

Tourism Development in The Berawa Beach in The Village of Tibubeneng Badung Bali Indonesia

¹ I Wayan Kartimin, ² I Nyoman Sunarta, ³ I Nyoman Sudiarta, ⁴ Nuruddin

Abstract---This article discusses the development of tourism activities in Berawa Beach in the Village of Tibubeneng, North Kuta District, Badung Regency. Determination of Berawa Beach as a tourist attraction began in 2005 based on Badung Regent Regulation No. 7 of 2005 dated 7 February 2005. This research uses descriptive qualitative research methods with the method of finding data through documentation, literature review, interviews and observations. The locus of research is around the Berawa Beach Area by extracting data on observations of the object's environment, discussions with stakeholders and interviews with tourists. The results of this study indicate that in a relatively short period of time, the dynamics of tourism in the Berawa Coastal Region experienced a significant development. This is evidenced by the large number of foreign investors entering there and the tourism facilities at Berawa Beach are oriented towards meeting international tourists.

Keywords---Tourism Development, Berawa Beach, Tibubuneng Village

I. INTRODUCTION

Tourism is seen as an activity that has a multidimensional effect from a series of development processes. The development of the tourism sector concerns the socio-cultural, economic and political aspects, so that tourism is a multicomplex system with various aspects that are interrelated and influence each other[1]. The tourism sector is currently one of the leading sectors in increasing the country's foreign exchange, encouraging economic growth, increasing regional income, empowering the community's economy, expanding employment opportunities and business opportunities. However, tourism is not only about economic issues, but also involves social, cultural and political aspects.

The aim of tourism development is not only to increase foreign exchange income for the country, but is also expected to play a role as a catalyst for development, so that from an economic standpoint there are eight benefits of tourism development in Indonesia, namely: increasing business opportunities; employment Opportunity; increased tax revenue; increasing national income; the acceleration of the income distribution process; increase the added value of cultural products; expanding domestic product markets; and has a multiplier effect on the economy as a result of spending by tourists, investors, and foreign trade[2]. Thus tourism can contribute greatly to a particular country's economy, because it can have an impact on the availability of new jobs, increase income and living standards of local communities and be a catalyst for the emergence of other businesses[3].

So that tourism development can benefit local communities, a Community Based Tourism (CBT) approach is needed. CBT is an approach to tourism development with participatory planning, which is a tourism model that involves local people by providing opportunities in managing and developing tourism, both directly and indirectly. It has a connection with the tourism industry or business, so the distribution of profits must be evenly distributed to communities in rural or coastal areas and small islands[4].

¹ Doctoral Student in Tourism of Faculty Tourism, Universitas Udayana Bali/
Sekolah Tinggi Pariwisata Triatma Jaya Bali

² Faculty of Tourism Universitas Udayana Bali

³ Faculty of Tourism Universitas Udayana Bali

⁴ Faculty of Vocational Studies Universitas Airlangga Surabaya, Author Corresponece: nuruddin@vokasi.unair.ac.id

One of the beaches in Bali, Indonesia which is being developed as a local and sustainable community-based tourist destination is Berawa Beach tourism in Badung Regency. Berawa Beach is one of the tourist attractions located to the west of Petitenget Beach, precisely in the Banjar Berawa area of Tibubeneng Village, North Kuta District, Badung Regency. The beach began to develop since 1990, namely because the Legong Keraton Hotel was built. The beach has the potential of a pretty beautiful sea view, white sand, sunset and where fishermen fill their fortune around the coast, so that the beach still contributes to the economic income of fishermen. In addition there is the potential for beautiful beaches, around Berawa Beach there is also the potential for cultural tourism in the form of the sacred building of Pura Dalem Prancak Temple. The building is used as a place to carry out religious rituals, such as melasti[5].

In order to support tourism activities there, since 2018 the Tibubebeng Village Government has made various arts and cultural activities aimed at promoting the Berawa Beach, such as the Berawa Beach Art Festival (BBAF), Barong Dance performances, Kite Festivals, Food bazaars, Music and Art Performance, Bali Culinary Challenge and Sport Tourism[6]. Geographically, Berawa Beach is a very strategic place, because it is easily accessible from tourism centers in Bali, such as Kuta, Denpasar, Ngurah Rai Airport and Tanah Lot. Easy access to several tourist centers in Bali, Berawa Beach has great potential to become a large and rapidly developing beach tourism area.

The development of Berawa Beach as one of the tourist destination areas certainly has both positive and negative physical and non-physical (economic and socio-cultural) impacts on the surrounding community. Many hotel buildings, villas, guest houses, restaurants, night clubs and so on can open job opportunities for local people and reduce unemployment. But on the other hand, the construction of tourism and housing accommodation facilities has resulted in the conversion of productive land (rice fields) to supporting tourism facilities. Field data obtained from UPT Agriculture in North Kuta District stated that the amount of agricultural land before Berawa Beach was developed was 2,260 hectares. However, after 2018, there will be a drastic change of land use until 2018 reaching an area of about 1,990 hectares[7].

One of the reasons for the increase in land use change there is the existence of Canggu Permai Housing, Canggu Club, Finns Beach Club and Villa which continues to grow due to the existence of "Caucasian Village". In fact, in the vicinity of Berawa Beach there are now accommodation facilities in the form of 5-star hotels and 36 restaurants[8]. The main icon in the Berawa Beach area is Finns Beach Club Canggu, a seaside tourist site that was built on June 1, 2016 with its main structure made of bamboo[9].

As a tourist attraction that is managed by the local community, Tibubebeng Village, Berawa Beach is one of the fast developing tourist destinations. It can be seen from one of the attractions that are equally managed by the people of Bongan Tabanan Village in Bali. The development of tourism in the village is still a pioneering process, so that not many visitors come, both local and foreign. But it is unfortunate, because the potential of the object has actually been found a long time ago, because it is in the form of a cultural heritage site in the form of the Suman Telaga Temple and the Water Fountain Site. One reason is the lack of involvement of local communities and stakeholders in managing their potentials[10]. Based on the background above, this study aims to look at the development of tourism in Berawa Beach, Tibubeneng Village, Bali. The benefit of this study is to be able to see the development of tourism there, so that it becomes a reference in the development that will be carried out and can be a foothold if many negative impacts are caused.

II. RESEARCH METHODS

This research uses descriptive qualitative method. Qualitative research is a research model that produces descriptive data in the form of written or oral words from people and observable behavior, so that qualitative research rests on a holistic natural background, positions humans as research tools, conducts data analysis inductively, more concerned with the process rather than the results of research conducted agreed upon by researchers and research subjects[11].

Descriptive method was chosen because the research carried out is related to current events and with regard to present conditions. Descriptive method is a method in examining the status of a human group, a subject, a set of conditions, a system of thought or a class of events in the present, so that it can make a systematic description, picture or painting as well as the relationship between the phenomena investigated[12].

This research was conducted in the Berawa Beach area in the village of Tibubeneng, North Kuta District, Badung Regency. Determination of the location of the study was conducted on the grounds that the Berawa Beach has a uniqueness that distinguishes it from several beaches in Bali. Evidently, many foreign and local tourists who visit the area, although not yet managed optimally. The locus of this research is Tibubeneng Village, North Kuta District,

Badung Regency. The focus of this research is all tourist objects and attractions in the Berawa Beach area in the Village of Tibubeneng, North Kuta District, Badung Regency.

The type of data used in this study is qualitative and quantitative data. In general, qualitative data includes a general description of observations of research objects and other data in the form of non-numbers. The quantitative data are data in the form of numbers obtained through questionnaire data collection techniques[13]. This study only used qualitative data analysis methods and analysis. Qualitative data in this study were obtained from data collection techniques through interviews, observation and literature review as well as government documents in the Village of Tibubeneng and Badung Regency.

In the data search stage, this research uses many printed book sources, scientific journal articles, related agency websites, online national mass media, observations before the emergence of the co-19 pandemic and online interviews. Interview data is widely used to seek informants' opinions related to the history and development of tourism in the Berawa Coastal Region. The observation method was carried out to look for facts in the field as a comparison material from data obtained from various written sources, both scientific journal articles, books and online mass media websites and interviews.

III TRANSITIONAL TIME: FROM AGRICULTURE TO TOURISM

Based on data sourced from the document of the Government of the Village of Tibubeneng, North Kuta Subdistrict, Badung, concerning the Development of the Transfer of Agricultural Land Functions, that the village has experienced quite serious land conversion. According to Presidential Regulation of the Republic of Indonesia Number 59 Year 2019 Concerning Control over the Function of Rice Field Functions, it is stated that the conversion of paddy land functions is the change of paddy land to non-paddy land either permanently or temporarily[14]. Transfer of land functions can be interpreted as land conversion can be interpreted as a change in the function of part or all of the land area from its original function (as planned) to other functions that bring negative impacts (problems) on the environment and the potential of the land itself[15]. Thus it is necessary to control efforts to change the function of paddy fields in the form of a series of activities intended to control changes in paddy fields to non-paddy fields either permanently or temporarily.



New buildings around rice fields in Tibubeneng Bali

Source: Researcher's Personal Collection

According to I Made Trisna Semara et al, a very significant change in land conversion from rice fields to tourism land also occurred in the village of Tibubebeng Badung, Bali. It has affected the balance of the environmental ecosystem and also affected the patterns of life of the people who were originally as farmers to become agents of tourism or viewers of a change. The change was caused by: economic limitations as poor farmers; lack of attention from the government towards the welfare of farmers and the increase in land prices caused by investors in developing the tourism industry; unclear regulations regarding the use of tourism land as tourism based on the environment and the community[16].

According to the government documents of the North Kuta Tibubeneng Village, in 2014 to 2019 there had been a significant change in land use, totaling 123.19 hectares. Among the changes in land use change is mostly for the sake of tourism up to 85%. The use of tourism aspects is mostly for residential, both villas and hotels. As for the rest, 15% is for community housing. Thus, tourism has resulted in a very large land conversion in the village of Tibubeneng[7]. In detail, changes in land use change every year can be seen from the following description. First, in 2014 there was a change of function of residential land by 33.10 hectares from the number of rice fields as much as 346.17 hectares, owned by 408 village farmers[17]. As for the year 2015, the number of paddy fields in Desa Desa

Tibubeneng, Kuta Utara Subdistrict experienced a 10 hectare land conversion, in which there were about 313.07 hectares owned by 495 local farmers[18].

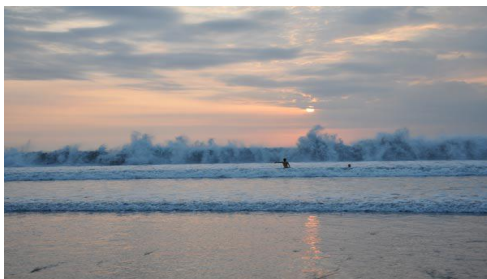
In 2016 there was a conversion of 8.47 hectares of residential land from 323.07 hectares of rice fields, owned by 488 village farmers[19]. As for 2017, there has been a change in the function of residential land by 2.46 hectares from a total of 314.07 hectares of rice fields, which are owned by 475 local farmers[20]. In 2018 there has been a change of function of residential land in the amount of 66.46 hectares from the number of rice fields as much as 312.54 hectares, owned by 379 village farmers[21]. As for 2019, there has been a change in the function of residential land by 2.7 hectares from a total of 272 hectares of rice fields, owned by 379 local farmers[22].

IV. POTENTIAL TOURISM ON THE BEACH

In this section, some tourism potentials are described in Berawa Beach, Tibubeneng Village, North Kuta Badung, Bali. Theoretically the portrait of tourism potential in Berawa Beach follows Cooper's Theory which says that in tourism there is a minimum of four types, namely aspects of Attraction, Amenities, Access and Ancillary.

1. Attraction: Tourist Attraction

One of the determining factors in developing and maintaining a sustainable tourist attraction is the existence of tourist attractions. Tourist attractions are all elements that are both God's creation and man-made. As a tourist destination for beaches, Berawa Beach has a high selling value because along this beach there are white sand with very impressive waves.



Sunset on Berawa Beach

Source: Researcher's Private Collection



Waves on Berawa Beach

Source: Researcher's Personal Collection

a. Surfing beach

One of the main tourist attractions on the Berawa Beach is the waves are very fast, so many foreign tourists to visit. The attractions that are suitable to do there is surfing. Berawa Beach has unique waves, which at certain times has point five. The purpose of point five is that at certain times the wind and waves are good, then there are five starting points for surfing. This is what triggers foreign tourists to have a hobby of surfing there. The unique potential of these waves makes Berawa Beach a favorite for surfers, both domestic and foreign. Some similar statements were made by Tanaka and Yoko Tamura, tourists from Japan, and Michael DJ, tourists from Australia.

"... Berawa Beach has big waves, has five point lines, it's very fantastic and full challenging. And also, here it's not so crowded that we can surf comfortably[23].

Based on observations to Berawa Beach, the waves are very fast and high, making them suitable for surfing. In addition, the beach also has the characteristics of waves that are different from the beaches around Berawa Beach, so that it becomes an excess of attraction for tourists compared to waves on other beaches[5].



Foreign tourists are surfing

Source: Researcher's Personal Collection

b. Finns Beach Club

The new Canggu Finns Beach Club opened on June 1, 2016 with a striking bamboo structure that was specifically designed to allow each guest to get a distinctive sea view. Finns Beach Club is located at 170 meters from the main beach on Berawa Beach. The design is very environmentally friendly by combining renewable resources such as bamboo, sand and natural stone.



Finns in wood

Source: Researcher's Personal Collection

The place is very elegant but can be enjoyed with ease. Some of the facilities inside are Swimming Pool, Bar, Restaurant, Spa, Changing Room, Towels, Wi-Fi, Single and Double Beds, Hammocks, Bocce, Volleyball, Night Surfing, Boutiques and ATMs. In recent years, Finns Beach Club has become the destination of choice for foreign tourists, because of its strategic location 10 minutes from Seminyak Beach. There tourists can also enjoy views of the sea and sunset[8].



The atmosphere of Fins Beach in the morning

Source: www.thebalibible.com

c. Berawa Beach Art Festival

The activity called Berawa Beach Art Festival is a form of self-improvement effort to build community-based tourism which is stimulated by various programs. This festival has been started since 2018 and has become an annual agenda of the Tibubeneng Village, in order to empower local people and have an impact on tourism promotion. The coastal culture festival entitled "Pasisi Lango" has entered its second period. In 2019 the theme "Deep Blue Spirit". In the event which was held May 23-29 2019, the committee of the event carried the theme of "Giant Octopus", an icon made from bamboo by a sculpture artist from Banjar Tandeg Bali, I Ketut Putrayasa[24]. Based on the observations of researchers, the activity attracted many tourists who were present, both foreign and local tourists, felt very entertained and amazed at the art image and philosophy displayed by the committee[5].



Berawa Beach Arts 2nd Festival, 2019
Source: Researcher's Personal Collection

d. Barong Dance at Berawa Beach

Barong dance performances organized by BUMDes Genta Persada and Karang Taruna of Tibubeneng Village are among the tourist attractions in the Berawa Coastal Region of Bali. The show was worked on by the youth of the Tibubeneng Village by involving the Satya Winangun Budaya cultural arts group and the Witcitra Dance Studio of the Tibubeneng Village. With this annual event, local and foreign tourists will be entertained by the traditional arts performance.



Barong Berawa Beach Art, 2018
Source: Tarubeneng Village Youth Organization Collection

e. Horse Riding Track on Berawa Beach

Based on observations in the field, the condition of the Berawa Beach is very wide, the atmosphere of the waves is very beautiful and the white expanse of sand makes the beach attractive to tourists who come. Many of them use the area as a horse rider route. The activity is also intended to dry themselves in the hot sun. In addition, the behavior and attitudes of friendly local people, making foreign tourists more comfortable there[8].



Horse riding track on Bali's Berawa Beach
Source: Researcher's Personal Collection

e. Spiritual and Religious Activities at Berawa Beach

One of the attractions found in Berawa Beach and a tourist attraction is a spiritual and religious activity called Melasti. These activities are usually carried out by local people who come from Banjar Berawa in particular and Tibubeneng Village in general. Melasti or melis is one of the agenda of community spiritual activities that are

routinely carried out at the beach. Melasti is a "Yadnya" ceremony in Hinduism which generally has the purpose of purifying oneself and the soul. The ceremony is part of the Nyepi Day series which takes place once a year. The ceremony is usually carried out in places that have water sources such as springs, lakes and beaches. All of the "Pratima" or symbols of each Banjar are accompanied by "Baleganjur" to Perancak Beach, located in Banjar Berawa, Tibubeneng Village[5].



Melasti at Berawa Beach, 2019
Source: Researcher's Personal Collection

2. Accessibility: Accessibility in Berawa Beach

One important factor in the development of a tourist attraction is the availability of accessibility to and from objects. In accordance with the data obtained in the field, access to the Berawa Beach is quite adequate and there are no serious problems. The availability of road infrastructure already exists with the condition of the road being hot mixed, so that the smooth flow of vehicle traffic is being relatively smooth. Specifically, the intended location is only able to be accessed from one direction north through the center of the village of Tibubeneng, so it is possible to open access to the development of the business community supporting tourism. The area of the road to the beach is also wide, which is around 8 m. The right and left sides of the road still look beautiful and congestion free, thus allowing the Berawa Beach area to be accessed very easily even by using large type vehicles[25].

3. Amenities: Tourism Support Facilities

a. Clean water

Residents who live in the village of Tibubeneng, especially the people around the Berawa Beach tourist attraction, have utilized the water source from the Badung District Water Supply Company (PDAM). In addition, some people also use groundwater by using wells. In general, the quality of available water consumed by the community, both from the PDAM and from the well is quite good.

b. Tourist Information Center

Information center for tourists in a major tourist location with international standard is absolutely necessary. As a tourist destination that is set as a destination for foreign tourists, the Berawa Beach tourism manager has completed the facility which is not far from the beach area. Thus, it will encourage local and international tourists to inquire about the need to travel in the Berawa Beach Area.

c. Lodging facilities

As a tourism development area located in North Kuta District, to date in the village of Tibubeneng there have been 82 tourist accommodation facilities in the form of villas, hotels and tourist cabins. Almost all of the accommodation facilities provide accommodation facilities as well as restaurants. Some of these accommodation facilities have direct access to Berawa Beach, because the location is located on the edge of Berawa Beach.



One of the villas in the Berawa Beach Area
Source: Researcher's Personal Collection

d. Parking lot

Parking space is one of the supporting facilities for tourism that is no less important than other facilities. In the area of Berawa Beach tourist attraction there is already a large parking area and has adequate capacity for both two-wheeled and four-wheeled vehicles. As one of the supporting facilities for international standard tourist attractions, this parking lot should be better arranged so it looks beautiful and beautiful[26].

e. Bathroom and Toilet

As a tourist attraction that is well-known by both domestic and foreign tourists, Berawa Beach already has bathroom and toilet facilities. This facility is located adjacent to the parking area. The condition of the bathrooms and toilets does not yet reflect good facilities for tourists, because the conditions are dirty and seem poorly maintained.

f. Food stalls

This food and drink stall has 4 pieces, with relatively clean conditions. But in the surrounding areas there are no mini markets that sell tourist needs.

g. Souvenir Stall

In the vicinity of the Berawa Beach area until the research was done there were no kiosks or souvenir shops selling souvenirs that were identical to the local community.

h. Money Exchange Facility

In the Berawa Coast region it is not difficult to find a means of exchanging foreign money into rupiah. The location is also not far from the beach and also spreads in several places close to the residential hotels and villas in the village of Tibubeneng[27].



Money Canger and ATM Points in the Berawa Beach Area
Source: Researcher's Personal collection

i. Entrance to Tourist (Shelter)

The entrance to Berawa Beach tourism is currently not available adequately, so that tourists who visit are still not organized and feel comfortable in carrying out their activities. Until now, the entrance is only guarded by two people who double as parking attendants.

j. "Balawista" Security Office

With a variety of tourist activities on the Berawa Beach, then to maintain the security and safety of tourists visiting the beach, the local government has built a beach security office called Balawista. The beach safety building was provided by the local government of Badung Regency.



Balawisata on Bali's Berawa Beach
Source: Researcher's Personal Collection

4. Ancillary: Institutional

Based on data obtained in the field, in Berawa Beach there are already several tourism support institutions. The institutions that officially handle the development and development of tourism in the Berawa Beach of Tibubeneng Village are as follows:

a. Santi Jagaddhita Tourism Awareness Group

Santi Jagaddhita Tourism Awareness Group is an institution at the community level whose members consist of tourism actors who have concern and responsibility and play a role as a motivator in supporting the creation of a conducive climate for tourism development. In addition, the aim of the organization is the realization of "Sapta Pesona" in enhancing regional development through tourism and its benefits for the welfare of the surrounding community[28].

Thus in general, the functions of Pokdarwis in tourism activities are: 1) As a driver of Tourism Awareness and Enchantment in the area of the tourist destination. 2) As a Partner of the Central Government and Local Government (district / city) in the effort to realize and develop Tourism Awareness. The Pokdarwis in Tibubeneng Village are those who have been appointed by the Head of the Tibubeneng Village based on the Badung Regent Decree Number 206/041 / hk / 2019 Concerning the Inauguration of the Tourism Awareness Group Santi Jagaddhita, Tibubeneng Village, North Kuta District.

b. BUMDes Genta Persada Tibubeneng

BUMDes Genta Persada was inaugurated on March 22, 2017. They were inaugurated by the Deputy Regent of Badung, I Ketut Suustom. The business entity has 2 business units, namely Savings and Loans and Waste Services. Because the response of the people of Tibubeneng Village was very positive, in 2018 BUMDes Genta Persada added 2 more business units, namely Money Changer and Trade. Formally, the existence of BUMDes Genta Persada Tibubeneng is based on Village Regulation Number 04 of 2016 which refers to the Regional Regulation of Badung Regency Number 1 of 2015 and Regulation of the Minister of Disadvantaged Regions and Transmigration of the Republic of Indonesia Number 4 of 2015.

Thus, the main objective of establishing BUMDes in Tibubeneng Village is to accommodate all economic activities and public services managed by Tibubeneng Village or cooperation between villages in the context of increasing community income, both economic activities that develop according to the customs and culture of the community, as well as economic activities that are delivered by the community through government programs.

V. PORTRAIT OF DEVELOPMENT TOURISM IN THE BEACH

In this section presented data in the form of a narrative description of the early history of Berawa Beach as a tourist attraction. In order to produce detailed exposures, the section describes the early history and development position of Berawa Beach Tourism seen from TALC Buttler's Theory.

1. History of Berawa Beach Tourism Development

The tourism sector in Badung Regency is the most favored sector and contributes the most to the Badung Regency GRDP each year. The development of the tourism sector in Badung Regency is also influenced by the presence of Ngurah Rai Airport in Tuban, Kuta District. The effort of preservation of tourism objects in Badung Regency needs to be well considered because Badung Regency has a high level of dependency from the tourism sector[29]. Based on Badung Regent Regulation No. 7 of 2005 concerning tourist attractions and tourist attractions in Badung Regency, said that in Badung Regency there were 33 attractions. Mostly in the form of beach tourism, mangrove parks and turtle conservation. Cultural tourism in the form of temples and youth tourism in the form of

GWK monuments and Water Boom Park & Spa recreation areas. One of the objects listed in the decision is the Tibubeneng Berawa Beach with the category of natural tourism[30].

The initial idea of developing Berawa Beach as a tourist attraction was the village head of Tibubeneng at the time. The village head then held a discussion with the village component, including the DPD, LPM and Karang Taruna along with the traditional villages throughout the Tibubeneng Village. They also involved the Padonan Customary Bendesa, Tandeg Customary Bendesa and Berawa Customary Bendesa and Pure Dalem Perancak management. The results of the meeting were then followed up by proposing it to the Badung Regency Government[31]. In addition to those mentioned above, the initial planning of Berawa Beach as a tourist attraction also involved the Badung Regency Government and stakeholders. Stakeholders are represented by investors who own the Legong Keraton Hotel. The hotel was one of the first private companies that supported the formation of Berawa Beach tourism in the Tibubeneng Village of North Kuta Badung. After the Beat Dewata Hotel and White Elephant Villa were built as an element of stakeholders who supported the formation of beach tourism. In the years that followed there was also the involvement of other stakeholders who helped design the Berawa Coastal Area, namely PT. Mella[32].

In accordance with the results of the Berawa Indigenous Bendesa meeting, the Dalem Perancak Temple Administrator, Perbekel, BPD, LPM of the Tibubeneng Village, it has been agreed since then that parking tickets will be distributed to tourists visiting Berawa Beach. The one handling is the LPM of the Tibubeneng Village by involving Pecalang and Hansip in the Tibubeneng Village as the parking attendant[24]. This parking fee will be used for the cost of maintaining beach cleanliness and conducting religious ceremonies at Pura Dalem Perancak. The number of visitors to Berawa Beach has been high since the beginning, mathematically it can be stated that in 2010 there were 3,900 people, in 2011 there were 4,500 people, in 2012 there were 5,100 people, in 2013 there were 6,200 people, in 2014 there were 7,000 people, in 2015 there were 7,700 people, in 2016 there were 8,300 people, in 2017 there were 8,800 people, in 2018 there were 9,300 people and in 2019 there were 10,200 people[33]. Based on the number of parking tickets sold above, each year the number of visits increases. This is due to the many supporting facilities around Berawa Beach, especially since the start of the Lv 8 Hotel operation in 2013, the construction of the Cangu Beach Club and Finns Beach Club in 2016. Until 2019 the number of hotels, villas, guest houses and home stays in Tibubeneng Village totaling 233 units[34].

2. The Development of Berawa Beach Tourism Perspective of TACL Buttler

In order to analyze the development of Berawa Beach Tourism from the beginning of its development, a theoretical study is needed proposed by Butler on the Tourism Area Life Cycle. According to Butler, a tourist area will definitely experience a life cycle consisting of four parts, namely Discovery; Local Control; Institutionalism and Stagnation; Rejuvenation or Decline[35]. An explanation of the theory can be seen in Table 1.

Table 1
The characteristics of each stage of the Tourism Area Life Cycle

No	Steps	characteristic features
1	Exploration Step	a. Somewhere as a potential for new tourism found both by tourists b. The location is difficult to reach but is in demand by a small number of tourists who are instead interested because it is not yet visited c. Tourists are interested in areas that are not yet polluted and quiet
2	Involvement Step	a. There is control from the local community b. Increasing the number of tourist visits c. An area becomes a tourist destination marked by the start of promotion d. There is an initiative from the local community to develop the region
3	Development Step	a. Investment from outside began to enter b. The area is increasingly physically open c. Local facilities have been excluded or replaced by facilities d. International standards e. Artificial attractions have begun to be developed to add natural, authentic contractions
4	Consolidation Step	a. This region and economic domination are held by international networks. b. The number of tourist arrivals is still rising but to a lesser extent c. Old facilities have started to be abandoned
5	Stagnation Step	a. The capacity of various factors has been exceeded above the carrying capacity so that it causes economic, social, and environmental problems b. The industry has started to work hard to meet the capacity of the facilities owned, especially by expecting repeat guests or convention / business tours c. Artificial attractions dominate the natural origin (both culture and nature) d. Initial imagery has begun to fade, and destinations are no longer popular
6	Decline Step	a. Tourists have switched to new tourist destinations or severance and those who are staying are just 'in vain' b. Many tourism facilities have practiced or shifted their functions to non-tourism activities, so the destination is increasingly not attractive to tourists c. Local participation may increase again related to prices that have dropped down with the weakening market. d. The destination can develop into a low-class destination (a tourism slum) or totally lose yourself as a tourist destination
7	Rejuvenation Step	a. Dramatic changes can occur (as a result of various efforts from various parties) towards improvement or rejuvenation b. There is innovation in developing new products and exploring or utilizing natural and cultural resources that were not yet utilized

Based on the indicators in the above table, the position of Berawa Beach Tourism in the village of Tibubeneng is in a developing position. The real evidence can be seen from the description below.

a. Foreign investment has begun to enter

At this stage many foreign investors began to enter the development of Berawa Beach Tourism Attraction in the Village of Tibubeneng, one of which was the presence of the Canggu Club with international standard facilities provided for foreign and domestic tourists. The presence of the Canggu Club as a tourist attraction around the Berawa Beach makes the number of foreign tourist visits increase. In 2007, a 5-star Hotel named LV 8 Hotel was established, followed by the establishment of villas, guest houses, home stays, restaurants, night clubs, mini markets, international schools, sports centers and other businesses. After that, in 2009 foreign investors from Finland entered Tibubeneng Berawa Beach by building Finns Beach Club[24].

b. The area begins to open physically

At this stage, the community and the local environment become more physically open. This is evidenced by the number of buildings to support tourism facilities compared to other facilities that are not related to tourism. Under these conditions, many people in the village of Tibubeneng then switched jobs, initially in the agricultural sector switching to the industrial sector and tourism services. In certain places, local community businesses have emerged in the food supply and tourist consumption sectors. They began to shift their workplaces, which were originally in the rice fields to switch to the beach sector by trading food or just a snack of local tourists[27].

c. Local facilities have begun to be excluded or replaced with international facilities

At this stage, various imported goods and services become a necessity including foreign workers to support the rapid development of tourism. One proof that tourism in Berawa Beach has entered the phase is that local public facilities have begun to be replaced with many international facilities which include international schools or institutions as well as international-made attractions such as Canggu Club, Finns Beach Club and Sport Center[8].

d. Local attractions and marketing systems began to be developed international models

In this phase, tourism organizations begin to build strong relationships with local and central governments in promoting objects, so that many foreign investors are interested and choose an existing destination as an investment destination. At this stage, many attractions in the Berawa Beach Area were built with the perspective of international needs such as Surfing, Horse Riding, Water Boom, Berawa Beach Festival, Barong Dance, Manggala Music Festival and Culinary Festival[8].

VI. CONCLUSION

From the start, Bali was synonymous with very exotic beach tourism, so the international community recognized it as a paradise. When compared with beach tourism in Bali, Berawa Beach has its own characteristics that are different from the surrounding beaches. In Berawa Beach, tourists can see "sunrise", white sand, waves which are identical with surfing activities and wide beaches to carry out various international events. Because of its strategic location, flanked by several leading tourism in Bali, the development of Berawa Beach as a world-class tourist attraction is quickly realized. This can be seen from various facilities, tourist activities and education services as well as internationally oriented sports. One of the factors driving the rapid development of coastal tourism there is the involvement of local communities who are very intensive in advancing the tourism they have. In addition, the role of stakeholders in the Berawa Beach is also a strong reason for the fast growing tourist attraction. According to Buttler's theory, the position of Berawa Beach as a tourist attraction in the present is in a developing position. It can be seen from several indicators there namely, a lot of foreign investment entering the development of tourism, the area began to be opened physically, local activities have begun to be excluded or replaced with international facilities, and local attractions and marketing systems have begun to be developed international models

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