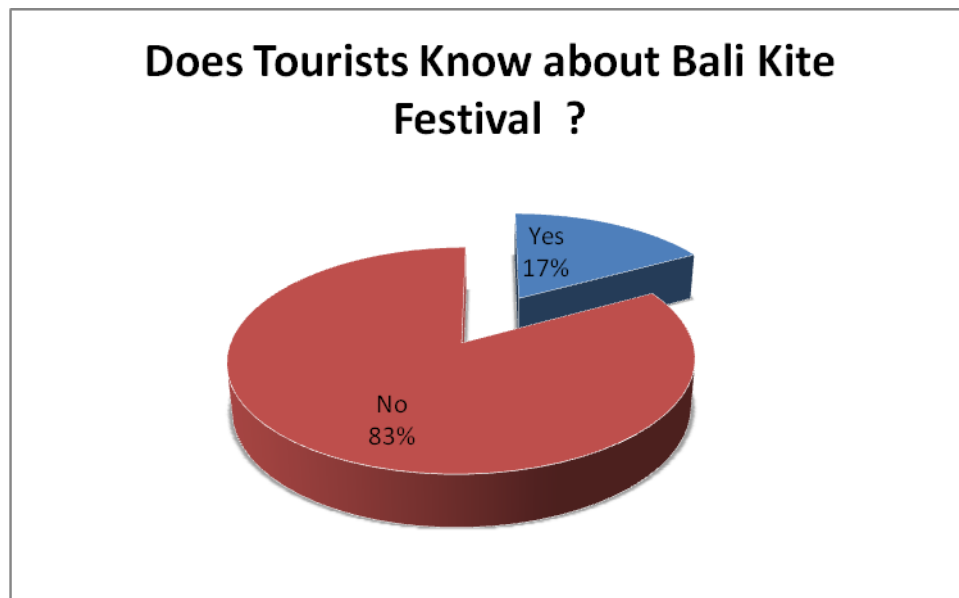


Figure 4.21 The Well-known of the tourist about Bali Kite Festival
Source : Result of the Research 2014

There are 83% of the tourist does not know the Bali Kite Festival. Only 17 % of them knows the event. This is may be because of their lack of interest in kite so they do not interest in this kind of event. As known that kite also universaly known as a playing tools that related to hobby of course, even in some country also known as a part of their culture.

When the are being asked if they know that Bali Kite Festival also part of our cultural Heritage, most of them also did not know it very well as can be seen at the figure 4.22 as followed :



Figure 4.22 Tourist well-known about Bali Kite Fest as a part of Balinese Cultural Heritage
Source : Result of the Research 2014

There is only 10 % of the tourist knows that Bali Kite Festival is part of Balinese Culture Heritage. Surprisingly they have the curiosity to look for more information regarding the event and for them who has known the event will tell their friends and relatives regarding this event.

The Figure 4.23 shown thae curiosity of the tourist to search more information about the Bali Kite Festival as followed :

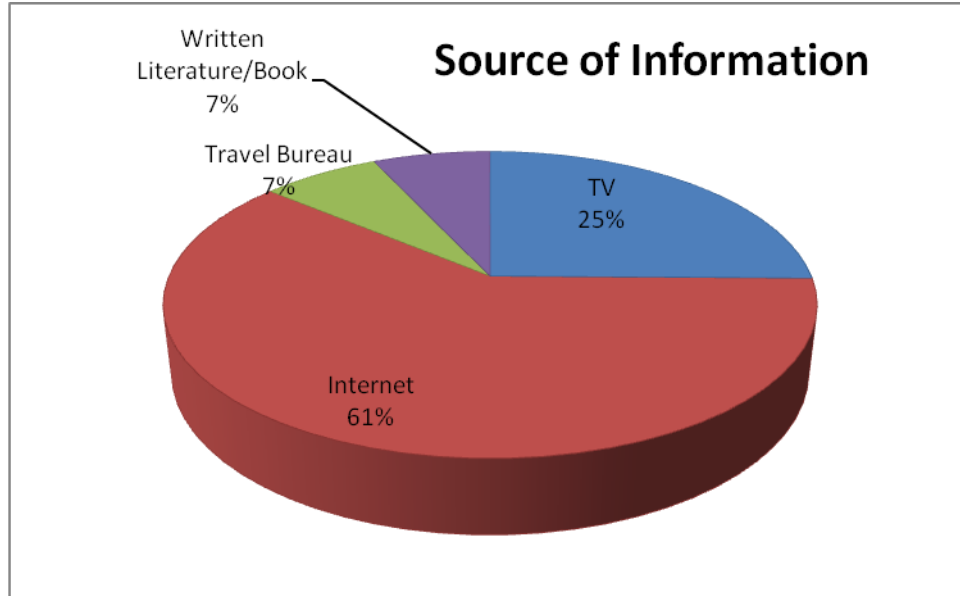


Figure 4.23 Source of Information preferred by the tourist to seek the event's information
Source : Result of the Research 2014

Tourists prefer to seek more information regarding the culture event through internet (61%), including the information regarding Bali Kite Festival. From the interviewed done with Kadek Dwi Armika (Nov 21rd, 2014) there is no such pre event to promote or seeking the participant related to Bali Kite Festival. They just contact the former participant to participate again in the next year festival. But there is no specific action of promotion or official web regarding Bali Kite Festival. Even PELANGI Bali itself doesn't have any special office to prepare the event.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Bali Kite Festival is one of the event held in Bali, specifically in Padang Galak, Sanur every year with the purpose of preserving the Balinese Culture Heritage and for Touristic Purposes. There are two type of the competition done in this event : traditional (locally) and also Internationally that is involving the World Kite's Club from other countries such as : Singapore , Malaysia, Thailand,Australia, New Zealand, France, Germany, Sweden, India, Philipines, and Austria. There are more than 10 national kite's club also participating in this festival.

As a part of the heritage , kite is the symbol of *Sang Hyang Rare Angon*. that is believed as personification of *God Siva* who has the power to protect rice field area, so that the rice field won't be affected by plant hopper, pests, or birds. *Sang Hyang Rare Angon* is also a symbol of the proximity of the kite with the Balinese. In the other words, the kite becomes an expression of gratitude and happiness over the success of their crop growers to God Shiva, one of the three manifestations of God in Hindu.

The Local Communities are involving in this Festival through Banjar, through club or sekehe, or even personally. They actively participated to preserve their culture together in the effort of developing the touristic purposes so that they can get more benefit in doing this event. While The Tourist participated as a participant / contestant , observer, and also as a tourist who just want to relax and get the new experience in this kind of event.

As it becomes internationally known by foreigners, Balinese kite also become well-known overseas as an artistic and heritage philosophy.Bali's kite has won in the DIEPPE kite

festival in France, and has an international recognition of UNESCO. The Kite Festival in Bali also participated and become an international annual event in Indonesia.

Unfortunately , although this event has already done since long time ago (in the year of 70's) but there are still lack of information regarding this event. The Tourist rarely known about this event , more over regarding the heritage relation of this event. But they are curious to seek more information regarding this event and would like to participate for the next visit.

5.2. Suggestion

Information regarding this event should be made specifically through internet as the tourist prefer to seek more information about Bali Kite Festival. The more effort that can be done is that preparing the official website regarding Bali Kite Festival that contains everything regarding the event itself.

The official offices of PELANGI in Bali also needed to be built in order to prepare everything related to this event including statistical and administrative purpose of the event. Including the evaluation of the event to solve some of the problem arising during the event.

The knock down system as a must technology applied in the competition should be made to decrease the traffic jam as the effect of the convoy of the kite's team to the venue

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**BALI TOURISM INSTITUTE
SEKOLAH TINGGI PARIWISATA NUSA DUA BALI**

QUESTIONNAIRE

Dear respondent,

In conjunction with research bali kite festival from the heritage to international events (on tourists perspectives), we highly appreciate your cooperation to give opinion by fill in this questionnaire.

The result will be used as one of data source to see how Bali as one of Tourist Destination to be developed especially in theme of culture events.

Regards,

I. IDENTIFICATION

1. Are you Male or Female?
 1. Male
 2. Female
2. What is your age?

3. What is the highest level of education you have completed?
 1. Junior High School
 2. Senior High School
 3. Bachelor
 4. Master/PhD
4. What is your current marital status?
 1. Single, never married
 2. Married
 3. Separated
 4. Divorced
 5. Widowed
 6. others _____
5. What is your current occupation?
 1. Employee
 2. Supervisor
 3. Manager
 4. Entrepreneur
 5. Other _____
6. Are you still active or Retired?
 Active
 Retired
7. How much you earn per months?
 < \$ 1.000
 \$1.000 - \$ 4.999
 \$ 5.000 - \$ 9.999
 \$10.000 - \$ 15.000
 >\$ 15.000
8. Do you have spouse?
 Yes
 No
9. If yes, Does he / she works?

- Yes
 - No
10. If yes how much she/he earn per months?
- <\$1.000
 - \$1.000 - \$ 4.999
 - \$ 5.000 - \$ 9.999
 - \$10.000 - \$ 15.000
 - >\$ 15.000
11. What is your total expense per months in the family?
- < \$ 1.000
 - \$1.000 - \$ 4.999
 - \$ 5.000 - \$ 9.999
 - \$10.000 - \$ 15.000
 - >\$ 15.000
12. What is your religion affiliation?
- 1. Protestant
 - 2. Catholic
 - 3. Muslim
 - 4. Hindu
 - 5. Buddhist
 - 6. Other; _____
13. What is the highest level of education your parents have completed?
- a. Mother : _____
- b. Father : _____
14. Nationality :
15. Where does your family come from?
16. If you'd like us to contact you later, please leave your name, email, and phone:
- Name : _____
- Email : _____
- Phone : _____

II. TOURISM

II.1 Frequency of Holidays :

1. Do you like vacation (holidays is a week-end or more visiting another destination) ?
 - 1. Yes
 - 2. No
2. How many days a year do you have of holidays?
3. Do you make tourism (leaving for a week-end and more) every year?
 - Yes
 - No
4. Do you make tourism (visiting another place) for all your holidays?
 - Yes
 - No
5. How many times a years, do you have vacation?
 - 0 -1
 - 2-4
 - 5 and more
6. Length of most visit
 - 1. Day
 - 2. Overnight
 - 3. 2-4 Days
 - 4. 5 + Days
7. When was the last months that you have vacation?

II.2 Practices :

1. During you holidays do you usually travel ?
 - Around your country
 - Abroad
2. If both, where do you travel more?

- Indonesia
 - Around your country
3. Where have you already been in Indonesia for holidays?
- Bali
 - Other city in Indonesia (mention the name of the city)
4. For Bali , how often have you been?
- Once
 - 2 times
 - 3 times
 - More than 3 times
5. Which season of the year do you visit Bali
- Spring
 - Summer
 - Autom
 - Winter
6. Which Month ?
7. Beside Bali , Where would you like to go also?
8. How do you visit Bali?
- Alone
 - With your family
 - with friends
9. Do you travel to Bali:
- By yourself (you organize your travel)
 - Thank to a travel agency (organized trip)
10. When was your first tourist travel to Bali? _____
Which year? _____

How old were you? _____

11. What kind of overnight accommodation (if applicable) you use in Bali?
- 1. B&B
 - 2. Hotel/Motel
 - 3. Rental Condo
 - 4. Rental House
 - 5. Camp Ground
 - 6. Own House
 - 7. Relative/Friend
 - Other; _____
12. Select the places that you usually visit in Bali? (could be more than 1)
- Mountain
 - Beach
 - Traditional Market
 - Amusement
 - Mall/Shopping Center
 - Historical places / museum
 - Religious places
 - Visiting events and festival
 - others _____
13. What are your activities there ?
14. So, your main activities during holidays are :
- Cultural visit ;
 - Relax ;
 - Enjoy family
 - Making sports
 - Adventuring
 - Religious activity
 - Enjoy nature
 - Others _____

III. MOTIVATION TO VISIT BALI

1. According to you, Bali is the best Place to see?

- 1. Strongly Disagree
- 2. Disagree
- 3. Agree
- 4. Strongly Agree

2. Why?

3. Which places in Bali do you think is the most interesting to visit?

4. Why?

5. How did you find out about vacationing in Bali

- 1. Internet
- 2. Book/Advertisement
- 3. Family/Friends Recommendation
- 4. Tradition
- 5. Other; _____

IV. BALI KITE FESTIVAL

1. Have you ever heard about Cultural events in Bali?

- Yes
- No (go to question no 10)

2. If yes, which events have you ever known ?

- Series of Silence Day (Melasti, Ogoh-ogoh, Omed-omedan)
- Religious ceremonial events at the temple (*piodalan*),
- Religious ceremonial at the village (*Ngaben, Potong Gigi, Perkawinan, Ngusaba, Perang Pandan, Megebug Ende, etc*)

Created Event (Bali Art Festival, Denpasar Festival, Bali Kite Festival, etc)

Others _____

3. Have you ever participated in those events (question no 2)?

- Yes (Go to question no 4)
- No (Go to question no 10)

4. If Yes, what is your main purpose?

- Recreation
- Bussiness
- Research
- Formal mission
- Perform/being the artist
- Exhibitionist
- Doing ritual /ceremony
- Others, _____

5. Do you know about Bali Kite Festival?

- Yes
- No (Go to question no 10)

6. If Yes, what do you know about kite festival?

7. Do you know that Kite is part of Balinese Heritage?

- Yes
- No (Go to question no 10)

8. What do you thinks about Bali Kite Festival?

9. Are you going to share about those events including Bali Kite Festival to your friends or relatives?

- Yes
- No

10. Do you want to know more about culture events in Bali (including Bali Kite Festival) ?

- Yes
- No

11. Do you want to look for information about it through?

- TV
- Internet
- Travel bureau/agent
- Written literature/books

12. Would you like to experience in Bali's culture event including kite festival (for the next visit perhaps)?

- Yes
- No

13. Why?



BALI TOURISM TRAINING INSTITUTE
SEKOLAH TINGGI PARIWISATA NUSA DUA BALI
KUISIONER

Narasumber Yang Terhormat,

Dalam rangka penelitian tentang Bali Kite Festival mulai dari Warisan Budaya menuju even Internasional (perspektif wisatawan) , kami mengharapkan kerjasama dan partisipasi anda dalam memberikan pendapat melalui pengisian kuisisioner berikut ini.

Hasilnya akan digunakan sebagai data yang amat mendasar, sebagai dasar pertimbangan pengembangan Bali sebagai sebuah destinasi wisata warisan budaya.

Terima Kasih,

I. IDENTITAS

1. Jenis Kelamin
 - Laki-laki
 - Perempuan
2. Umur

3. Tingkat Pendidikan
 - SMP
 - SMA
 - S1
 - S2 /S3
4. Status
 - Lajang
 - Menikah
 - Terpisah
 - Bercerai
 - Janda/Duda
5. Pekerjaan
 - Pegawai
 - Supervisor
 - Pimpinan
 - Wiraswasta
 - Lainnya _____
6. Apakah anda masih aktif atau telah pensiun?
 - Masih aktif
 - Pensiun
7. Berapa penghasilan anda per bulan?
 - < Rp 1.000.000
 - Rp 1.000.000 - Rp 4.999.999
 - Rp 5.000.000 - Rp 9.999.999
 - Rp 10.000.000 - Rp 15.000.000
 - > Rp 15.000.000
8. Apakah anda mempunyai istri yang bekerja?
 - Ya
 - Tidak

9. Jika Ya berapa penghasilannya per bulan?
- <Rp 1.000.000
 - Rp1.000.000 - Rp 4.999.999
 - Rp 5.000.000 - Rp 9.999.999
 - Rp 10.000.000 - Rp 15.000.000
 - >Rp 15.000.000
10. Berapa pengeluaran anda per bulan dalam keluarga?
- < Rp 1.000.0000
 - Rp. 1.000.000 – Rp. 4.999.999
 - Rp. 5.000.000 – Rp. 9.999.999
 - Rp. 10.000.000 – Rp. 15.000.000
 - >Rp. 15.000.000
11. Agama :
- Protestan
 - Katolik
 - Muslim
 - Hindu
 - Buddha
 - Lainnya_____
12. Pendidikan tertinggi orang tua?
- a. Ibu : _____
- b. Ayah : _____
13. Kota Asal ?
14. Apakah anda selalu tinggal dan melakukan aktifitas sehari-hari disana?
- Ya
 - Tidak
15. Dari mana asal keluarga anda?
16. Mohon kontak dan e-mail anda
- Nama : _____
- Email : _____
- Phone : _____

II. PARIWISATA

II.1 Frekwensi :

1. Apakah anda senang berlibur (*weekend*) atau mengunjungi sebuah destinasi wisata?
- Ya
 - Tidak
2. Berapa hari dalam setahun anda melakukan liburan /jalan-jalan?
3. Apakah anda selalu melakukan liburan /jalan-jalan setiap tahun?
- Ya
 - Tidak
4. Apakah anda melakukan kunjungan ke tempat lain dalam kunjungan /jalan-jalan anda?
- Ya
 - Tidak
5. Berapa kali dalam setahun anda melakukan perjalanan wisata?
- 0 -1
 - 2-4
 - 5 atau lebih
6. Lama Tinggal
- Sehari
 - Bermalam
 - 2-4 hari
 - 5 hari / lebih
7. Kapan terakhir kali anda berlibur? _____

II.2 Kegiatan :

1. Selama Liburan anda biasanya melakukan perjalanan kemana?
- Dalam Negeri
 - Luar negeri
2. Jika keduanya kemana paling sering?
- Indonesia
 - Luar negeri
3. Dimana saja tempat di Indonesia yang telah anda kunjungi?

- Bali
 - Kota lain di Indonesia (sebutkan nama kotanya) _____
4. Untuk Bali, berapa kali anda sudah berkunjung?
 - Sekali
 - 2 kali
 - 3 kali
 - Lebih dari 3 kali
 5. Pada bulan apa saja biasanya anda berkunjung?
 6. Selain Bali, tempat mana yang anda akan kunjungi juga?
 7. Dengan siapa anda mengunjungi Bali?
 - Sendiri
 - Dengan Keluarga
 - Dengan Teman
 8. Anda datang ke Bali dengan :
 - Merencanakan perjalanan sendiri
 - Dengan menggunakan agen perjalanan
 9. Kapan kunjungan pertama anda ke Bali ?
Tahun Berapa ? _____
Anda saat itu berumur berapa ? _____
 10. Akomodasi yang anda gunakan ?
 - B&B
 - Hotel/Motel
 - Sewa kondominium
 - Sewa Rumah
 - Perkemahan
 - Rumah Pribadi
 - Teman
 - Lainnya
 17. Pilihlah tempat yang biasanya anda kunjungi di Bali (bisa lebih dari satu)
 - Gunung
 - Pantai
 - Pasar Traditional
 - Hiburan

- Mall/Shopping Center
 - Tempat bersejarah / museum
 - Tempat religi
 - Mengunjungi event dan festival
 - Lainnya _____
18. Akifitas apa saja yang anda lakukan disana?
 19. Jadi, Aktifitas utama selama liburan anda :
 - Kunjungan Budaya
 - Relax
 - Bersenang-senang dengan keluarga
 - Melakukan aktifitas olahraga
 - Bertualang
 - Aktifitas religi
 - Menikmati alam
 - Lainnya _____

III. MOTIVASI :

1. Menurut anda , Bali merupakan tempat yang terbaik untuk dikunjungi?
 - Sangat Tidak Setuju
 - Tidak Setuju
 - Setuju
 - Sangat Setuju
2. Mengapa?

3. Tempat mana di Bali yang paling menarik menurut anda untuk dikunjungi?

4. Mengapa?

5. Bagaimana anda mendapat info tentang berlibur di Bali
 - Internet
 - Buku / Iklan

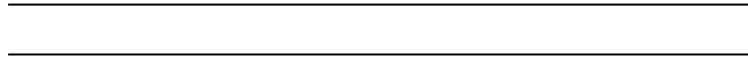
- Keluarga /Rekomendasi Teman
- Tradisi
- Lainnya _____

IV. FESTIVAL LAYANG-LAYANG BALI

1. Pernahkah anda mendengar tentang event budaya di Bali ?
 - Ya
 - Tidak (lanjut ke no 10)
2. Jika Ya, yang mana yang pernah anda ketahui?
 - Perayaan hari raya nyepi (*melasti, ogoh-ogoh, omed-omedan*)
 - Upacara keagamaan di pura (*piodalan*)
 - Upacara keagamaan di desa (*ngaben, potong gigi, perkawinan, ngusaba, perang pandan, gebug ende, dll*)
 - Even yag sengaja dibuat (Pesta Kesenian Bali, Festival Denpasar, Festival Layang-Layang Bali,etc)
 - Lainnya _____
3. Pernahkah anda berpartisipasi di event tersebut?
 - Ya
 - Tidak (lanjut ke no.10)
4. Jika Ya, apa alasan anda?
 - Rekreasi
 - Bisnis
 - Penelitian
 - Misi formal
 - Sebagai seniman
 - Pameran
 - Melakukan kegiatan upacara
 - Lainnya _____
5. Apakah anda tahu tentang Festival Layang-layang Bali?
 - Ya
 - Tidak (lanjut ke no 10)
6. Jika ya, apa yang anda ketahui tentang Festival Layang –Layang Bali tersebut?

-
7. Apakah anda tahu jika layang-layang adalah bagian dari warisan budaya Bali?
 - Ya
 - Tidak (lanjut ke no 10)
 8. Bagaimana Pendapat Anda Mengenai Festival Layang-Layang Bali?

 9. Apakah anda akan memberitahukan mengenai event tersebut kepada keluarga atau teman?
 - Ya
 - Tidak
 10. Apakah anda ingin mengetahui lebih banyak mengenai event di Bali tersebut (termasuk Festival Layang-Layang Bali)?
 - Ya
 - Tidak
 11. Apakah anda akan mencari informasi mengenai event tersebut melalui;
 - TV
 - Internet
 - Travel agent
 - Brosur/buku
 - Lainnya, _____
 12. Apakah anda ingin berpartisipasi dalam event tersebut termasuk pada festival layang-layang Bali (kunjungan berikutnya)?
 - Ya
 - Tidak
 13. Mengapa?



LIST OF THE INTERVIEW QUESTIONS

1. The Name of The event
2. Type of the event
3. Audience for this event :
 - Can be the audience described in term of market segmentation?
 - Does the event have a tourism impact?
4. Who are the participants/players/performer in this event
5. The stakeholder of the event
6. Is there evidence of sponsorship of the event in naming rights, signage of product sales?
7. What type of pre-event promotion has been done
8. Has there been a system of pre event registration or ticket purchased?
9. What is included in the event programme?
10. What do you see as the main purpose of the event?
11. Has there been any media comment on this event, positive or negative?
12. What are the primary reason for the success or failure this event

KEMENTERIAN PARIWISATA DAN EKONOMI KREATIF
SEKOLAH TINGGI PARIWISATA NUSA DUA BALI

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Kampial, Kel. Benoa, Kec. Kuta Selatan
PO Box 2 Nusa Dua 80363

Telp. (0361) 773537 - 773538
774818 - 774819
Fax. (0361) 774821

e-mail : info@stpbbali.ac.id
Website : http://www.stpbbali.ac.id
Koord. GPS : 115° 11.539' BT. 08° 48.842' LS

KEPUTUSAN
KETUA SEKOLAH TINGGI PARIWISATA NUSA DUA BALI
NOMOR : SK.06/KP.006/STP/VIII/2014

Tentang ;

PENUNJUKAN/PENGANGKATAN PENELITI PERORANGAN
"BALI KITE FESTIVAL FROM THE HERITAGE TO INTERNATIONAL EVENTS (ON
TOURISTS PERSPECTIVES)"

KETUA SEKOLAH TINGGI PARIWISATA NUSA DUA BALI

- Menimbang : a. bahwa Sekolah Tinggi Pariwisata Nusa Dua Bali merupakan salah satu lembaga pendidikan tinggi bidang kepariwisataan dan mempunyai peranan yang strategis di dalam pengembangan sumber daya manusia kepariwisataan Indonesia.
- b. bahwa misi Sekolah Tinggi Pariwisata Nusa Dua Bali adalah menyelenggarakan pendidikan dan pelatihan, penelitian dan pengabdian kepada masyarakat di bidang kepariwisataan untuk mengoptimalkan pembangunan dan pengembangan kepariwisataan.
- c. bahwa sebagai realisasi dari misi penelitian dimaksud, Sekolah Tinggi Pariwisata Nusa Dua Bali memandang perlu untuk mendorong dan memfasilitasi kegiatan penelitian baik perorangan maupun berkelompok.
- d. bahwa dosen seperti tercantum pada lampiran keputusan ini dipandang mampu untuk ditunjuk dan diangkat sebagai peneliti perorangan dengan topik "*Bali Kite Festival from the Heritage to International Events (on Tourists Perspectives)*".
- Mengingat : a. Kepres No. 102 tanggal 1 Nopember 1993 tentang Pembentukan Sekolah Tinggi Pariwisata Nusa Dua Bali
- b. Peraturan Menteri Pariwisata dan Ekonomi Kreatif Nomor : PM.07/HK.001/MPEK/2012 tentang Organisasi dan Tata Kerja Kementerian Pariwisata dan Ekonomi Kreatif.
- c. Peraturan Menteri Kebudayaan dan Pariwisata Nomor ; PM. 36/HK.001/MKP/2008 tentang Statuta Sekolah Tinggi Pariwisata Nusa Dua Bali.
- d. Keputusan Ketua Senat Sekolah Tinggi Pariwisata Nusa Dua Bali No.

SK. 01/KP.006/STP/I/2010 tanggal 25 Januari 2010 tentang Rencana Strategis Sekolah Tinggi Pariwisata Nusa Dua Bali.

- e. Keputusan Ketua Sekolah Tinggi Pariwisata Nusa Dua Bali Nomor : SK.09/KP.006/STP/VII/2010 tanggal 19 Juli 2010 tentang Uraian Tugas di lingkungan Sekolah Tinggi Pariwisata Nusa Dua Bali.
- f. Keputusan Ketua Sekolah Tinggi Pariwisata Nusa Dua Bali No. SK.01.1/KP.006/STP/III/2014 tanggal 05 Pebruari 2014 tentang Petunjuk Teknis Pelaksanaan Kegiatan Penelitian.
- g. Program Kerja Pusat Penelitian dan pengabdian Kepada Masyarakat Sekolah Tinggi Pariwisata Nusa Dua Bali tahun 2014.

MEMUTUSKAN

- Menetapkan : . KEPUTUSAN KETUA SEKOLAH TINGGI PARIWISATA NUSA DUA BALI TENTANG PENELITIAN PERORANGAN TENTANG :
"BALI KITE FESTIVAL FROM THE HERITAGE TO INTERNATIONAL EVENTS (ON TOURISTS PERSPECTIVES)"
- PERTAMA : Menunjuk/mengangkat Peneliti Perorangan tentang : *" Bali Kite Festival from the Heritage to International Events (on Tourists Perspectives)"*.
- KEDUA : Tugas-tugas Peneliti dimaksud antara lain adalah: merencanakan, melaksanakan, dan melaporkan hasil penelitian tersebut kepada Ketua Sekolah Tinggi Pariwisata Nusa Dua Bali, melalui Kepala Pusat Penelitian dan Pengabdian Kepada Masyarakat Sekolah Tinggi Pariwisata Nusa Dua Bali.
- KETIGA : Dalam melaksanakan tugas-tugas tersebut, Peneliti selalu berkoordinasi dengan Para Pembantu Ketua, Para Kepala Bagian, Kapuslitabmas serta pejabat lainnya yang terkait.
- KEEMPAT : Segala biaya yang diperlukan untuk pelaksanaan kegiatan tersebut dibebankan pada Daftar Isian Pelaksanaan Anggaran (DIPA) Sekolah Tinggi Pariwisata Nusa Dua Bali tahun anggaran 2014 No. 040.10.2.427907/2014 tanggal 05 Desember 2013 sebesar Rp. 1.680.000., (satu juta enam ratus delapan puluh ribu rupiah).

KELIMA : Keputusan ini mulai berlaku sejak tanggal 12 Agustus 2014 s.d. 30 Nopember 2014, dengan ketentuan apabila ada kesalahan dan atau kekurangan dalam keputusan ini akan diadakan perbaikan sebagaimana mestinya..

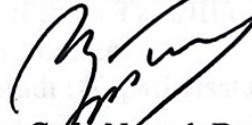
Ditetapkan di : Nusa Dua

Pada Tanggal : 12 Agustus 2014

KETUA SEKOLAH TINGGI PARIWISATA

NUSA DUA BALI

Retz



Drs. Dewa Gede Ngurah Byomantara, M.Ed.

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Lampiran : Keputusan Ketua STP Nusa Dua Bali
Nomor : SK. 06 /KP.006/STP/VIII/2014
Tanggal : 12 Agustus 2014

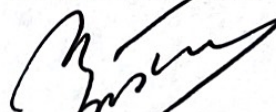
**PENUNJUKAN/PENGANGKATAN PENELITI PERORANGAN
"BALI KITE FESTIVAL FROM THE HERITAGE TO INTERNATIONAL EVENTS (ON
TOURISTS PERSPECTIVES)".**

Penanggung Jawab : Kapuslitabmas STP Nusa Dua Bali

Peneliti : Luh YusniWiarti, A.Par., SE., M.Par., M.Rech.
NIP. 19761101200212001
Pangkat/Golongan : Penata Tk. I/III/d
Jabatan Fungsional : Lektor
Jurusan/Program Studi : Kepariwisataaan/
Destinasi Pariwisata

Ditetapkan di : Nusa Dua
Pada Tanggal : 12 Agustus 2014
KETUA SEKOLAH TINGGI PARIWISATA
NUSA DUA BALI

Rets



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