

STRATEGI PENGELOLAAN DAYA TARIK WISATA BUDAYA PURA BEJI SANGSIT OLEH KEARIFAN LOKAL “SUBAK” BEJI

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ABSTRAK

Penelitian ini bertujuan untuk mendeskripsikan kondisi eksisting pengelolaan pariwisata budaya berbasis kearifan lokal Subak di Pura Beji Sangsit ditinjau dari aspek 4A (*Attraction, Accessibility, Amenities, dan Ancillary*), mengidentifikasi serta menganalisis faktor internal dan eksternal, serta merumuskan strategi pengelolaan pengembangan pariwisata budaya di Pura Beji Sangsit. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan kerangka analisis SWOT, di mana data dikumpulkan melalui wawancara mendalam dengan informan kunci (Kelian Subak dan tokoh masyarakat setempat), observasi lapangan, serta studi dokumentasi. Hasil penelitian menunjukkan bahwa dari aspek 4A, Pura Beji Sangsit memiliki kekuatan utama pada komponen *attraction* berupa arsitektur relief batu padas khas Buleleng Utara yang langka serta tradisi spiritual Subak melalui upacara Ngusaba Bukakak, dengan *accessibility* yang tergolong memadai dan mudah dijangkau. Namun, aspek *amenities* dan *ancillary* masih terbatas, yang ditandai oleh belum optimalnya fasilitas sanitasi, permasalahan kepemilikan lahan parkir, minimnya pemandu wisata lokal, serta belum terbentuknya struktur kelembagaan formal yang mengintegrasikan partisipasi krama Subak secara langsung dalam operasional pariwisata. Berdasarkan analisis Matriks SWOT, posisi strategis pengelolaan mengarah pada penerapan strategi bertahan (*defensive strategy*) yang berfokus pada penguatan kelembagaan melalui formalisasi peran Krama Subak, konservasi budaya dan program branding berbasis narasi sejarah serta filosofi Tri Hita Karana (Parhyangan, Pawongan, dan Palemahan), pembenahan dan peningkatan sarana amenities standar, serta negosiasi tata kelola lahan parkir dan mitigasi risiko lingkungan.

MANAGEMENT STRATEGY OF THE CULTURAL TOURIST ATTRACTIONS OF BEJI SANGSIT TEMPLE BY THE LOCAL WISDOM OF BEJI "SUBAK"

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ABSTRAK

This study aims to describe the existing conditions of cultural tourism management based on Subak local wisdom at Pura Beji Sangsit viewed from the 4A aspects (Attraction, Accessibility, Amenities, and Ancillary), identify and analyze internal and external factors, and formulate a management strategy for cultural tourism development at Pura Beji Sangsit. Applying a descriptive qualitative approach utilizing a SWOT analysis framework, data were collected through in-depth interviews with key informants (Kelian Subak and local community figures), direct observation, and documentation study. The results indicated that within the 4A framework, Pura Beji Sangsit holds its primary strength in the attraction component, characterized by unique North Balinese relief stone carvings and the spiritual tradition of Subak through the Ngusaba Bukakak ceremony, supported by good accessibility. However, amenities and ancillary components remain limited, marked by inadequate toilet facilities, parking space ownership issues, lack of local tour guides, and the absence of a formal institutional structure directly integrating Subak members into tourism operations. Based on the SWOT Matrix analysis, the strategic position leans toward a defensive strategy (WT), focusing on institutional strengthening through formalizing the role of Krama Subak, cultural conservation and branding programs rooted in historical narratives and the Tri Hita Karana philosophy (Parhyangan, Pawongan, and Palemahan), upgrading amenity standards, and negotiating parking space governance while mitigating environmental risks.