



OGOHO-OGOHO PARADE AS A TOURISM ATTRACTION

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ABSTRACT

Tourism is one of the driving forces of the economy and the largest contributor to foreign exchange in Indonesia which plays a very important role in providing the welfare of the community, especially those around tourism areas. Bali, with its beautiful traditions and religion, has always been an endless attraction for tourists, making the tourists who come amazed and enchanted. There are various types of Hindu religious holidays, one of which is Nyepi. Ogoh-ogoh is a work of sculpture in Balinese culture that depicts Bhuta Kala's personality. In the teachings of Hinduism, Bhuta Kala represents the power (Bhu) which means the universe and (Kala) which is immeasurable and undeniable. This research approach is qualitative research. According to qualitative research is an in-depth process that refers to a methodology for exploring human problems. The data analysis technique used by researchers is the SWOT Analysis Technique, which is a way of analyzing internal and external factors into strategic steps in optimizing a profitable business. The ogoh-ogoh parade attraction is presented on every road in Bali during the Pengerupukan holiday celebration. This attraction can only be enjoyed during the Nyepi holiday series. To increase tourist attraction, of course the tourist attractions developed in this ogoh-ogoh parade are ogoh-ogoh which can move when paraded, ogoh-ogoh with very good detail so that the visualization of the ogoh-ogoh is real.

Keywords : *Ogoh-ogoh parade, Tourism Attraction, Communication Pattern*

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I. INTRODUCTION

Tourism is one of the driving forces of the economy and the largest contributor to foreign exchange in Indonesia which plays an important role in providing community welfare, especially those around the tourism area (Sari et al, 2023). Tourism potential is a variety of resources owned by an area or place that can be developed into a tourist attraction that can be developed both for economic, social, and cultural interests. Tourism is a trip that is carried out voluntarily and temporarily to enjoy tourist objects and attractions. Tourist objects and attractions can be divided into three, namely 1) natural attractions, natural attractions are natural resources that have the potential and have attractiveness for visitors both in natural conditions and after there is a cultivation business, 2) socio-cultural tourism objects, socio-cultural attractions can be used as tourist objects and attractions including museums, Historical Heritage, archaeological sites, traditional ceremonies, crafts and performing arts, 3) special interest attractions, special interest attractions are newly developed types of tourism in Indonesia. This tour is preferred for tourists who have special motivations.

The rapid growth of tourism has attracted the attention of Indonesia, especially Bali Province. When viewed from the rapid progress of the tourism industry, in 1999 the government issued Law No. 22 of 1999 concerning regional autonomy which provides opportunities for each region to manage and develop its own tourism potential in its region. The existence of Law No. 22 of 1999 provides an opportunity for the Province of Bali to develop and manage its own natural and cultural potential. Tourism in Bali is well known both in Indonesia and



abroad. The development of tourism in Bali is well developed not only due to the beautiful natural scenery but also due to the diversity of culture, traditions, art, religious beliefs and hospitality of its inhabitants. In addition, accommodation and tourism supporting facilities and infrastructure are very complete such as hotels, restaurants, recreation centers, tourist information services, to car and motorbike rental. Tourist attraction is one of the main factors in increasing tourism in an area. A city must have a way to make tourists come and be able to contribute to the area it visits. Therefore, one of the efforts to increase tourist attraction is by selecting alternatives to develop regional tourism. An area that has its own tourism uniqueness will make tourist attractions more and more visited by tourists who come to the area supported by tourism supporting facilities. The higher the tourists who come, it will contribute to improving the economy of a region, In addition, it can also reduce the unemployment rate of the community because it will create new jobs for the community around the tourist area.

Bali with the beauty of tradition and religion that has always been an attraction for endless tourists makes the tourists who come amazed and fascinated. Hindu religious holidays are held in various varieties, one of which is Nyepi Day. The series of Nyepi holidays as quoted in the ministry of religious affairs of Bali province starting from the first is Melasti, this melasti process is carried out three days before Nyepi whose purpose is as a ceremony of sacred objects in the temple as self-purification or cleansing carried out on the beach or at the source of the spring it is believed that water as a neutralizer of negative forces. After returning from melasti, the Bhatara Nyejer process is usually carried out at the Village Temple or Bale Agung, the third process is Tawur Kesanga where Tawur Kesanga is carried out at various levels such as in their respective homes, banjars, villages, sub-districts, districts, and provinces. Each level has a different type of banten or offerings consisting of Tirta, Nasi Tawur, Upakara Caru Panca Sata, Ayam Brumbun, Pejati, Segehan Agung, Segehan Manca Warna 9, Segehan Cacahan 108 where all family members pray. The fourth process is Ngerupuk, a ceremony to expel Bhuta Kala where the ngerupuk is identified with the ogoh-ogoh symbol.

Ogoh-ogoh is a work of sculpture in Balinese culture that depicts the personality of Bhuta Kala. In Hinduism, Bhuta Kala represents the power (Bhu) meaning the universe and (Kala) which is immeasurable and indisputable. This process symbolizes man's realization of the power of the universe and almighty time. These powers include the power of Bhuana Agung (the universe) and Bhuana Alit (the human self). In the view of Tattwa (philosophy), this power can lead living beings, especially humans and the whole world to happiness or destruction. All this depends on man's lofty intentions, as God's noblest creature, in safeguarding himself and the whole world. In the embodiment of ogoh-ogoh referred to is Bhuta Kala, depicted as a large and terrifying figure visualized in the form of a giant. In addition to giant forms, ogoh-ogoh can be depicted in the form of creatures that live in Mayapada, Heaven and Hell such as dragons, elephants, widyadari. Ogoh-ogoh is made before Nyepi Day and paraded in groups around the village at dusk Pangurupukan, the day before Nyepi Day. The Buleleng Regency Government revealed that the term ogoh-ogoh comes from the Balinese language which means something that is shaken. The tradition of ogoh-ogoh began in 1983 when a presidential decree set Nyepi Day as a national holiday so as to encourage the community, especially young people, to celebrate it by creating ogoh-ogoh in various regions in Bali.

The Tawur Kesanga ceremony requires a boisterous sound because of the nature of butha kala likes a loud voice. In this ceremony, there are actions such as lighting a fire from dried coconut leaves, spouting the smell of gunpowder, and the sound of kentongan, gong, or gamelan all these activities aim to restore the position of the five main elements of the universe into their respective systems just like ogoh-ogoh that have been completed, the Mecaru process is carried out as a sign of respect for spiritual entities manifested in the form of ogoh-ogoh. Furthermore, the ogoh-ogoh are paraded around the village with boisterous sounds, using torches to make the situation more sinister, this process symbolizes human understanding of the power of the

universe and time that cannot be measured. Next, the ogoh-ogoh is paraded around the village to a cemetery or empty land, where the ogoh-ogoh are burned as part of a process called Nyomnya Kala, which aims to neutralize the negative energy in it to make positive energy. The birth of this tradition is based on thoughts related to Hindu religious beliefs and Balinese customs. The presence of ogoh-ogoh is always associated with the tawur kesanga ceremony which has religious, social, cultural and economic dimensions. Ogoh-ogoh is not only a representation of Bhuta Kala, but also makes it an indispensable part of the celebration of Nyepi Day, this tradition has an important role in symbolizing man's understanding of the power of the universe and time, as well as understanding that the happiness or destruction of the universe depends on man's lofty intentions as the most perfect being of God. From the above background, the problem formulation can be concluded as follows the potential ogoh-ogoh parades in tourist attraction, the pattern of communication in the ogoh-ogoh parade as a tourist attraction.

METHOD

This research approach is qualitative research. According to Creswell (2003), qualitative research is an in-depth process with reference to methodology to explore human problems. Researchers build complex interactions, a picture of the overall reality, content analysis, reports from informants, and all data obtained in the field. Creswell says a qualitative approach is an approach to constructing knowledge statements based on constructive perspectives (e.g., meanings derived from individual experiences, social and historical values, with the aim of constructing specific theories or patterns of knowledge).

The types and sources of data in this study are primary data sources and secondary data sources. Data collection techniques in this study are observation, interviews, and documentation. Data analysis and interpretation in this study was carried out by means of data reduction, data display, and conclusion drawing. The data analysis technique used by researchers is the SWOT Analysis Technique is a way of analyzing internal and external factors into strategic steps in optimizing profitable businesses. In the analysis of internal and external factors will be determined aspects that are strengths (Strengths), weaknesses (Weaknesses), opportunities (Opportunities), and threats (Threats) an organization. That way it will be possible to determine various possible alternative strategies that can be run (Freddy Rangkuti, 2013)

II. RESULT

Tourism Potential of Ogoh-Ogoh Parade

Making of ogoh-ogoh was first started by the Balinese people since 1983 when the government set Nyepi Day as a national holiday. More than performing arts, ogoh-ogoh parades also imply a deep meaning that ogoh-ogoh visualizes negative traits in humans, so that ogoh-ogoh is found in a scary form. This tradition presents a unique art form of society that does not exist in other tribes or religions. Apart from the conventional form and form of Bhuta Kala, ogoh-ogoh comes in a more contemporary form so that the ogoh-ogoh parade becomes the most awaited tourist attraction by tourists. Tourism Law number 10 of 2009 article 1 states that tourist attraction is something that has uniqueness, beauty, and value in the form of a diversity of natural wealth, culture, and man-made products that are the target or purpose of tourist visits, it can be concluded that several elements contained in this sense each tourist attraction has uniqueness and beauty, tourist attraction can be in the form of nature, Culture or human works that have high artistic value and are worthy of being products and the main target in tourist attraction are tourists.

In this study, researchers used five dimensions of tourism development, namely Attraction, Accessibility, Amenities, and Activity to analyze the development of ogoh-ogoh parades as tourist destinations.

1. Attraction

Various ogoh-ogoh parade attractions are presented on every road in Bali during the celebration of the dredging holiday. This attraction can only be enjoyed during the series of Nyepi holidays. To increase tourist attraction, of course, the tourist attractions developed at this ogoh-ogoh parade are ogoh-ogoh that can move when paraded, ogoh-ogoh with very good detail so that the visualization of the ogoh-ogoh is like real, then ogoh-ogoh made of garbage so that it can be a material for public education in waste management. It is hoped that the increasing creativity of youth in making ogoh-ogoh can make opportunities for ogoh-ogoh parades as a tourist attraction.

2. Accesibility

Various ogoh-ogoh parade attractions are presented on every road in Bali during the celebration of the dredging holiday. This attraction can only be enjoyed during the series of Nyepi holidays. To increase tourist attraction, of course, the tourist attractions developed at this ogoh-ogoh parade are ogoh-ogoh that can move when paraded, ogoh-ogoh with very good detail so that the visualization of the ogoh-ogoh is like real, then ogoh-ogoh made of garbage so that it can be a material for public education in waste management. It is hoped that the increasing creativity of youth in making ogoh-ogoh can make opportunities for ogoh-ogoh parades as a tourist attraction.

3. Amenities

Customer satisfaction can be determined from the overall feelings and attitudes of a person towards an item that has been purchased (Solomon, 2002). Therefore, tourism must also prioritize how the feeling of satisfaction that visitors have is achieved, one way is to make improvements at least in tourist amenities. In the future, it can be expected when there are ogoh-ogoh parade activities so that a place is provided so that tourists are not crowded while watching.

4. Acivity

Activities that can be done in the ogoh-ogoh parade are tourists can participate in parading ogoh-ogoh around the village so that tourists have an interesting experience in this ogoh-ogoh parade activity. Another activity that can be done is the introduction of the ogoh-ogoh parade procession before being paraded around, tourists have knowledge about dredging culture, especially about this ogoh-ogoh parade.

Analysis of Tourist Potential and Attraction

SWOT analysis is an analysis method by combining the results of existing analysis with findings of facts observed in the field such as potentials, problems, expectations and threats.

1. Strenght

The availability of facilities at the ogoh-ogoh parade tourism point, this ogoh-ogoh parade can be seen in various regency cities in Bali during the Pengerupukan Day, There is public awareness in attracting tourists to watch the ogoh-ogoh parade, the existence of various ogoh-ogoh themes in tourism development, the existence of activities that tourists can do in the ogoh-ogoh parade.

2. Weakness

The lack of good level of accessibility to the ogoh-ogoh parade venue, the lack of government appeals in land management, the absence of a place to watch the ogoh-ogoh parade, the lack of availability of facilities in watching the ogoh-ogoh parade.

3. Opportunities

There is support from the government in the development of the ogoh-ogoh parade as a new tourist destination, the existence of community participation in developing ogoh-ogoh creativity in attracting tourists, the ogoh-ogoh parade can attract investors.

4. Threat

There is a shift in the meaning of Balinese culture about ogoh-ogoh visualization, in ogoh-ogoh performances there are still many people who are not aware of environmental cleanliness, lack of investor interest because ogoh-ogoh parades can only be carried out a series of nyepi days, namely during the dredging day.

Communication Patterns of the Ogoh-ogoh Parade as a Tourist Attraction

The era of globalization is a big challenge for every nation. In this era, borders or corridors between countries seem to be no longer visible (Widiyono, 2019). This challenge will also be even greater for countries that cannot compete in the international arena, where the country only enjoys foreign culture without being able to introduce its own national culture to local and foreign communities. The era of globalization itself is actually starting to develop along with the rapid development of technology and information. Or in other words, technological growth is the biggest driver of globalization. Advances in technology then have a strong influence on other areas of life, such as the economic, social, cultural, political and other fields. A concrete example is when the internet arrived, people from various countries were able to find out news in other countries very quickly (Agustin, 2011). Preserving cultural heritage has become the task of inheriting it for children and grandchildren. Many methods have been taken to preserve this heritage so that it is not lost due to progress and modernization. Information understanding (information literacy) regarding cultural heritage must also be carried out and strengthened so that the efforts that have been made previously are successful and meet the targets. Ogoh-ogoh, which is known as a culture belonging to the Province of Bali, must be preserved so that our future children or grandchildren can still enjoy the uniqueness of ogoh-ogoh. Various forms of power and efforts have been made by all elements of society and policy makers in Bali to preserve and understand information about this cultural heritage.

The existence of social media as internet-based applications that are created on the basis of Web 2.0 ideology and technology and that enable the creation and exchange of user-generated content. Social networks are sites where each person can create a personal web page, then connect with other people to share information and communicate. The largest social networks include Facebook, Myspace, Instagram, Tiktok, and YouTube. If traditional media uses print media and broadcast media, social media uses the help of the internet. Social media invites people to be interested in participating by providing contributions and feedback openly, providing comments, and sharing information quickly and without limits. The growing use of social media has given rise to an idea to utilize technological sophistication in cultural preservation. As with the ogoh-ogoh culture and traditions, how do tourists find out about the uniqueness of the ogoh-ogoh culture or traditions. For this reason, it is important to be technologically literate to take advantage of existing sophistication to help preserve culture. Ogoh-Ogoh is part of the Hindu community's rituals ahead of the Nyepi celebration. According to the Buleleng Regency Government website, ogoh-ogoh comes from the Balinese word *ogohogoh* which means something that is shaken. In 2024, all people will be able to see and search for ogoh-ogoh throughout the province of Bali on social media, especially TikTok and Instagram. In the preamble to Law No. 32 of 2002, it is emphasized that broadcasting

institutions are mass communication media which have an important role in social, cultural, political and economic life, have freedom and responsibility in carrying out their functions as media of information, education, entertainment, as well as control and adhesion. social. This means that broadcast media acts as mass media on a par with print media and face-to-face media. As mass media, broadcasting can have a block diagram like in the picture below;

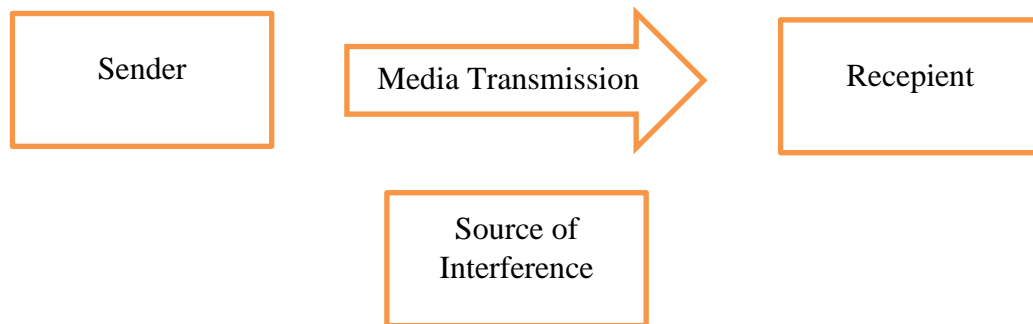


Figure 1. Mass media system block diagram

The explanation above is that the sender and receiver are respectively a broadcasting station and a broadcasting receiving system, namely electronic media, be it radio, television or smartphone. The transmission medium is air or other physical channel media such as chioaxial cable or optical fiber. The source of interference in general is interference from other transmitting stations that work on the same frequency or channel. Interference can also occur if the interfering channel is close to each other (adjacent-channel) or even over-laps with the interfering channel. Interference can also take the form of cross-modulation if several channels are sent together using the same physical channel such as a cable television system.

The use of social media is a means to attract people's interest in visiting Bali province destinations during the ogoh-ogoh parade. The social media Instagram and Tiktok are used by the Balinese people to attract the interest of visitors and provide information related to events that will or have been held to the public or visitors. The use of social media Instagram and TikTok can have a good impact on ceremonial traditions during the Nyepi holiday. The use of social media for a brand is communication to convey information about a brand to a wide audience online using internet-based technology. Social media is known as a technological network that is used to spread news through the use of online media. In an in-depth interview with the perpetrators of making ogoh-ogoh, it was stated that an effective strategy in tourist destinations, namely the ogoh-ogoh parade, is to use social media platforms such as Facebook, Instagram, TikTok and websites. Of the three social media, the ones that are used more often are Instagram and TikTok.



Figure 2. Ogoh-ogoh photo on Instagram social media

Source: Instagram

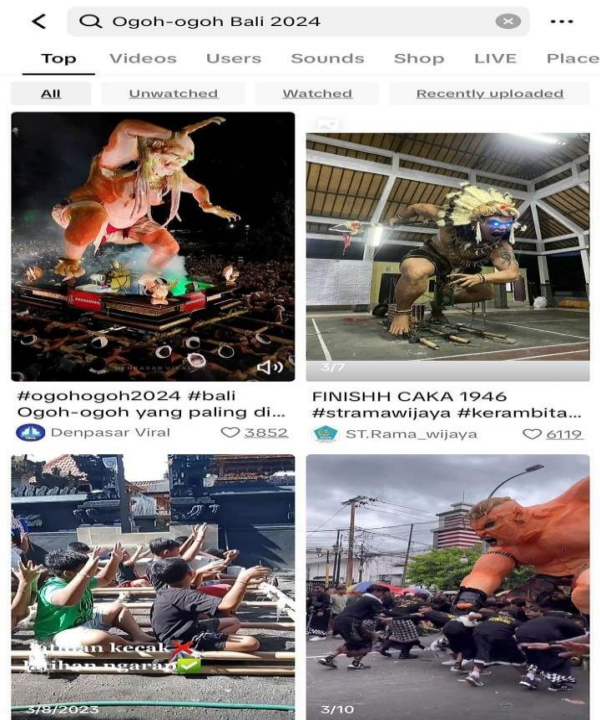


Figure 3. Ogoh-ogoh videos on TikTok social Media

Source: TikTok

The effectiveness of using Instagram and TikTok social media is very effective in promoting the latest and fastest information. Research (Adhanisa and Fatchiya, 2017) states that websites and Instagram are only effective in attracting attention and also attracting respondents' curiosity about tourist areas. However, to attract respondents' desire and action to purchase the services offered is still lacking. Meanwhile, research (Ardianti, 2020) states that the effectiveness of Instagram on indicators of self-involvement and persuasion is very

significantly related to actions after visiting on indicators of recommendations to other people. The information presented is in accordance with visitors' needs and the recommendation process is made easier by using the mention, share, repost and hashtag features to disseminate content. In this case, visitors will be encouraged to see and enjoy the ogoh-ogoh parade. However, the content seems less varied in the shots uploaded on social media Instagram and social media TikTok which are less innovative. As in research (Rifaldi, 2020) which states that the social networks Instagram and TikTok have helped in promotional activities as tourism actors with the desired target market, because Instagram and TikTok are considered more interactive and informative.

III. CONCLUSIONS

The conclusion from the discussion above is that the ogoh-ogoh parade as a tourist attraction can use four dimensions of tourism development, namely Attraction, Accessibility, Amenities, and Activity to develop the ogoh-ogoh parade as a tourist destination. Various ogoh-ogoh parade attractions are presented on every road in Bali during the Pengerupukan holiday celebration. This attraction can only be enjoyed during the Nyepi holiday series. To increase tourist attraction, of course the tourist attractions developed in this ogoh-ogoh parade are ogoh-ogoh which can move when paraded, ogoh-ogoh with very good detail so that the visualization of the ogoh-ogoh looks like real, then ogoh-ogoh which is made of waste so that it can become material for public education in waste management. It is hoped that increasing youth creativity in making ogoh-ogoh can create opportunities for ogoh-ogoh parades as a tourist attraction. Access includes the facilities and infrastructure needed by tourists to get to tourist destinations, so services such as vehicle rental and local transportation, routes or travel patterns must be available (Cooper et al., 2000). During the ogoh-ogoh parade, tourists do not need to rent a vehicle because in every area there will be an ogoh-ogoh parade. If you want to see the ogoh-ogoh parade being contested by the city of Denpasar, tourists can use vehicle rental services or use online transportation to travel. The access provided is quite easy to use local transportation. Customer satisfaction can be determined from a person's overall feelings and attitudes towards an item that has been purchased (Solomon, 2002). Therefore, tourism must also prioritize how visitors' feelings of satisfaction are achieved, one way is by making improvements to at least tourist amenities. In the future, it can be hoped that when there are ogoh-ogoh parade activities, a place will be provided so that tourists are not crowded while watching. Activities that can be carried out in the ogoh-ogoh parade are that tourists can participate in parading the ogoh-ogoh around the village so that tourists have an interesting experience in this ogoh-ogoh parade activity. Another activity that can be carried out is an introduction to the ogoh-ogoh parade procession before it is paraded around. Tourists have knowledge about the pengrupukan culture, especially about the ogoh-ogoh parade. The existence of communication patterns in the ogoh-ogoh parade is also a form of increasing the number of tourists who come because in the era of globalization, social media plays an important role in the process of sending messages and increasing viewers, so the existence of the ogoh-ogoh parade is highly anticipated

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