



## Penglipuran Village Festival IX 2022: A Cultural Festival at The Cleanest Village in The World

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### ABSTRACT

The Vice Regent of Bangli, I Wayan Diar, officially closed The Penglipuran Village Festival IX 2022 on Wednesday evening, 14 December 2022. The closing ceremony of the six days festival was centered at the Penglipuran Village Hall, Bangli. The head of the Bangli Sub-District, the Bangli Regency Tourism and Culture Officer, the Bangli Regency Education and Youth Agency officer, the competition winners, and the local community attended the event. The Penglipuran Village Festival IX 2022 was an event in Penglipuran Tourism Village, Kubu Subdistrict, Bangli Regency. It was a village festival encompassing various activities and competitions, such as cultural parades, exhibitions, Balinese dance competitions, performing arts, talk shows, Megibung, yoga, and other mass activities. Penglipuran residents strongly hold their ancestor's values to preserve their customs and philosophy of living. For instance, the folk conserves the old bamboo forest north of their village, maintaining the traditional architecture. Penglipuran Village has become one of Indonesia's pioneers of successful tourism villages, even internationally recognized by various tourism organizations. In early 2016, Penglipuran Village in Bali, Giethoorn Villages in the Netherlands, and Mawlynnong Village in India have named the cleanest villages in the world. The successful Penglipuran Village Festival IX was expected to be a trajectory point for tourism recovery after the Covid-19 pandemic. Especially as an epicenter for tourism promotion in Bali and Bangli particularly. With the theme of Resurrecting the spirit of environmental conservation, the organizer looked forward to raising the morale of ecological preservation.

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### BACKGROUND

The Vice Regent of Bangli, I Wayan Diar, officially closed The Penglipuran Village Festival IX 2022 on Wednesday evening, 14 December 2022. The closing ceremony of the six days festival was centered at the Penglipuran Village Hall, Bangli. The head of the Bangli Sub-District, the Bangli Regency Tourism and Culture Officer, the Bangli Regency Education and Youth Agency officer, the competition winners, and the local community attended the event. The Penglipuran Village Festival IX 2022 was an event in Penglipuran Tourism Village, Kubu Subdistrict, Bangli Regency. It was a village festival encompassing various activities and competitions, such as cultural parades, exhibitions, Balinese dance competitions, performing arts, talk shows, Megibung, yoga, and other mass activities.<sup>1</sup>

Although both domestic and foreign tourists are familiar with Penglipuran Tourism Village, the COVID-19 pandemic

caused a massive decline in tourist visits between 2020 and 2022.<sup>2</sup> Penglipuran is a traditional village in Bangli Regency, famous for its unique urban planning and its people's commitment to preserving Balinese customs in their daily lives. Various architectural buildings, as well as their ways of life, such as farming, follow the concept of Tri Hita Karana, a Balinese philosophy that aims to promote a balanced relationship between God, humans, and their environment.<sup>3</sup> The village, including its inhabitant and the nature in the vicinity, resembles a living diorama of gold-standard tourism development that benefits its people without neglecting culture and traditions.<sup>4</sup>

### PENGLIPURAN TRADITIONAL VILLAGE AT GLANCE

Penglipuran Traditional Village is part of the Kubu urban village, Bangli regency, Bali. It is situated 45 kilometers from the city of Denpasar and about 5.5 kilometers

from the town of Bangli to the north. The traditional village covers an area of 160.63 hectares at an altitude of 500-600 meters above sea level. Other customary villages, such as Kubu Village in the east, Gunaksa Village in the south, Ceking Village in the west, and Kayang Village in the north, surround this ancestral village. Its temperature varies from cool to cold (16-29 °C), with an average rainfall of 2000 mm per year. It has a low ground level, with a height of 1 to 15 meters. Of the total area, only 9.23% of the geographical location was utilized for settlements. The remaining area is moorland (30.85%) and forest (46.77%).<sup>5</sup>

Data from the Indonesian Ministry of Tourism and Creative Economy revealed that most of the penglipuran inhabitant occupation are bamboo artisans and souvenir traders.<sup>7</sup> The population census in 2006 mentioned that the Penglipuran Traditional Village population reached 897 people. Details of 270 families,



**Figure 1.6** At least 200 junior high school students staged the Pendet Dance at the Penglipuran Village Festival IX, opening on Friday, 9 December 2022.

consisting of 76 as Krama Pengarep and the rest as Krama Pengerob. As a Krama Pengarep, they are responsible for planning the Yadnya ceremony at the temple and also do the service for the sake of the village's planning and physical development. Meanwhile, Krama Pengerob has fewer obligations compared to Krama Pangarep. Krama Pengerob is bound by duties and responsibilities similar to other custom society members of villages in Bangli. A customary law unit called *Awig-awig* became fundamental in managing the social life of Penglipuran society. *Kelian Adat* was the head and was assisted by two assistants, *Penyarikan*. One *Penyarikan* officer works physical urgency around the village, whereas *Kancan Roras* handles the spiritual-related matters with *Jero Bayan* as its chairman.<sup>8</sup>

Penglipuran residents strongly hold their ancestor's values to preserve their customs and philosophy of living. For instance, the folk conserves the old bamboo forest north of their village, maintaining traditional architecture such as *Angkul-angkul* as the entrance to the

yard, traditional kitchen, and *Bale Saka Nem*, an iconic building in Penglipuran village. From the architectural perspective, the town displays an authentic nuance of Balinese and Hindu culture, which the community maintains well. The buildings were considerably placed following the spatial arrangement of the ancient Balinese Hindu community from time to time. For example, sacred facilities must always be located upstream, with the housing area in the middle, while work fields are located on the side or downstream.

The existence of local community awareness in developing tourism is beneficial in meeting tourist expectations, such as amenity needs, access, and human resources that involve many parties. (Hulu, 2018). Tourism development in Penglipuran village applied the concept of a tourist village. A tourist village is a village that offers a genuine atmosphere of life in the countryside, such as socio-economic life, socio-culture, customs, daily life, traditional house architecture, a unique and attractive experience that have the potential to develop into various

tourism components such as attractions, accommodation, food, drink and all the needs of tourists.<sup>9</sup> According to Law No. 10 of 2009 concerning tourism, Tourism is an activity carried out by a single or group traveler by visiting certain places for recreational purposes, personal development, or studying the uniqueness of the tourist attractions visited temporarily.<sup>10</sup>

The tourist village offers an activity where residents and tourists meet. Likewise, Penglipuran, as a tourist village, is one of the best tourism villages in Bali Province. Tourism villages would become sustainable tourist destinations if accompanied by increased local cultural resilience to foreign artistic interventions brought by tourists. Local communities who understand the potential of their respective regions, especially their tourism potential, take advantage of tourism opportunities and are seen as relevant by communities that can develop community-based tourism. A strong traditional village role is also needed to realize community-based sustainable tourism development.<sup>11</sup>

Penglipuran Village has become one of Indonesia's pioneers of successful tourism villages, even internationally recognized by various tourism organizations. In early 2016, Penglipuran Village in Bali, Giethoorn Villages in the Netherlands, and Mawlynnong Village in India have named the cleanest villages in the world. Penglipuran traditional village received an ISTA (Indonesia Sustainable Tourism Award) award in 2017 and the Sustainable Destinations Top 100 version of the Green Destinations Foundation. The cleanliness of the village was not due to the sake of competition; the Penglipuran inhabitant took great care in maintaining their village's cleanliness. The community's integrity in carrying out these customary agreements is vividly displayed in its neat and clean environment. Furthermore, every house in the village preserved its old building hitherto. In 1995, the Republic of Indonesia Government bestowed the Kalpataru award to the Penglipuran village for their relentless efforts to protect the Bamboo Forest in their local ecosystem. It can also be seen in trash cans in almost every corner of the house. Thus, the residents and tourists know where to



**Figure 2.**<sup>13</sup> Traditional gate architecture, Angkul-angkul, as the entrance to the resident's yard

dispose of the garbage. Furthermore, the village regulation prohibited motorized vehicles from entering the area. The law aims to reduce air pollution; therefore, the village's environment would remain fresh and serene.<sup>12</sup>

### PENGLIPURAN COMMUNITY LIVING PHILOSOPHY

In keeping the village clean, the local community has village rules or what is familiarly recognized as *Awig-awig*, which specifically regulates the village's cleanliness. Albeit it includes cleanliness

regulations, there are no strict sanctions should the residents violate these rules. The customary laws regulate the obligation to protect the environment, cleanliness, and beauty of Penglipuran Village. If anyone is caught littering, they will not be penalized. Only a warning would be given to those who were red-handedly caught. However, most of the folk agreed that maintaining the beauty of the environment is an obligation to maintain noble wisdom adapted to the times.<sup>14</sup>

In addition to their serious concern for keeping their environment clean, The

Penglipuran community highly values the village meeting council or general assembly as a habit for deciding or addressing solutions to every problem in the village environment. Should a problem arise, the community is highly committed to solving it in cooperation. The value is embedded in their mind that the village, with its attributes, is a common property. Harmony and togetherness among citizens are the main concern that the community should put forward. The principle is in line with the *Tri Hita Karana* philosophy, a philosophy to maintain harmony in relations between human beings with the Supreme being, humans, and their environment. Despite the global lifestyle slowly penetrating the current generation of the Penglipuran community, the children were taught to preserve the customs passed down by their ancestors.

### PENGLIPURAN VILLAGE FESTIVAL IX 2022

Bangli Regent Sang Nyoman Sedana Arta officially opened the Penglipuran Village Festival IX 2022 event by beating the *Kulkul*. The Bangli parliament chairperson, I Ketut Suastika, together with elements of Forkompinda, OPD (regional apparatus organization) within the Bangli Regency Government, and Residents of Tourism Villages attended the opening ceremony, as well as the Deputy Secretary for HR and General Affairs of the Ministry of Tourism and Creative Economy, Eddy Waluyo. Penglipuran Village Festival IX 2022 promoted "*Kalpataru*" as its main theme. The theme was inspired by the *Kalpataru* award received by the Penglipuran Traditional Village on World Environment Day in 1995, related to environmental preservation carried out by the Penglipuran village community.

On the same occasion, the Head of Penglipuran Traditional Village, I Wayan Budiarta, reported that Penglipuran Village Festival IX 2022 would take place for six days, from 9 to 14 December 2022. Budiarta stated that through the moment, he expected the spirit of preservation to keep the village clean, integrity and commitment to caring for the culture that has been carried out by the community from the past until now continues to be inflamed and continues to grow in the

souls and hearts of Penglipuran society.

Meanwhile, the Regent of Bangli revealed various regional breakthroughs and innovations in the recovery of the tourism sector, which is one of the contributing sectors to Regional Original Revenue (PAD) in Bangli Regency, had been carried out. Sedana Arta mentioned the establishment of tourism branding “Bangli, the Origin of Bali” as the tagline for Bangli tourism promotion, implementing e-ticketing and online PHR, as well as developing accessibility and arranging various tourism facilities, such as in the Penelokan and pedestrian platforms in the Kintamani area which can provide comfort for tourists. The strategy is expected to increase their spending and length of stay in Bangli Regency.

The Bangli regent invited all parties, especially tourism industry stakeholders and players in Bangli Regency, to carry the Vision of Nangun Sat Kerthi Loka Bali in Bangli Regency. He wished tourism development in Bangli Regency could be parallel to other Bali regencies. Thus, tourism development in Bali would be concentrated in more than just the southern region. Bangli, The Origin Of Bali, is the heart of Bali Island, the center of Balinese civilization in the past. It fits to receive its right to rise together for the welfare of all Bangli people. Sedana Arta positively viewed the holding of the Penglipuran Village Festival as a turning point for the tourism recovery, especially after the COVID-19 pandemic. Further, Penglipuran Village has become one of the favorite tourist destinations with various National and International awards that have been won over the years.<sup>15</sup>

At least 200 junior high school students staged the Pendet Dance at the Penglipuran Village Festival IX, opening on Friday, 9 December 2022. Penglipuran Tourism Village Manager, I Wayan Sumiarsa, explained that the festival was distinctively delivered from last time. Not only involving Penglipuran residents, but the opening ceremony involved junior high school students from SMPN 1 Bangli and SMPN 2 Bangli. The junior high school students participated in the opening ceremony by performing the Pendet dance. These dancers performed on the village’s main road. They utilized the resident’s gates as



**Figure 3.**<sup>16</sup> The Alas Gesing, or Bamboo Forest on the northern part of Penglipuran Village

the proscenium. one by one, these young dancers came out from the resident’s Angkul-angkul and rhythmically followed the dance instruments, giving their best in the middle of the village’s road. Apart from the colossal dance, a fragmentary dance entitled Alas Gesing was also performed. The Alas Gesing, or Bamboo Forest, told the story of the war between the Kings of Bangli and Buleleng. At that time, the King of Buleleng’s troops used a sharpened bamboo spear as a weapon. They carried their supplies by the pole as well. After the war ended, the soldiers littered those sharpened bamboo in the northern Penglipuran village area. Eventually, the bamboo grew and transformed into a bamboo forest in the Village.

In 2022, the Penglipuran village festival was held shorter than the previous year. The event organizer decided to shorten the

event due to consideration for optimum services for the visitor. Limited parking space became another reason to restrict the daily visitant number. Despite this new visitor restriction policy, the organizer targeted increased visits from 1,500 visits per day to 3,000 visitors per day. The 2022 Festival takes the theme Kalpataru, inspired by the Kalpataru award received by the Penglipuran Traditional Village on World Environment Day in 1995. With the spirit of preservation carried out by the Penglipuran people from the past, it is hoped that it will continue to be inflamed and grow in nature. And the hearts of our people.<sup>17</sup>

Some of the anticipated activities were a Mebat Contest, a group cooking competition between youth organizations throughout Bangli Regency, art performances, cultural parades,



**Figure 4.**<sup>20</sup> Over the years, the festival implementation resulted in an exceptional outcome. The positive result was expected to impact the tourism industries and the Penglipuran indigenous village community.

exhibitions, Balinese dance competitions, performing arts, Megibung talk shows, yoga, and activity classes. For the main event, there were Ethnic & Pop Music performances named Penglipuran Night Ethnic Music. Two acknowledged ethnic musicians from Bali, Gus Teja World Music and Emoni Band stood as the event's lineup. Meanwhile, the Pop music performances featured Fourtwnty, Idgitaf, Iksan Scooter, Gede Robi, Tjok Bagus, The Byr's, and Rumah Cerita.<sup>18</sup>

The successful Penglipuran Village Festival IX was expected to be a trajectory point for tourism recovery after the Covid-19 pandemic. Especially as an epicenter for tourism promotion in Bali and Bangli particularly. With the theme of Resurrecting the spirit of environmental conservation, the organizer looked forward to raising the morale of ecological

preservation. The music was in line with the post-pandemic tourism development situation where people globally prioritize health and environmental sustainability to realize eco-friendly and sustainable tourism. In addition, the Penglipuran tourism village name, which receives positive exposure every year, can be a significant selling point to raise environmental awareness, culture preservation, small business development, and sustainable tourism promotion.<sup>19</sup>

The six days implementation of the festival was reported to achieve an increase in tourist visits. Approximately 3,500 people flocked to this village per day, consisting of foreign and local visitors. The event recorded IDR 1.7 billion transactions during the six days of the event. One thousand five hundred artists and ten communities were involved in

this 2022 festival. The organizer spent IDR 600 million on the event preparation. In his remarks, the Deputy Regent of Bangli, I Wayan Diar, said that the Penglipuran festival had been held nine times without significant obstacles, thanks to God's blessings, the community's support, and the committee's ongoing hard work. Over the years, the festival implementation resulted in an exceptional outcome. The positive result was expected to impact the tourism industries and the Penglipuran indigenous village community.

## CONCLUSION

The Penglipuran Village Festival IX 2022 was an event in Penglipuran Tourism Village, Kubu Subdistrict, Bangli Regency. It was a village festival encompassing various activities and competitions, such as cultural parades, exhibitions, Balinese dance competitions, performing arts, talk shows, Megibung, yoga, and other mass activities. Penglipuran residents strongly hold their ancestor's values to preserve their customs and philosophy of living. For instance, the folk conserves the old bamboo forest north of their village, maintaining the traditional architecture. Penglipuran Village has become one of Indonesia's pioneers of successful tourism villages, even internationally recognized by various tourism organizations. In early 2016, Penglipuran Village in Bali, Giethoorn Villages in the Netherlands, and Mawlynnong Village in India have named the cleanest villages in the world. The successful Penglipuran Village Festival IX was expected to be a trajectory point for tourism recovery after the Covid-19 pandemic. Especially as an epicenter for tourism promotion in Bali and Bangli particularly. With the theme of Resurrecting the spirit of environmental conservation, the organizer looked forward to raising the morale of ecological preservation.

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