Tri Hita Karana In Bali Arts Festival

I G A A Wulandari¹,³, G A O Mahagangga²

¹ Department of Economic Development, Warmadewa University, Jl. Terompong Nomor 24 Denpasar, 80239, Bali, Indonesia
² Department of Tourism, Udayana University, Jl. Dr. Goris Nomor 7 Denpasar, 80232, Bali, Indonesia
³ Corresponding author: athina.wuland@gmail.com

Abstract. Bali as a famous tourist destination in Indonesia has major problems related to the environment and climate change. Garbage until now has been felt by most of the people in Bali but it is still underestimated. A series of regional regulations (Perda) and traditional regulations (awig-awig) have attempted to address the issue. Based on this the environmental preservation movement is now increasingly vigorous, while the Balinese Hindu philosophy of life “Tri Hita Karana” in the life of modern Balinese society appears just like a discourse. The aim of this research is to analyze the role of Bali Arts Festival to environmental preservation. This research was conducted using quantitative and qualitative methods at the largest routine arts and cultural festival in Bali known as the “Bali Arts Festival”. The results show that from the exhibitor’s perspective Bali Arts Festival has played a role in preserving the environment through its craft exhibition.

1. Introduction

Bali is a small island that is one of the best tourist destinations in the world [1][2]. This achievement had a holistic impact on the development of Bali. This also proves that the tourism sector has been the driving force for Bali’s economic growth for many years [3]. However, the high level of urbanization has negative consequences on the environment [4]. Besides, tourist visits make the volume of waste in Bali uncontrollable. Garbage is an environmental problem that is influenced by the number of population and their activities [5]. The higher the population level, the more waste is produced [6]. Research conducted by the Bali Partnership states that waste produced in Bali reach 4,281 tons per day [7]. At the macro level, open piles of waste produce greenhouse gas emissions in the form of methane and carbon dioxide which play a role in global warming so waste also contributes/plays a role in global climate change [8]. Garbage is disrupting Bali's tourism activities which slowly but surely becomes a big problem that can become a boomerang for the Bali tourism sector [1]. The development of the tourism sector has an impact, including changes in socio-cultural values for local communities [9]. Increasing the number of tourists has a positive impact on the economy but on the contrary, has a negative effect on the environment [10].

The Balinese have long lived in harmony with the environment known as one of the manifestations of Tri Hita Karana, namely Palemahan. Therefore, in the context of environmental preservation what is needed is the awareness of the Balinese people on the environment. It is the Bali Arts Festival that can become a medium in increasing awareness of the Balinese people towards environmental conservation through various forms of activities held during the Bali Arts Festival. As the biggest Cultural Festival in Bali, it has a great opportunity as a medium for distributing environmentally friendly products as well as being a medium for education for Balinese people to preserve the environment. The contribution of
the Bali Arts Festival to the environment will be the focus of this research. So that, the role of Bali Arts Festival to environmental preservation is the aim of this research.

2. Conceptual framework and methods
The Bali Arts Festival is the biggest cultural festival in Bali which is held once a year. It was born as a forum to appreciate Balinese arts and culture so as not to be eroded by globalization as a result of the rapid development of the Balinese tourism sector [11]. Activities that are held during the event are parades, art and cultural performances, seminars, culinary and craft exhibitions.

Climate change was first initiated by the World Meteorology Organization in 1966. UNFCCC states that climate change is caused either directly or indirectly by human activities to change the composition of the global atmosphere and natural climate variability over comparable periods [12]. Economic activities produce open piles of waste that are poorly managed, resulting in greenhouse gas emissions in the form of methane and carbon dioxide which play a role in global warming. For this reason, waste plays a role in global climate change.

In this study, the reduction of the negative impacts of climate change is assessed from the point of view of local wisdom. The reason is that local wisdom is born from people who have been cultured as part of life, one of which is Tri Hita Karana, namely Parahyangan, Pawongan, Palemahan (the harmonious relationship between humans and God, fellow humans, and the environment). Its implementations especially with the environment is slowly starting to fade. Tri Hita Karana is not fading away, it is increasingly being echoed, but now tri hita karana is often used as a cover for material interests. Tri Hita Karana has been established as the philosophy of life of the Balinese people since 1966 [13].

Studies regarding the festival's relationship with the environment have previously been carried out by raising several topics, namely regarding the impact of organizing the Festival on environmental pollution [14], festivals that focus on the environment [15], and the festival's contribution as an educational medium for the environment [16]. In addition, reducing the impact of climate change by returning to cultural customs related to the environment has been done before [17][18]. These studies reinforce the notion that reducing the negative impacts of climate change by returning to local wisdom is not impossible. Studies on the contribution of the Bali Arts Festival to environmental preservation have never been studied before. Therefore, this research will examine how the contribution of the Bali Arts Festival through its craft exhibition to increasing awareness of the Balinese people towards the environment.

Quantitative and qualitative data were collected for this study through interviews and questionnaires distributed to the participants who were sampled as many as 75 respondents. The reason is that the participants who are MSMEs in Bali are innovators and creators of local wisdom-based products. Descriptive statistics used are the presentation of quantitative data through tables and percentage calculations [19]. It will be analyzed using SPSS 23.0. To interpret the results of quantitative data analysis in a deeper way, qualitative methods are used in discussing it by collaborating the results of data analysis with the interpretation of the results interview [20].

3. Results and discussion

3.1 Results
The contribution of the Bali Arts Festival to the environment, according to exhibitors' perspectives as measured by 3 economic indicators are shown in the following results.

Table 1 shows that 65.3 percent of respondents agreed and the remaining 34.7 percent strongly agreed that the Bali Arts Festival is ideal for promoting eco-friendly products. According to exhibitors, promoting their product at craft exhibitions works well every year especially for the new creative product with local genius. This indicates that visitors are interested in eco-friendly products that are unique, attractive, and affordable.
Table 1. Bali Arts Festival ideal for promotion.

| X1 | Frequency | Percent (%) | Valid Percent (%) | Cum. Percent (%) |
|----|-----------|-------------|-------------------|------------------|
|    |           |             |                   |                  |
| Valid | 3       | 49          | 65.3              | 65.3             |
|        | 4       | 26          | 34.7              | 100.0            |
| Total  | 75      | 100.0       | 100.0             |                  |

Source: output SPSS, 2020

Table 2. Bali Arts Festival as a strategic market.

| X2 | Frequency | Percent (%) | Valid Percent (%) | Cum. Percent (%) |
|----|-----------|-------------|-------------------|------------------|
|    |           |             |                   |                  |
| Valid | 2       | 1           | 1.3               | 1.3              |
|        | 3       | 51          | 68.0              | 69.3             |
|        | 4       | 23          | 30.7              | 100.0            |
| Total  | 75      | 100.0       | 100.0             |                  |

Source: output SPSS, 2020

Table 3. Bali Arts Festival gives high profits.

| X3 | Frequency | Percent (%) | Valid Percent (%) | Cum. Percent (%) |
|----|-----------|-------------|-------------------|------------------|
|    |           |             |                   |                  |
| Valid | 2       | 2           | 2.7               | 2.7              |
|        | 3       | 62          | 82.7              | 85.3             |
|        | 4       | 11          | 14.7              | 100.0            |
| Total  | 75      | 100.0       | 100.0             |                  |

Source: output SPSS, 2020

Table 2 shows that 1.3 percent disagreed, 68.0 percent agreed and the remaining 30.7 percent strongly agreed with the Bali Arts Festival as a strategic market. These results are in line with the results in Table 1. The more effective the promotion for the exhibitors the more strategic the market is for them. Besides, the high number of visitors during the Bali Arts Festival further strengthens it as a strategic market. This indicates that the supply made by exhibitors receive a highly effective demand from visitors so that it became an opportunity to expand their market share.

Table 3 shows that 2.7 percent disagreed, 82.7 percent agreed and the remaining 14.7 percent strongly agreed that promoting eco-friendly products provides high profits. According to the results in Table 2 and Table 3 when the promotion goes well followed by good market response, it will be natural that exhibitors get high profits at craft exhibitions. Besides, it will become a positive motivation for exhibitors to produce innovative and creative eco-friendly products at the price that visitors are willing to pay.

3.2 Discussion

Climate change is a consequence of economic development and technological advances. Each country is targeting a dynamic GDP increase each year. Economic activities, especially the industrial and the service sector, are spurred to achieve economic growth. This massive economic activity not only produces high levels of output but also produces high residues. The most obvious impact is environmental pollution due to the high volume of waste generated from the production and consumption process which has a domino effect on increasing greenhouse gas emissions.

The Covid-19 pandemic is a virus outbreak that no one wants to come. Every infected country has imposed a lockdown to prevent the spread of Covid-19. This resulted in a drastic decline and even stopped economic activity. This condition gave a heavy blow to the world economy, including Bali. Lockdowns in various parts of the world have resulted in no tourist visits to Bali. The effect was that for
2 consecutive quarters the Balinese economy grew negatively, -7.67 in the first quarter and -7.22 in the second quarter (q-to-q) [21]. The drastic decline in economic activity in Bali has not only had a negative impact. Globally, the lockdown affects reducing greenhouse gas emissions [22], while in Bali it affects reducing the volume of waste per day by up to 40 percent, even in Badung Regency in normal conditions the waste produced reaches 281 tons per day, now it is reduced to 138 tons per day [23].

The positive impact of Covid-19 on the environment should be the starting point for living in harmony with the environment. So far, we take from nature, it's time to thank the natural environment around us by preserving it. The sluggish economy during a pandemic is not to be regretted but the time is right to reorganize economic activities based on environmental preservation. The economic downturn will slowly recover with the discovery of a vaccine and cure for Covid-19, but the environmental damage cannot be reversed in a short time. For that purpose, economic creative based on local wisdom is the answer. Based on the results of data analysis, the Bali Arts Festival provides many benefits for exhibitors. It is none other than the high interest of visitors to the product being offered. By buying it, that is means they are consuming it. Whether they realized it or not, they have participated in preserving the environment starting from small but real actions. From the supply side, this means that the innovation and creativity of MSMEs in producing eco-friendly products in this case is the key to increasing the use of it in society. The more various eco-friendly products offered, based on the results of data analysis, it can be assumed that the demand will be higher at craft exhibition. This is also supported by data that 83 percent of the transaction value recorded comes from craft exhibitions. This can strengthen the role of the Bali Arts Festival in environmental preservation in line with the implementation of Governor of Bali Regulation No.97 of 2018 which regulates the reduction of single-use plastic waste based on Tri Hita Karana.

The results of this study are in line with the previous research by Tsosie [17] and Krakoff [18] that returning to local wisdom that has taken root from generation to generation becomes more effective in increasing public awareness of environmental preservation to create a sustainable environment for the next generation. Although the results of this study can satisfy curiosity about the role of the Bali Arts Festival in environmental preservation, this research is only seen from the supply side. Further research is needed from the demand side to get balanced and complementary results. Hence, based on the results of this study it can be said that the Bali Arts Festival is the right place to initiate eco-friendly products based on local wisdom. Visitors who are consumptive and adaptive in this case can be used (positively) as consumers of it so that they can slowly change their habits and aware of protecting the environment. Seeing the great potential of the Bali Arts Festival in this regard, in the future, the concept of Palemahan from Tri Hita Karana can be used as one of the goals in the Bali Arts Festival.

4. Conclusion
The Covid-19 pandemic is a starting point for humanity to raise awareness of the environment. Based on the results and discussion, we can conclude that the Bali Arts Festival has indirectly contributed to environmental preservation with the implementation of Bali Governor Regulation No.97 of 2018. The magnitude of the potential of the Bali Arts Festival in environmental preservation from the perspective of exhibitors can be a reference for making the Palemahan concept from Tri Hita Karana as one of the goals in organizing the Bali Arts Festival so that its contribution can be maximized. This study implies that it can become a new perspective for the organizer in the development of the Bali Arts Festival. This study only from exhibitors perspective. It is necessary to conduct further research on the role of the Bali Arts Festival in environmental preservation from organizers and visitors' perspectives.

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