

A review of Bukit Asah camping ground of Karangasem, Bali

Budi Susanto¹, Ni Wayan Miranda Aprita Dewi², Mario
Togi Parlindungan Sinambela³, I Komang Ari Wijaya
Saputra⁴, Gusti Ayu Devi Succi Pramitya Maha Savitry⁵,
Indra Setiawan⁶

Politeknik Negeri Bali, Indonesia^{1,2,3,4,5,6}

¹Email: susanto@pnb.ac.id

Abstract - This research aims to explore the application of Sapta Pesona, the seven aspects of tourist attraction, in the context of Taman Harmoni Bali Campground, a popular tourist destination in Bali, Indonesia. The study investigates how it incorporates these seven aspects to enhance the overall tourist experience and attract a diverse range of visitors. The methodology employed in this research includes a combination of qualitative and quantitative approaches. Data collection involves conducting interviews with the management of it, as well as surveys administered to a sample of tourists who have visited the campground. The interviews aim to gain insights into the strategies and practices employed by the management to implement them, while the surveys aim to assess the perceptions and satisfaction levels of tourists regarding their experience at the campground. The findings of this study provide a comprehensive analysis of the application of them in it. The research reveals that the campground effectively integrates all seven aspects of them, including security, order, cleanliness, coolness, beauty, hospitality, and memories. The results of the study also demonstrate the positive impact of implementing them in it. The application of these seven aspects contributes to an enhanced tourist experience, leading to higher levels of visitor satisfaction, increased tourist arrivals, and positive word-of-mouth recommendations. This research contributes to the understanding of how they can be effectively implemented in a tourist attraction, specifically in the context of it. The findings provide valuable insights for the management of other tourist destinations seeking to enhance their attractiveness and improve the overall visitor experience. Additionally, the study highlights the significance of sustainable tourism development by incorporating local cultural elements and maintaining environmental integrity while promoting tourism in Bali.

Keywords: Bukit Asah; Sapta Pesona; Taman Harmoni Bali Campground; tourist attraction

1. Introduction

Bali is one of the world's tourist destinations. Besides having beach tourism objects that are well known to foreign countries. Bali also has natural hillside tourism which is no less beautiful than beach tourism. Bukit Asah Tourism Object is one of the hilly tourist objects that can be used as a tourist destination in Bali (Marheni et al, 2022). The location of the Bukit Asah tourist spot is in East Bali, precisely in Bugbug Village, Karangasem Bali

You can witness the charm of the natural beauty of Bugbug Village when you are at Bukit Asah, a new tourist attraction in Bali that offers views of cliffs and expanses of blue sea, really presenting extraordinary beauty and a calm atmosphere (Sumahendra et al, 2022). In addition, the cool breeze adds to the enjoyment of relaxing while listening to the roar of the ocean waves. This place is on a

plateau so you can see the surrounding scenery perfectly, far from residential areas let alone from the hustle and bustle of the city, so it becomes a place of calm and peace.

From Denpasar City, heading to Bugbug Village, where Bukit Asah is located, can be reached in about 1 hour and 45 minutes (Anonim, 2016). As the name suggests, Bukit Asah means flat hills, where on top of the hills there is a flat place, offering views that make tourists amazed, besides that the plains can be an ideal place for camping activities (Bali, 2015). One of the iconic spots is an empty coral island which is commonly called an atoll. What is unique, at first glance, the toll looks like a whale. This whale-shaped atoll is also often passed by speed boats that pass from Candi Dasa.

During the trip to the main location, you will be presented with a beautiful sea view, and below it is Bugbug Beach with green coconut trees. In this location, we can watch the sunrise and sunset. Apart from camping, Bukit Asah is also an object for trekking, fishing, sunset boats, and hiking. after the rainy season is over, the tropical plants and the surrounding weeds look green and blossom, adding to their beauty (Nomadic_heart7, n.d). In the evening, you can even see the light of the setting sun, so that the red-orange color that adorns the blue sky looks so beautiful. Being in the highlands, the night atmosphere is certainly no less interesting, camping or camping on Bukit Asah will be an interesting activity.

This tourism object review in general follow what has been done by the previous researcher in analysis and reviewing a tourism object especially in Bali (Wajdi et al, 2023) and managing the tourism object become a priority to do (Hattori, et al, 2023; Andri et al (2023) besides obstacle identification of developing tourism object (Kairi et al, 2023) and also the role of community in developing tourism object (Sitepu et al, 2023).

2. Method

The methodology employed in this research includes a combination of qualitative and quantitative approaches (Agius, 2013; Patton, 2009). Data collection involves conducting interviews with the management of Taman Harmoni Bali Campground, as well as surveys administered to a sample of tourists who have visited the campground. The interviews aim to gain insights into the strategies and practices employed by the management to implement Sapta Pesona, while the surveys aim to assess the perceptions and satisfaction levels of tourists regarding their experience at the campground (Boyce & Neale, 2006). The findings of this study provide a comprehensive analysis of the application of Sapta Pesona in Taman Harmoni Bali Campground (Goomey, 2023). The research reveals that the campground effectively integrates all seven aspects of Sapta Pesona, including security, order, cleanliness, coolness, beauty, hospitality, and memories (Septio et al, 2019; Sibarani & Christin, 2023).

3. Results and Discussions

3.1. History

The early history of the establishment of the Taman Harmoni Bali Campground is very unique. Based on information from the Bugbug Worker, Drs. I Gede Suteja. Initially, the community had the desire to build a road or access to a temple on Bukit Taman Harmoni. The traditional village conveyed this wish to investors who have rented several areas in the 80nstagr (Nano String Technology) Taman Harmoni Bali. Investors who rent several locations at 80nstagr Taman Harmoni Bali, namely PT. White Bias Bali and Korean parties (Kalpikawati & Pinaria, 2020).

The leased status of the land makes the customary village have to ask for permission for every decision it wants to make at Taman Harmoni Bali. After the Bugbug customary village obtained permission to build a road leading to the temple, the adat village made a loan to the village LPD in the amount of 3 billion rupiah. In addition to borrowing funds, the Bugbug traditional village received assistance from the customary village headman in the form of heavy equipment for road construction. The Bugbug indigenous village community also contributed to the construction of the road by donating funds, labour, and materials (Suprastayasa, 2011).

After the road was formed, several youths from the Bugbug traditional village saw the potential for the development of Taman Harmoni Bali which is very suitable to be used as a camping site. The youth of the Bugbug traditional village channeled their aspirations to manage 80% of the Bali Harmony Park to generate income for the Bugbug traditional village. Based on the aspirations of the

youth and with the support of the traditional village, a forum was finally formed called BP2DAB (Bugbug Traditional Village Tourism Development Agency). BP2DAB has made the Taman Harmoni Bali campground area a business unit for the income of the Bugbug customary village. In 2018, the Taman Harmoni Bali Campground was officially under BP2DAB.

3.2. Location

Bukit Asah is located in the regency of Karangasem, on the island of Bali, Indonesia. It is situated in the village of Bugbug, approximately 5 kilometers east of the town of Amlapura (Wiantara et al, 2016). From Denpasar City, heading to Bugbug Village, where Bukit Asah is located, can be reached in about 1 hour 45 minutes. Bukit Asah is known for its beautiful coastal cliffs offering panoramic views of the ocean, making it a popular tourist destination in the region (Anonim, 2020).

To reach Bukit Asah in Karangasem, Bali, from the main city, Denpasar, everyone can follow the directions below.

(1). By Car or Motorbike

Start in Denpasar, which is the capital city of Bali. Take the Prof. Dr. Ida Bagus Mantra Bypass Road heading east. Continue on the bypass road until you reach the city of Klungkung. From Klungkung, continue eastward on Jalan Raya Semarapura-Karangasem (also known as Jalan Amlapura). Follow this road for approximately 22 kilometers until you reach the village of Bugbug. Bukit Asah is located in the Bugbug village area. Look for signs or ask locals for further directions to the specific site within Bukit Asah.

(2). By Public Transportation:

From Denpasar, you can take a public bus or minivan (known as "bemo") to Karangasem. These public transportation options can be found at the Ubung Bus station in Denpasar. Inform the driver or conductor that you want to go to Bukit Asah in Karangasem, and they should be able to guide you to the correct destination. Alternatively, you can hire a private car or taxi from Denpasar to take you directly to Bukit Asah in Karangasem. It's always a good idea to check with locals, tourist information centers, or your accommodation for the most up-to-date information on transportation routes and conditions, as they can provide more specific and timely guidance based on the current situation. To reach the Bukit Asah object, one can use various types of transportation, like motorbikes, cars, and even buses.

(3). Private Transportation

Alternatively, you can hire a private car or taxi from Denpasar to take you directly to Bukit Asah in Karangasem. It's always a good idea to check with locals, tourist information centers, or your accommodation for the most up-to-date information on transportation routes and conditions, as they can provide more specific and timely guidance based on the current situation. To reach the Bukit Asah object, one can use various types of transportation, like motorbikes, cars, and even buses.

3.3. Opening hours and entrance fee

Opening Hours are 24 hours. Entrance Fee, for the domestic, is Rp 10.000 and for international is Rp 15.000

3.4. Supporting Facilities

The specific facilities available in the campground of Bukit Asah may vary, so it's always a good idea to check with the campground directly or visit their official website for the most accurate and up-to-date information (Camping at Bukit Asah, 2020). However, here are some common facilities you might expect to find in a campground.

(1). Camping Areas.

The campground would typically have designated areas for pitching tents and setting up camp. These areas may have designated spots with facilities like flat ground, tent pads, and access to utilities.

(2). Restrooms and Showers.

Bukit Asah provides restroom facilities such as toilets and showers. These facilities can vary from basic pit toilets to more developed restroom buildings with flushing toilets and running water.

(3). Cooking Facilities.

Depending on the campground, there are designated areas or facilities for cooking such as communal kitchens, barbecue pits, or fire pits. These facilities may be shared among campers.

(4). Picnic Tables and Benches.

Bukit Asah provides picnic tables and benches throughout the area. These can be used for dining, socializing, or simply relaxing.

(5). Water Sources.

Access to water sources, such as taps or drinking water stations, It's important to confirm whether the water is potable or if you need to bring your drinking water.

(6). Waste Disposal.

Proper waste disposal facilities such as trash bins or dumpsters are typically provided in campgrounds. It's important to follow any waste management guidelines to help keep the campground clean and environmentally friendly.

(7). Security and Safety.

Some campgrounds may have security measures in place to ensure the safety of campers and their belongings. This can include gated entrances, security personnel, or surveillance systems.

(8). Recreational Facilities.

Depending on the campground, there may be additional recreational facilities such as Fishing tools, sports courts, or hiking trails. These amenities can enhance your camping experience and provide opportunities for outdoor activities.

3.5. Analysis

Based on Sapta Pesona Concepts the camping ground has been applying actions related to the concepts which include (Hadi & Widyaningsih, 2020):

3.5.1. Security elements cover

- Physical Security: Maintaining the physical security of tourist areas through the installation of fences, surveillance, placement of security officers, and CCTV surveillance.

This aims to prevent criminal acts and provide a sense of security to visitors.

-Security information and security posts: Provide clear security information to visitors, such as warning signs, evacuation instructions, and safety rules. This helps visitors avoid risks and understand what actions to take in an emergency. As well as Bukit Asah also provides a security post as a place for complaints if there are problems and a guard post by staff at night.

-Security Patrols: Conduct routine security patrols in the Bukit Asah tourist area to ensure the situation is under control. These patrols may be carried out by security officers or local authorities, especially at night.

-Inspection of Luggage: inspection of visitors' luggage is carried out at tourist entrances to prevent dangerous goods from entering or violating security rules, especially for tourists who will be camping for days.

-Emergency Handling: Provide clear emergency handling facilities and procedures, such as first aid and evacuation in an emergency. Tourism authorities also cooperate with local authorities to get assistance if needed.

-Community Awareness: Involve the community around the tour to participate in maintaining security and reporting suspicious incidents to the authorities.

3.5.2. Order Concept

It includes the following aspects:

- Arrangement of the Tourism Area: Efforts to maintain order in Bukit Asah Tourism begin with a good arrangement of the tourist area itself. This includes the placement of facilities, such as orderly parking lots, neat seating areas, and clear walking paths. Orderly placement helps avoid chaos and creates an orderly atmosphere for visitors.

- Traffic Management: If a vehicle enters a tourist area, Bukit Asah has an effective traffic control system. This could include organized parking arrangements, clear signage, and dedicated lanes for large vehicles such as buses. With good arrangements, the order will be created in the movement of vehicles around Bukit Asah Tourism.

- Supervision and Rule Enforcement: The presence of security officers or supervisors at Bukit Asah is important in maintaining order. Their duty is to ensure visitors follow the rules that have been set, such as not damaging the facility, not littering, or not carrying out activities that have the potential to

endanger themselves or others. With consistent enforcement of rules, an orderly and safe atmosphere will be created for visitors.

3.5.3. Cleanliness Concept

Cleanliness in the context of Sapta Pesona at Bukit Asah Tourism or any tourist destination is very important to create a clean, healthy, and pleasant environment for visitors. Some steps that can be taken to apply elements of cleanliness in Bukit Asah Tourism are as follows:

- Provision of Trash Bins: Provide sufficient trash bins in tourist areas with strategic placements, such as around parking areas, main routes, and other visitor activity areas.
- Visitor Education: Provide education to visitors about the importance of maintaining cleanliness, including the correct way of disposing of trash. This information is conveyed through information boards in the tourist area.
- Cleaning Team: Provide a cleaning team whose job is to clean the tourist area regularly. This team can clean trash cans, clean public toilets, clean picnic areas or rest areas, and clean other public facilities.
- Toilet Cleaning: If there are public toilet facilities in Wisata Bukit Asah, it is important to ensure that the toilets are kept clean and well-maintained. Provide adequate supplies of water, soap, tissues, and other hygiene facilities.
- Maintenance of Green Areas: Caring for and maintaining the beauty of green areas in Bukit Asah Tourism. This includes pruning plants, gardening, and keeping grass or garden areas clean.

3.5.4. Coolness Concept

The application of elements of coolness in the Sapta Pesona concept in Bukit Asah Tourism can include various elements that give the impression of calm and coolness to visitors. Here are some examples of applying the element of coolness at Bukit Asah:

- Natural Beauty: Bukit Asah may offer relaxing natural views, such as green hills, rice fields, or sea views. This natural beauty can provide an atmosphere of coolness and serenity for visitors.
- Green Areas and Landscapes: Maintaining the preservation of green areas and landscapes around Bukit Asah will give a fresh and cool impression. Well-maintained trees, gardens, and ornamental plants can provide a relaxing natural feel.
- Fresh Air: Bukit Asah which is located at an altitude may have fresh and cool air. Clean and fresh air has a relaxing and cool effect on visitors.

3.5.5. Beauty Concept

The application of elements of beauty in the Sapta Pesona concept at Bukit Asah can include the following aspects:

- Natural Beauty: Bukit Asah has an interesting natural landscape such as views of hills, valleys, forests, and maybe rice fields or other green areas. This natural beauty can be enjoyed by visitors through trekking routes or views from the hilltop area.
- Panorama Enchantment: Bukit Asah offers stunning panoramic views. Visitors can enjoy a wide view from the top of the hill, and see the beauty of the surrounding nature, such as expanses of trees, virgin beach beaches, Mount Agung, and hills.
- Sunrise/Sunset View: Bukit Asah has a strategic location, visitors can enjoy the beauty of a stunning sunrise or sunset. This view is often a stunning and mesmerizing moment for visitors. especially at 6 a.m. and 6 p.m.
- Architectural and Design Beauty: Bukit Asah may have interesting architectural or design elements, such as gazebos, traditional buildings, statues, or art installations that adorn tourist areas. The beauty of this architecture and design can provide a pleasant aesthetic feel for visitors.

3.5.6. Hospitality Concept

The application of hospitality elements from the Sapta Pesona concept in Bukit Asah Tourism can be done in various ways to provide a friendly and pleasant experience for visitors. Some examples of its application are as follows:

- Warm Reception: Visitors are greeted with smiles, greetings, and friendly gestures from tour officers or residents who work at the venue. They are ready to help and provide information to visitors in a polite and friendly manner.

- Information and Orientation: Provide clear and comprehensive information about Bukit Asah Tourism, including easy-to-understand maps, brochures, or directions. Tour officers or guides can also provide orientation to visitors regarding the facilities, rules, and available activities.
- Assistance and Services: Providing officers or staff who are ready to provide assistance and services to visitors. They can assist with ticket bookings, provide activity recommendations, or assist visitors with questions or special requests.
- Responsive to Visitor Input: Listen to feedback, suggestions, or complaints from visitors and respond accordingly. This can be done through suggestion boxes, feedback forms, or direct interaction with visitors. A positive and constructive response will make a good impression on visitors.

3.5.7. Memory Concept

In creating a memory element for tourists, Bukit Asah offers artificial spots that can be used by tourists, such as swings and others. Besides that, the activities offered also tend to spend a relatively long time, such as camping which takes days, and trekking which takes several hours. Apart from that, to give memories to tourists who only visit, of course, Bukit Asah provides facilities to buy souvenirs that are close to Bukit Asah tourism, namely Candidasa. where tourists can choose souvenirs that have art such as clothes, woven hats, bags, and miniatures while walking along the street

4. Conclusion

Bukit Asah is a tourist attraction in East Bali, precisely in the village of Bugbug, Karangasem. This tour applies the seven elements of Sapta Pesona in developing its object and providing satisfaction for tourists. Bukit Asah is a hilly tour that offers 3 main views, such as cliffs, virgin beaches, and Mount Agung. Bukit Asah is a natural tourist attraction and there are activities offered, like camping, tracking, fishing, yoga, and also Paragliding. besides presenting a beautiful view, Bukit Asah also presents the beauty of sunset and sunrise. besides that, the facilities provided are also very complete starting from the kitchen, toilet, and security post, which is guaranteed in terms of hygiene and safety. Finally, it can be concluded that the Bukit Asah tourist attraction applies the seven elements of Sapta Pesona.

References

- Agius, S. J. (2013). Qualitative research: its value and applicability. *The Psychiatrist*, 37(6), 204-206.
Retrieved on July 05, 2023 from <https://psycnet.apa.org/record/2013-22041-005>
- Andri, D., Kairi, N. K., & Siregar, R. N. (2023). Analysis of sustainable tourism management in the Huta Tinggi tourism village. *Journal of Commerce, Management, and Tourism Studies*, 2(2), 132-137.
<https://doi.org/10.58881/jcmts.v3i2.46> (Original work published August 1, 2023)
- Bewish Bali. (2015). Refreshing Your Mind With The Nature of Bukit Asah. Retrieved on July 05, 2023 from <https://balitripholidays.wordpress.com/2015/12/11/refreshing-your-mind-with-the-nature-of-bukitasah/>
- Boyce, C., & Neale, P. (2006). *Conducting in-depth interviews: A guide for designing and conducting in-depth interviews for evaluation input* (Vol. 2). Watertown, MA: Pathfinder international.
- Bukit Asah Bali. (2020). Bukit Asah Bali. Retrieved on July 05, 2023 from <https://www.bukitasahbali.com>
- Camping at Bukit Asah. (2020). Retrieved on July 05, 2023 from <https://www.balicampers.com/bali-camping-areas/camping-at-bukit-asah/>
- Desa Adat Bugbug. (2016) Bukit Asah Desa Bugbug, . Retrieved on July 05, 2023 from <https://www.desaadatbugbug.com/bukit-asah-bugbug/>
- Goomey. (2023). Pengertian Sapta pesona. Retrieved on July 05, 2023 from <https://id.scribd.com/doc/249414507/PENGERTIAN-SAPTA-PESONA>
- Hadi, W., & Widyaningsih, H. (2020). Implementasi Penerapan Sapta Pesona Wisata Terhadap Kunjungan Wisatawan Di Desa Sambirejo Kecamatan Prambanan Kabupaten Sleman Daerah Istimewa Yogyakarta. *Khasanah Ilmu-Jurnal Pariwisata Dan Budaya*, 11(2), 127-136.
- Hattori, E. A., Sibarani, P. A., & Khairi, N. (2023). Institutional role in the management of Pela tourism village, Kota Bangun district, Kutai Kartanegara regency, East Kalimantan. *Journal of Commerce, Management, and*

- Tourism Studies*, 2(2), 80–86. <https://doi.org/10.58881/jcmts.v3i2.70> (Original work published August 1, 2023).
- Kairi, N. K., Simamora, N., & Ritonga, P. W. (2023). Identifying the obstacles to the development of Selemak village as a tourism village in Deli Serdang regency. *Journal of Commerce, Management, and Tourism Studies*, 2(2), 108–114. <https://doi.org/10.58881/jcmts.v3i2.68>
- Kalpikawati, I. A., & Pinaria, N. W. C. (2020). Campground Taman Harmoni Bali Bukit Asah, Nomadic Tourism yang sedang Berkembang di Karangasem Bali. *Jurnal Bisnis Hospitaliti*, 9(2), 78–87. Retrieved on July 05, 2023 from <https://ejournal.ppb.ac.id/index.php/jbh>
- Marhaeni, A. A. I. N., Yuliarmi, N. N., Suasih, N. N. R., Primajana, D. J., Sudharma, I. P. A., & Yasa, I. M. P. (2022). Empowerment of Village Owned Enterprises (BUMDes) in the Context of Optimizing the Assets of Nyuhtebel Village, Manggis District, Karangasem Regency. *International Journal Of Community Service*, 2(4), 447–453. Retrieved on July 05, 2023 from <https://garuda.kemdikbud.go.id/documents/detail/3136422>
- Nomadic_heart7. (n.d). Bukit Asah. Retrieved on July 05, 2023 from https://www.tripadvisor.com/UserReviewEdit-g608484-d9715552-Asah_Hill-Karangasem_Bali.html
- Patton, M. Q. (2009). Metode evaluasi kualitatif. Retrieved on July 05, 2023 from http://perpustakaan.kemendagri.go.id/opac/index.php?p=show_detail&id=3461&keywords=
- Sibarani, C., & Christin, J. (2023). The role of the community in tourism development in the Batu Katak ecotourism area, Bahorok district, Langkat regency. *Journal of Commerce, Management, and Tourism Studies*, 2(2), 66–74. <https://doi.org/10.58881/jcmts.v2i2.82> (Original work published August 1, 2023)
- Sitepu, A. A., Sirait, L. S., & Khairi, N. K. (2023). The role of the community in the development of local wisdom-based tourism in Meat tourism village, Tampahan District, Toba Regency. *Journal of Commerce, Management, and Tourism Studies*, 2(2), 138–143. <https://doi.org/10.58881/jcmts.v3i2.88>
- Septio, A., Karyani, T., & Djuwendah, E. (2019). Visitors perception about the sapta pesona implementation in Kampung Flory Sleman Yogyakarta. *Journal of Business on Hospitality and Tourism*, 5(2), 307. Retrieved on July 05, 2023 from <https://www.jbhost.org/jbhost/index.php/jbhost/article/view/174>
- Sumahendra, A., Sukayasa, I. W., & Karmini, N. W. (2022). Duality of Custom Villages and Service Villages In Tengahan Pegringsingan. *Eduvest-Journal of Universal Studies*, 2(11), 2442–2459. Retrieved on July 05, 2023 from <https://www.eduvest.greenvest.co.id/index.php/edv/article/view/659>
- Suprastayasa, I.G.N.A. (2011) Pariwisata Relawan (Volunteer Tourism): Perkembangan, Aktivitas dan Masyarakat Lokal. *Jurnal Kepariwisataaan*, 10 (1) 2011 Retrieved on July 05, 2023 from <https://ejournal.ppb.ac.id/index.php/jpar/article/view/274>.
- Wajdi, M., Christiani, R., Novitriana, K., Putri, N.P.A.S., Putri, K.A.D., & Sari, N.G.A.K.T.P. (2023). Hidden beauty of honeymoon beach: a potential attraction for tourists (a review of a tourism object). *Journal of Commerce, Management, and Tourism Studies*, 2(1), 42–47. <https://doi.org/10.58881/jcmts.v2i2.26> (Original work published April 4, 2023)
- Wiantara, I.B.W. et al. (2016). Objek Wisata Alam Di Bukit Asah, Desa Bugbug, Kabupaten Karangasem, Bali, Merancang Massa Bangunan di Area Bertransis. Retrieved on July 05, 2023 from <https://erepo.unud.ac.id/id/eprint/4414/>