

Development of Puja Mandala as a Religious Tourism Attraction in Bali

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ARTICLE INFO

Article history:

Received 1 February 2023

Received in revised form

2 February 2023

Accepted 26 February 2023

Available online 21 Maret 2023

Kata Kunci:

Puja Mandala, toleransi, perbedaan, keunikan

ABSTRAK

Pariwisata di Bali dikenal dengan icon-nya sebagai destinasi wisata utama Indonesia. Bali sering ditempatkan sebagai rujang model pengembangan pariwisata dan menjadi prioritas bagi wisatawan yang mencari wisata pantai dan alam. Di samping itu, Bali juga memiliki Puja Mandala sebagai ikon wisata religi yang unik dan menjadi daya tarik tersendiri. Puja Mandala adalah sebuah kawasan tempat ibadah yang terdiri dari lima agama: Hindu, Kristen Protestan, Budha, Katolik, dan Islam. Hal ini menjadi topik penelitian bagi pengembangan Puja Mandala sebagai daya tarik wisata religi di Bali. Penelitian ini dilakukan dengan metode kualitatif melalui observasi, wawancara, dan studi pustaka, dan hasilnya dianalisis secara deskriptif. Hasil penelitian menunjukkan bahwa pengembangan pariwisata di Puja Mandala sudah baik, namun masih ada beberapa kekurangan seperti jumlah toilet yang sedikit, area parkir yang kurang luas, dan para penjual souvenir yang tidak tertata. Oleh karena itu, penulis merekomendasikan penataan kawasan dan tambahan fasilitas seperti toilet, gazebo, dan lahan parkir yang lebih baik.

ABSTRACT

Tourism in Bali is known by its icon as the main tourist destination in Indonesia. Bali is often used as a reference model for tourism development and is a priority for tourists looking for beach and natural tourism. In addition, Bali also has the Puja Mandala, a unique religious tourist icon that becomes its own attraction. Puja mandala is a worship area consisting of five religions: Hindu, Protestant Christian, Buddhist, Catholic, and Islam. It has become a research topic for the development of Puja Mandala as a religious travel attraction in Bali. This research is carried out using qualitative methods through observations, interviews, and library studies, and the results are analyzed descriptively. The research results show that the tourist development in Puja Mandala is good, but there are still some shortcomings, such as the small number of accommodations.

Keywords: Puja Mandala, tolerance, difference, uniqueness

Introduction

According to (Ismayanti, 2020), tourism is a very dynamic activity that involves many people and affects various business sectors. Meanwhile, according to Law Number 10 of 2009 on Tourism activity that involves many people and affects various business sectors. Meanwhile, according to (UU Nomor 10 Tahun 2009 tentang Kepariwisataaan), "travel is defined as various forms of tourism activities supported by various facilities and services provided by the community, entrepreneurs, the government, and regional governments.

The growth of tourism in Indonesia is quite rapid, especially along with the recovery after the impact of the pandemic (Mallalahi & Yamada, 2022). According to data (Badan Pusat Statistik, 2022), the number of domestic tourist visits to Indonesia in August 2022 reached 510,251 people, experiencing a significant increase of 28.727 percent compared to the conditions in August 2021.

Bali is one of the most popular tourism destinations in Indonesia, both for domestic and international tourists. Famous for the warmth of its people, Bali also has natural beauty and unique cultures and traditions that make it an attraction for many foreign tourists. (Sri Sadjuni, 2018)

Puja Mandala, as an icon of tolerance, is located in the Nusa Dua area of south Bali. Apart from being used as a place of worship for religious people, Puja Mandala is also a tourist attraction in the area. Its symbolic uniqueness makes the Puja Mandala an attractive destination for tourists to see the symbol of harmony. Furthermore, the altitude of Puja Mandala allows visitors to enjoy views of Tanjung Bena in the

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northeast, southern Sanur beach with white sand in the south, and mangrove forests stretching to Ngurah Rai Airport in the west. (I Nyoman Darma Putra, 2017)

Based on this, the researcher is interested in studying further in order to find out the development of Puja Mandala as a religious tourism attraction in Bali.

Method

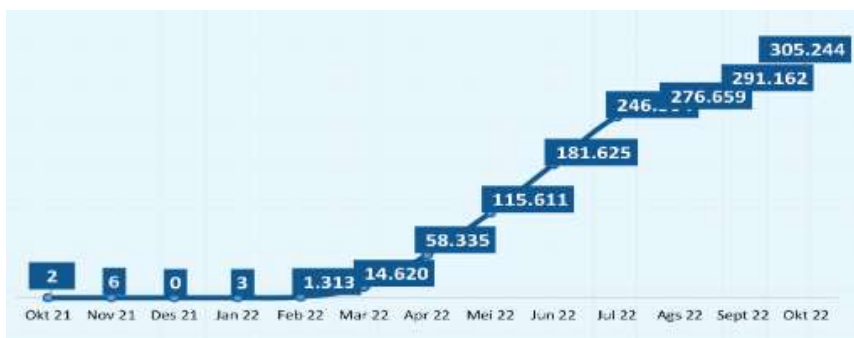
The research was conducted in the Puja Mandala area, South Kuta District, Badung Regency, Bali Province. This location was chosen because it is the only area where the worship of five religions can coexist and become a religious tourism destination. Qualitative methods were used in the preparation of this research.

According to (Fadli, 2021), research that uses qualitative methods is a process of understanding human or social events or phenomena by creating a comprehensive and complex picture that can be explained in words. Source informants provided detailed reports, and the research was carried out in natural settings.

Data was collected based on personal experiences, observations at research locations, interviews with managers and tourists, documentation, and literature studies. The data is then analyzed and compiled according to the scientific method, which makes it easier for the reader to interpret the results. The purpose of this research is to find out how the development of Puja Mandala, Bali, as a religious tourism destination occurred.

Results and Discussion

According to data (Badan Pusat Statistik, 2022), the number of foreign tourists visiting Bali Province in October 2022 was 305,244 visits, an increase of 4.84 percent from the previous period, which recorded 291,162 visits.



Graph 1: Development of Foreign Tourist Arrivals to Bali, Oct 2021–Oct 2022 (Badan Pusat Statistik, 2022)

On the contrary, according to data (Dinas Pariwisata, 2022), the number of visits by domestic tourists to Bali Province in December 2021 was recorded at 629,590 visits.



Graph 2. Development of Domestic Tourist Arrivals to Bali, January 2021–December 2021 (Dinas Pariwisata, 2022)

The Puja Mandala religious tourism destination is located in the Bualu Traditional Village, Benoa Village, South Kuta District, Badung Regency. The word "Puja Mandala" comes from a combination of the words "puja," which means respect or worship, and "mandala," which means circle, area, or area. (Pramono* & Hud, 2021)



Figure 1. Puja Mandala Worship Center
(Source: Research Documentation, 2022)

According to (Mancapara, 2018), Puja Mandala was introduced by PT. BTDC (Bali Tourism Development Corporation), which is now known as ITDC (Indonesia Tourism Development Corporation), in 1991. PT. BTDC approached the leaders of religious institutions in Bali to provide information and discuss the plan to build a house of worship on land given by PT. BTDC and financed by the religious institution concerned. Puja Mandala was built on land owned by PT. BTDC with a total area of 2.5 hectares, and each place of worship has an area of 0.5 hectares. Puja Mandala is a multi-cultural and multi-religious place of worship as well as a religious tourism destination for domestic and foreign tourists. Puja Mandala consists of five places of worship for different religions, namely Pura Jagat Natha Nusadua (Hindu), Protestant Church Bukit Doa (Protestant), Vihara Buddhina Guna (Buddhism), Parish Church of Maria Bunda Lagi Bangsa (Catholic), and The Great Mosque of Ibn Battuta (Islam), which is an attraction for tourists.



Figure 2. Figure 2. Places of worship for Hindus, Protestant Christians, and Buddhists.
(Source: Research Documentation, 2022)



Figure 3. Places of worship for Catholics and Muslims.
(Source: Research Documentation, 2022)

Development of the Puja Mandala Attraction

Tourism development is the coordination of activities and efforts to attract visitors, providing all the necessary facilities, products, and services to meet the needs of tourists. This can be defined as "efforts to enrich or improve the facilities and services needed by the community." (Chaerunissa & Yuniningsih, 2020)

According to (Ismayanti, 2020), tourist attractions include management activities for natural, cultural, and human-made tourist attractions. Meanwhile, according to Firawan and Suryawan (2016), tourist attractions are things that have uniqueness, beauty, and value that come from the diversity of natural, cultural, and man-made assets that are the destinations of tourist visits.

Components of Tourism Development Based on 6A Analysis at Puja Mandala

According to (Chaerunissa & Yuniningsih, 2020) the tourism development component consists of 6A, namely attraction, accessibility, amenities, accommodation, activity, and ancillary services.

1. Attraction

According to (Chaerunissa & Yuniningsih, 2020), very important factors in increasing tourist attractiveness are things that can attract tourists to visit a tourist area. Attractions are the main aspects that make tourists interested in coming to an area. This can come from natural resources, such as natural forms and the beauty of the environment, or from local culture, such as historical heritage, religion, people's lifestyles, government systems, and traditions. Each destination has a distinctive charm that differentiates it from other destinations.

Based on the results of observations and interviews conducted by the author, it is known that Puja Mandala has an alluring appeal for tourists. For example, they can take part in the bebalihan event, which is an original Balinese cultural arts event that aims to entertain visiting tourists. However, it should be noted that this event is only available on Tuesdays and Thursdays at 16.00 WITA. Apart from that, the Puja Mandala is also an example of tolerance and mutual respect for differences because there are five houses of worship for several religions in one area.

2. Amenities

Amenities are a collection of facilities needed by tourists when they are in a destination. These facilities cover various needs such as accommodation, food and drink, entertainment, shopping, and other services such as banking, hospital, security, and insurance. Additional facilities available at destinations include travel agents, restaurants, shops, handicrafts, souvenirs, uniqueness, security, banks, money exchanges, tourist information offices, hospitals, bars, and beauty spots. Each destination has different facilities, but to serve the basic needs of tourists, these facilities will be adapted to the characteristics of each destination. (Chaerunissa & Yuniningsih, 2020)

In the Puja Mandala area, it is quite easy to find various supporting facilities, such as:

- a. Toilet

At Puja Mandala, there are many toilets, so it makes tourists comfortable because they don't have to leave the area just to look for a toilet. However, the toilets provided can be said to be lacking when compared to the number of tourists visiting, so many tourists sometimes have to queue to go to the toilet.

b. Parking lot

Puja Mandala has a large parking lot and is close to tourist attractions, but during the holiday season, the parking lot is unable to accommodate the number of vehicles, especially buses and private cars.

c. Places to eat

Every tourist spot must have a restaurant or place to eat that makes it easy for visitors if they feel hungry or thirsty at certain times. At Puja Mandala, tourists don't need to worry about finding a place to eat because in the vicinity there are various places to eat with a varied menu, both Indonesian and western. However, the arrangement is still not neat because there is no special land that is reserved for traders.

d. ATM Center

The fourth facility provided around Puja Mandala is an ATM machine center, so tourists don't need to worry if they run out of cash because the ATM machine is easily available around the area.

e. Police Station

In the Puja Mandala area, tourists will feel protected and comfortable because if there is a security problem, they can immediately contact the nearest police station. Tourists, like locals, can seek direct assistance if they need information that is not clear.

f. There is a facility for tourists who want to rest known as the resting area. This facility is made only to meet the needs of tourists who are tired after sightseeing or want to relax.

3. Ancillary Services

According to (Chaerunissa & Yuniningsih, 2020), ancillary is a form of assistance provided by various parties, such as organizations, local governments, groups, tourist destination managers, tourism associations, and tour operators, to assist and provide support for tourism activities.

Puja Mandala is a tourist destination supported by a management agency that provides access for tourists to find information and perform various services needed. The local government and the manager of the Puja Mandala tourist destination also provide assistance in terms of security and other support. Therefore, the Puja Mandala area is very organized and well managed. (Source: results of interviews)

4. Activity

The activities available at each destination are one of the attractions for tourists to come there and have a different experience. Each destination has different activities according to its characteristics and uniqueness. (Chaerunissa & Yuniningsih, 2020)

At Puja Mandala, tourists can explore the existing area and carry out various activities, such as walking around the complex and religious tours. Through their visits, they also have the opportunity to understand the meaning of tolerance and respect for differences. Tourists can also capture their moments by taking pictures as mementos and proof of their visit to Puja Mandala. This place has many interesting photo spots. However, it must be remembered that tourists must treat people who are worshiping properly and maintain ethics.

5. Accessibilities

Accessibility is an important factor in determining how easily a tourist destination can be reached by tourists. Access includes all the facilities needed by tourists to reach their destinations, such as transportation such as car rentals, local transportation, and directions for travel routes. Accessibility facilities such as major roads, railways, toll roads, terminals, train stations, and motorized vehicles must also be available. (Chaerunissa & Yuniningsih, 2020)

To get to Puja Mandala, head towards Kuta, then take the toll road over the sea to Siligita, continue on to Jl. Kurusetra, and follow the road up to Puja Mandala. The trip will take about 25 minutes. The road conditions are excellent, and vehicles with two or four wheels can pass through. Its strategic location is also easily accessible from Ngurah Rai Airport, which is approximately 12 kilometers away and takes 20 minutes to reach via the Nusa Dua Mandara toll road; alternative routes can be found using Google Maps.

6. Accommodation

Accommodation is a term for lodging, where lodging at each destination will be different. Hotels are the most recognized type of accommodation and are equipped with various facilities. Tourist villages have

different types of accommodation from other destinations, namely in the form of local residents' residences or homestay units. Accommodations for tourist destinations can be located in tourist villages or nearby. Types of accommodation in tourist villages include campsites, villas, and tourist huts. (Chaerunissa & Yuningsih, 2020)

Based on the results of the author's interview with Puja Mandala management, there are several accommodation options available there, including;

1. The hotel rooms consist of standard rooms and modern suites with luxurious amenities such as a flat-screen TV, Wi-Fi, air conditioning, and a private bathroom.
2. A luxurious villa with beautiful natural views and facilities such as a private swimming pool, living room, and kitchen.
3. Penthouses with beautiful views and luxurious facilities such as a private terrace or balcony, kitchen, and living room.
4. A deluxe room with beautiful natural views and luxurious amenities such as a private bathroom, a flat-screen TV, and Wi-Fi

Conclusions and Suggestions.

According to the results of research conducted by the author, it can be concluded that the development of tourism in Puja Mandala has a unique appeal and is good enough to attract many people to visit, both for sightseeing and religious activities. Puja Mandala is also considered an example and source of inspiration for the millennial, Gen Z, and Alpha generations to create peace and harmony. Based on the 6A analysis conducted by the author, although tourism development in Puja Mandala has been good overall, there are still some drawbacks, such as a small number of toilets, minimal rest facilities, and limited parking space, so that during the peak season it cannot accommodate all visitors. and irregular souvenir sellers. Therefore, the authors suggest that there is a need to improve regional planning for traders by providing stalls so that they look more orderly and adding supporting facilities such as toilets, gazebos, and parking lots.

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