



IMPACT OF THE 2022 BALI ARTS FESTIVAL (PKB) AT THE DENPASAR ART CENTER ON THE ECONOMY AND TOURISM SECTOR IN BALI

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ABSTRACT

The open-air Ardha Candra building has become a special place for the people of Yogyakarta and has also contributed valuable cultural heritage to Indonesia. The specific research objectives will depend on the discipline and the need for deeper research. MICE (Meeting, Incentive, Convention, Exhibition) has become an integrated and efficient concept in organizing various types of events. The use of the Ardha Candra open stage in MICE events offers several advantages. First, this open location provides a unique experience for event participants with a refreshing natural atmosphere and beautiful scenery. Second, the open stage provides flexibility in space arrangement and event layout, allowing adjustments according to different event needs. Furthermore, the use of advanced technology in managing sound, lighting, and the layout of the Ardha Candra open stage can enhance the efficiency and quality of MICE events. High-quality sound systems and creative lighting create an impressive atmosphere, while flexible stage layouts allow for optimal use of space. In this article, we will also discuss several case studies of MICE events held on the Ardha Candra open stage. Research results show that the use of this open stage has successfully increased participant participation, improved brand image, and created unforgettable experiences.

Keywords : *Art Centre, MICE, Bali Arts Festival*

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I. INTRODUCTION

The Bali Arts Festival, often referred to as PKB, is a parade or festival dedicated to showcasing the arts, particularly those of Bali, to the public due to their uniqueness. PKB is an annual event initiated by the Provincial Government of Bali, serving as a platform for artists to support the government's efforts in the exploration, preservation, and development of Bali's cultural and artistic values. The legal basis for the Bali Arts Festival is the Bali Provincial Regulation No. 07 of 1986 on the "Bali Arts Festival," which was later revised by Bali Provincial Regulation No. 4 of 2006. The main components of PKB include parades, competitions, performances, exhibitions, discussions, and training.

The first Bali Arts Festival was held in 1979 and lasted for approximately two months, from June 20, 1979, to August 23, 1979. Throughout its history, PKB has typically been inaugurated by high-ranking government officials. The inaugural PKB in 1979, however, was opened by Prof. DR. Ida Bagus Mantra (late), who was serving as the Governor of Bali Province



at that time and was also the initiator of PKB. Subsequent editions of PKB have been opened by Ministers, Vice Presidents, Presidents, and the First Lady.

One of the key events often featured in the Bali Arts Festival agenda is the Gamelan Gong Kebyar parade. Visitors to the festival can witness artistic creations resulting from the creativity of the artists and the skill of the Gamelan Gong Kebyar players.

The Bali Arts Festival serves as a showcase for the best artistic creations of the community. The community can choose between art and craft, profane and secular, commissioned or pure creativity of the Balinese people. All of these are done with a spirit of "offering." These differences do not diminish the essence of art. Artistic activities are motivated by the best form of offering and the "spirit" in all of Bali's community activities.

The Balinese arts displayed are offerings and creative works that are also presented as offerings. This is what is still emphasized. Art and creative offerings carry the meaning of a sincere offering, which in Hindu teachings is often referred to as "yadnya." Offerings made through art and creative works make their creations the best offerings. Therefore, an artist will do their best not to present their worst or mediocre work as an offering, especially when it comes to art and creative works that originate from nurturing as the source of love and spiritual civilization in the community's art.

The Bali Arts Festival serves as a medium and means to explore and preserve cultural arts and enhance prosperity. The exploration and preservation of cultural arts include philosophy, noble and universal values, basic concepts, valuable historical objects, knowledge, and art as representations of civilization, as well as the development of art through creativity, innovation, and cultural adaptation, with the hope that it will remain vibrant and sustainable in the context of changing times and an ever-evolving environment.

METHOD

Research methodology is the scientific approach to obtaining data with the aim of describing, proving, developing, and discovering knowledge and theories to understand, solve, and anticipate issues in human life (Sugiyono, 2018). Research methods are crucial for achieving factual and accurate results.

This research employs various methods, including data collection techniques such as document analysis, literature review on the Bali Arts Festival, and references from several journals discussing similar topics. The author then processes the data and organizes the obtained information in detail by writing accurately and refining it for easier comprehension by readers (Kasim et al., 2020).

The data obtained is subsequently analyzed using a qualitative descriptive technique. Qualitative descriptive analysis involves analyzing, describing, and summarizing various conditions and situations from various collected data sources, such as interviews or observations regarding the researched issue that occurs in the field (Winartha, 2006).

II. RESULT AND DISCUSSION

Overview of Art Center and Bali Arts Festival

The Art Center, also known as the Cultural Center, is a hub for artistic and cultural activities, including theaters, art halls, art galleries, and supporting facilities. Located at Jalan Nusa Indah, No. 1, Panjer, South Denpasar, in the city of Denpasar, the Bali Art Center, or Taman Budaya Bali, was established to preserve and develop Balinese culture, an initiative led by the first governor, Ida Bagus Mantra, a leader deeply committed to cultural values. This

festival was being a lot of vendor with costumer (Darma, 2022). The Bali Art Center in Denpasar is also a tourist destination for travelers. Visitors to the Art Center can immerse themselves in Balinese culture and arts, enriching their knowledge while enjoying their time. The Bali Art Center covers an area of approximately 5 hectares and features traditional Balinese architecture. The buildings are both sturdy and beautiful, complemented by well-maintained gardens and a river flowing through the area.

It is very possible that at festivals in art centers negotiations will be held that discuss the development of company activities as well as discussions related to the development of art today (Pamuji, 2015). The Bali Arts Festival (Pesta Kesenian Bali or PKB) is one of Indonesia's largest cultural events held annually on the island of Bali. The 2022 PKB holds significant potential in various aspects:

1. **Boosting Bali Tourism:** PKB can serve as a powerful tourism attraction for Bali, drawing thousands of tourists from both domestic and international destinations to witness and introduce Bali's rich culture to the world.
2. **Stimulating Local Economy:** PKB plays a vital role in the local economy, attracting global attention and creating job opportunities for locals, including culinary entrepreneurs, artisans, and souvenir vendors.
3. **Preserving Balinese Culture:** PKB is crucial for preserving and maintaining Bali's cultural heritage. The event showcases various traditional art forms such as dance, music, and visual arts, ensuring their continuity for future generations.
4. **Fostering Cultural Collaboration:** PKB serves as a platform to encourage cultural collaboration between Bali and other regions in Indonesia, as well as with countries worldwide. This promotes cross-cultural understanding and tolerance.
5. **Environmental Awareness:** PKB can also educate the public about the importance of environmental conservation. The event can convey messages about environmental protection and minimizing negative impacts on the environment during its execution.

Overall, PKB 2022 has substantial potential to benefit Bali and Indonesia as a whole. The event can be an opportunity to promote Bali's cultural richness while contributing to tourism, the local economy, and cultural cooperation.

Implementation of MICE at Art Center

The 44th Bali Arts Festival (PKB) in 2022 was officially opened on Sunday, June 12, 2022, by the Minister of Home Affairs, Tito Karnavian, in front of the Bajra Sandi Bali People's Struggle Monument. PKB 2022 lasted for one month, from June 12 to July 10, 2022. The theme of PKB 2022 was "Danu Kerthi Huluning Amreta," which translates to "Honoring Water as the Source of Life." This theme underscores the importance of water as the origin of all life and its role in Bali's societal harmony. PKB is related to MICE in several ways:

1. **Meeting:** PKB can serve as a meeting point for attendees to witness the Bali Arts Festival and all its unique offerings.
2. **Incentive:** The event can generate revenue through various means, including funding from the regional budget (APBD) of Bali Province and each regency/city in Bali.

3. Conference: PKB acts as a gathering of various participants who come to experience the festival.
4. Exhibition: PKB presents exhibitions and artistic performances unique to Bali, aiming to entertain both locals and tourists.

The Art Center has great potential as a cultural tourism destination in Indonesia, particularly on the island of Bali, thanks to its ability to:

1. Showcase Local Cultural Arts: The Art Center allows visitors to witness various forms of local art and culture, such as dance, music, visual arts, and theater, enriching their understanding of the local cultural heritage.
2. Promote Modern Art: The Art Center can also introduce modern and contemporary art to visitors through art exhibitions and performance events, exposing them to new and innovative artistic works while providing opportunities to interact with local artists.
3. Serve as a Learning Venue: The Art Center can be a place of learning for those interested in the arts and culture. Facilities like classrooms, libraries, and art workshops help develop visitors' artistic and cultural skills.
4. Boost Local Tourism: The Art Center can become a new and attractive tourist destination, expanding tourism appeal to new areas and contributing to the local tourism sector's revenue.
5. Drive Economic Growth: By increasing the number of tourists visiting the Art Center, demand for various local services and products, such as food and crafts, can rise, thereby boosting the income of local residents and strengthening the local economy.

The Art Center holds significant potential as a cultural tourism destination. Its presence enriches visitors' experiences, promotes local cultural richness, and stimulates economic growth and the development of the local tourism sector.

Challenges and Solutions in Implementing the Bali Arts Festival

In any activity, there will be challenges and obstacles to overcome. These challenges can vary from minor to significant issues. In the implementation of the Bali Arts Festival (PKB), several challenges and obstacles have been identified, including:

1. Suboptimal Promotion: Inadequate promotion can hinder the marketing and promotion of PKB. If not done effectively, it can lead to subpar outcomes for the event.
2. Lack of Visitor Supervision: The lack of supervision over visitors can lead to undesirable behavior, such as littering, which can be detrimental to the environment and the local community.
3. Limited Supporting Facilities: Inadequate supporting facilities can affect the overall experience of attendees and tourists.

To address these challenges, several solutions can be implemented:

1. Maximize Promotion: Efforts should be made to maximize promotional activities. The community should actively participate in promotion to attract more visitors.
2. Enhance Visitor Oversight: Strengthen visitor supervision to ensure safety and comfort, and minimize undesirable behaviors. This may involve stricter enforcement of rules and regulations.

3. Expand Supporting Facilities: Invest in additional supporting facilities to meet the needs of visitors attending PKB. When facilities are well-realized, visitor comfort can be assured.

Impact of the Bali Arts Festival

The Bali Arts Festival (PKB) has both positive and negative impacts:

Positive Impacts:

- a. Increased Tourist Visits: PKB attracts a higher number of local and international tourists interested in Bali's unique arts and culture.
- b. Economic Boost: The event stimulates the local economy, benefiting small and medium-sized enterprises (SMEs) and creating jobs for local residents.
- c. Cultural Preservation: PKB plays a crucial role in preserving and promoting Bali's cultural heritage. It showcases various traditional arts, ensuring their continuity and passing them on to future generations.

Negative Impacts:

- a. Traffic Congestion: Due to the high volume of visitors, traffic congestion can occur around the Art Center, affecting transportation and causing inconvenience to the public.
- b. Environmental Pollution: Post-event, litter and waste can lead to environmental pollution, posing a significant challenge that needs to be addressed to maintain the image of Denpasar, especially the Art Center area.

III. CONCLUSION

The Art Center, or Cultural Center, serves as a hub for artistic and cultural activities, comprising theaters, art halls, art galleries, and other supporting facilities. The 44th Bali Arts Festival (PKB) in 2022 officially commenced on Sunday, June 12, 2022. It was inaugurated by the Minister of Home Affairs, Tito Karnavian, in front of the Bajra Sandi Bali People's Struggle Monument. PKB 2022 lasted for one month, from June 12 to July 10, 2022. In any endeavor, challenges and obstacles can arise. In this case, all challenges were successfully overcome, and the Bali Arts Festival proceeded smoothly as planned. A suggestion for future researchers is to seek more accurate facts by conducting direct field surveys to obtain more valid data.

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