

## Development Strategy Of Village Tourism Area In Petulu Village, Gianyar Regency

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### Abstract:

Tourism potential in Petulu Village is quite large but has not been optimally utilized to be developed as a tourism village given the constraints, such as weak human resources, weak understanding of the concept of tourism villages, uncertain natural conditions, and lack of tourism supporting infrastructure. This research was conducted to analyze the strategy in the development of Petulu Village as a kokokan tourism village in Gianyar Regency. Using SWOT analysis can analyze factors, opportunities, threats, strengths and weaknesses. This research was conducted by combining two methods, namely: qualitative methods and quantitative methods, in their presentation in the form of tables and narratives. The results of the research strategy for the development of the kokokan tourism village in Petulu Gianyar Village are based on the SWOT matrix indicating that the strength and opportunity strategy factors have the highest value of 3,248, where the strength factor is 1,703 and the opportunity factor is 1,545. The development strategy is; 1). Developing bird watching attractions heron bird and making captivity to preserve heron bird; 2). Make tour packages with nearby tours such as monkey forest, clinging rice terrace, kokokan petulu, ubud; 3). Maintain and develop cultural and artistic traditions in the Petulu Village area, 4). Develop and improve carving production as souvenirs, in the form of statues, key chains, heron bird paintings; 5) Maintain the cleanliness of the natural environment; 6). Developing typical village culinary such as typical petulu, injin injur, satay kakul

**Keywords:** Petulu, Tourism, SWOT, Heron Bird

### Preliminary:

Bali is potential economic development (Yuesti, Julianti, Suryandari, & Astuti, 2018) for tourism (Sumantra, Yuesti & Sudiana, 2015). Tourism development in Gianyar Regency tends to emphasize the rural atmosphere and the socio-cultural authenticity of local communities. So far, tourism development is monotonous in the well-known tourist attraction, which has no innovation to collaborate between the potential of nature, culture and creativity of the local community, thus giving rise to the impression of similarities or similarities between one tourist attraction and another and there has been a tendency tourist attractions began to be abandoned by tourists such as Petulu Village and Batubulan Tourism Village. One of the breakthrough innovations that needs to be done is through the development of Tourism Village. (Mahadewi, 2017). According to Mahadewi,

there needs to be a breakthrough in developing Tourism Village in Petulu Village with village potential, namely heron bird, its natural beauty, thick local culture and supporting infrastructure such as 2 ticket booths, work halls, asphalt roads, sidewalks, toilets and others. The infrastructure certainly needs to be maintained and updated to maintain the quality of tourism Sumantra, Yuesti, & Sudiana (2015); Yuesti & Sumantra (2017); Sumantra, & Yuesti (2018).

Through the development of ecotourism, birds can be preserved in nature, provide economic benefits to the community and can provide education to the community about their role in the ecosystem. This activity is expected to be able to arouse public awareness and tourists to preserve birds in nature. So far, the considerable tourism potential in Petulu Village has not been optimally utilized to be developed as a tourism village, given that there are still several obstacles, including weak human resources related to entrepreneurial spirit, lack of understanding of tourism village concepts, uncertain natural conditions infrastructure and so on. To exploit and maximize the various tourism potentials that are owned, a formulation of a tourism village development strategy in Petulu Village is needed that is comprehensive, integrated, community-based and sustainable and its development strategy is based on the potential and is based on the analysis of the strengths and weaknesses of the factors internal, and analysis of opportunities and threats from external factors.

## **Literature Review:**

### **1. Tourism Village:**

Tourism village is a village that has a unique potential and unique tourist attraction. The tourist village is in the form of physical character of the rural natural environment and social-cultural life of the community which is managed and packaged in an interesting and natural way with the development of tourist support facilities, in a harmonious environmental arrangement and good and planned management so that they are ready to receive and move tourist visits to the village , as well as being able to drive economic tourism activities that can improve welfare and empower local communities (Muliawan, 2008; Sumantra, Yuesti, Suryatmaja, & Sudiana, 2016).

### **2. Criteria for Tourism Village:**

According to Muliawan (2008) Criteria for tourist villages are as follows:

- a. Has the potential of unique uniqueness and tourist attraction (as a tourist attraction), both in the form of physical character of the rural natural environment and social and cultural life of the community.
- b. Having the support and readiness of tourism supporting facilities related to rural tourism activities, which among others can be in the form of: accommodation / lodging, community interaction space with tourists / guests, or other supporting facilities.
- c. Having interaction with the market (tourists) reflected in tourist visits to the location of the village.
- d. The support, initiative and participation of the local community towards the development of the village are related to tourism activities (as a tourist village).

### **3. Tourism Village Development Components:**

According to (Rai, 2016) there are aspects that are considered in tourism. This aspect is known as 4 A, namely; Attraction is a tourist destination that can attract tourists. Tourist attraction can be in the form of nature or society and culture. Accessible (accessibility) is the availability of transportation equipment so that tourists can easily reach tourist destinations. Amenities is the availability of major tourism facilities or supporting facilities in the form of lodging, restaurants, souvenir centers and other supporting facilities related to tourist activities in a tourist destination. Ancillary (tourism institution) is an institution that takes care of when tourism activities take place, its aspects include tour guides, travel agencies, ticket reservations and information regarding tourist destinations

**4. SWOT Analysis:**

SWOT analysis is systematic identification of various facts to formulate a strategy. This analysis is based on logic that can maximize strengths and opportunities, but simultaneously can minimize weaknesses and threats

EFAS	IFAS	<b>Strengths</b> Determine factors internal strength	<b>Weaknesses</b> Determine internal weakness factors
	<b>Opportunities</b> Determine the external opportunity factor	<b>S-O Strategy</b> Create strategies that use strength to take advantage of opportunities	<b>WO Strategy</b> Create strategies that minimize weaknesses to take advantage of opportunities
	<b>Threat</b> Determine the external threat factor	<b>ST Strategy</b> Create a strategy that uses strength to overcome threats	<b>WT Strategy</b> Creating strategies that minimize weaknesses and avoid threats

Source: Rangkuti, 2003

**Picture 1. Matrix of IFAS and EFAS**

SWOT analysis compares the opportunities and threats with internal factors. strengths (strenght) and weaknesses (weakness). For research on the Development Strategy of the Kokokan Tourism Village in Petulu Village, Gianyar Regency is determined by 2 (two) internal and external factors from the SWOT analysis. Internal factors are included in the matrix called the internal strategy factor matrix or IFAS (Internal Strategic Factor Analysis Summary). External factors are included in the matrix called the EFAS external strategy factor matrix (External Strategic Factor Analysis Summary). After the internal and external strategy factor matrix was completed, then the results were included in the quantitative model, namely the SWOT matrix.

		<b>TOTAL VALUE IFE</b>		
		<b>STRONG</b>	<b>MEDIUM</b>	<b>WEAK</b>
<b>TOTAL VALUE IFE</b>	<b>1,0</b>	<b>4,0</b>	<b>3,0</b>	<b>2,0</b>
	<b>STRONG</b>	<b>I</b> Grow and build (concentration through vertical integration)	<b>II</b> Grow and build (concentration through horizontal integration)	<b>III</b> Maintain and maintain (growth spinning)
	<b>3,0</b>			
	<b>MEDIUM</b>	<b>IV</b> Grow and nurture (pause)	<b>V</b> Keep and maintain (strategy not change)	<b>VI</b> Harvest and divestment (the area runs out or sell out vigilance)
<b>2,0</b>				
<b>WEAK</b>	<b>VII</b> Keep and maintain (diversification concentration)	<b>VIII</b> Harvest or divestment (diversification conglomerate)	<b>IX</b> Harvest and diversification liquidation)	
<b>1,0</b>				

Source: Rangkuti, 2003

**Picture 2. SWOT Diagram**

**Information:**

I = Internal condition which includes assessment of strength (strength) and weakness (Weakness)

E = External Condition which includes elements of opportunity (Opportunity) and challenges (Threats)

Quadrant I, the condition of the institution / company is very profitable

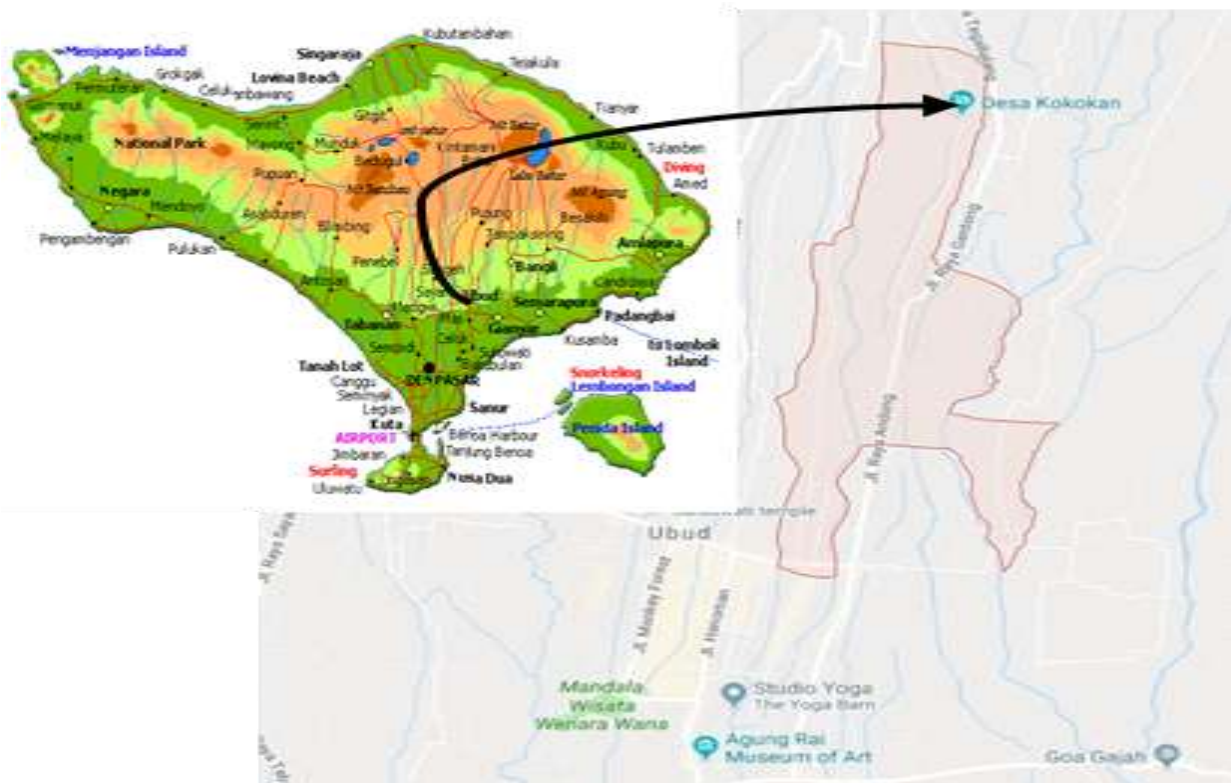
Quadrant II, the Institution still has power even though there are threats

Quadrant III, Institutions have a big chance, but abilities are very weak

Quadrant IV, Institution in unfavorable conditions

**Research Methods:**

1. Situation and Time Analysis, where the location of this study was determined purposively by taking objects in Petulu Village, Ubud District, Gianyar Regency. It is about 5 (five) kilometers from the center of the tourist town of Ubud which is home to hundreds of Kokokan or white storks. The area of Petulu Village is 384 ha with 6,411 inhabitants living in it. This research takes place from the beginning of August to March 2019.



**Picture 3. Map of Location of the Petulu Village Area**

2. Population and Sample, where the population used as the object of research is the community, village government and community leaders in the village of Petulu. The population size taken from the population is 6,411 inhabitants consisting of 3,379 men and 3,032 women. And the sample in this calculation technique used is purposive sampling technique because the respondents are the community, village government and community leaders in the village of Petulu. In this study to get a more accurate sample used Slovin formula (Sevilla. 1993), namely:  $n = N / (1 + \sqrt{Ne})^2$

**Information:**

n = Number of Samples (respondents) needed

N = Number of population (N = 6,411 people)

e = Sample error (10%)

This study uses normal N is 6,411 people, the value of accuracy e is 10%, this shows the level of research confidence is 90%, known population (Source: Government of Petulu Village, 2018) amounting to 6,411 inhabitants. Then:

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{6.411}{1 + (6.411 \times (10\%)^2)}$$

$$n = \frac{6.411}{1 + 64.11}$$

n = 98.46, so the number of samples is 98 people / person

From the results of the above calculations, the samples in this study were 98 people / person. Respoden in this study must meet the following criteria:

**Table 1. Plan for Distributing Questionnaires**

No	Respondent	Amount
1	Elementary Government of Petulu Village	: 8 people
2	The manager of the Kokulu village of Petulu	: 21 people
3	Community leaders / BPD	: 12 people
4	Community Leaders / LPM	: 15 people
5	Head of banjar Petulu Village	: 6 people
6	people (each banjar 6 people)	: 6x6 banjar = 36 people
	<b>Jumlah</b>	<b>: 98 people</b>

**Presentation of Data Analysis Results:**

Data analysis techniques used in this study include: (1) Qualitative Descriptive Analysis; (2) External-Internal Analysis, (3) SWOT analysis using SWOT diagrams and matrices will produce alternative strategies. As for each method of analysis can be explained as follows: Qualitative Deskritive Analysis that is giving a review or interpretation of the data and information obtained so that it becomes more meaningful than just presenting in the form of numbers (numerical). This method is used for external internal analysis and SWOT analysis.

**Results and Discussion:**

**Results of IFAS and EFAS Data Formulation:**

The results of the analysis of the formulation of IFAS and EFAS data that have been obtained are then poured in the form of matrix tables as follows:

**Tabel 1. IFAS Matrix (Internal Strategic Factor Analysis Summary)**

No	Internal Strategy Factors	Weight	Rating	Score*
		B=SR/ST	R=SR/N	SK=BxR
1	2	3	4	5
<b>POWER</b>				
1	Natural Beauty of Petulu Village	0.057	3.3	0.190
2	Heron Bird Colony Attractions	0.061	3.6	0.222
3	Balinese culture that is still thick	0.059	3.5	0.207
4	Craft wood carving and sculpture	0.052	3.1	0.158
5	Beautiful rice fields	0.059	3.5	0.206
6	Conservation of the environment	0.048	2.8	0.138
7	Strategic location of the village, access to the district center and easy access to arterial roads.	0.060	3.5	0.213
8	Friendly attitude of society	0.056	3.3	0.183
9	Support of District Government and Village Government	0.056	3.3	0.185
<b>WEAKNESS</b>				
1	There is no plan for development details	0.051	3.0	0.153
2	Facilities and infrastructure have not been well organized	0.038	2.3	0.086
3	Environmental cleanliness is still lacking.	0.044	2.6	0.115
4	Financing or budget is still lacking.	0.041	2.4	0.099
5	Human Resources are still low	0.050	2.9	0.146
6	The absence of supporting facilities such as home stay and ATM	0.042	2.5	0.104
7	There is no integration between existing tourist attractions.	0.050	2.9	0.145
8	Limited vehicle parking area.	0.038	2.2	0.086
9	The arrangement of the area / physical object is not maximal	0.040	2.4	0.094
10	The absence of training on tourism management.	0.047	2.8	0.132
11	The public does not understand the importance of tourism to improve the economy	0.050	2.9	0.145
	<b>Total (S+W)</b>	<b>1.000</b>		<b>3.006</b>

Source: Results of Data Analysis, 2019

Tabel 32. EFAS Matrix (*External Strategic Factor Analysis Summary*)

No	External Strategy Factors	Weight	Rating	Score*
		B=SR/ST	R=SR/N	SK=BxR
1	2	3	4	5
<b>OPPORTUNITIES</b>				
1	As a tourist destination area	0.043	2.8	0.119
2	Development of indigenous culture.	0.048	3.2	0.153
3	Economic growth is increasing	0.052	3.4	0.174
4	Maintain cultural values	0.044	2.9	0.126
5	Close to developing objects (Ceking and Ubud villages)	0.050	3.3	0.164
6	The villagers' trust increased	0.043	2.8	0.121
7	Open jobs.	0.044	2.9	0.125
8	Village Original Income increases.	0.054	3.5	0.189
9	The growth of art groups.	0.045	3.0	0.135
10	Increased public awareness of the benefits of tourism.	0.046	3.0	0.137
11	Cultural preservation orientation.	0.045	3.0	0.135
<b>THREATS</b>				
1	The influx of foreign culture	0.043	2.8	0.123
2	The high volume of vehicles in and out of tourism objects.	0.043	2.8	0.121
3	Occurrence of land conversion.	0.040	2.6	0.106
4	Infrastructure damage is accelerating.	0.042	2.8	0.116
5	Decreased level of tolerance between citizens	0.043	2.8	0.118
6	Regional order and security	0.042	2.7	0.114
7	The loss of cultural values of Petulu Village.	0.052	3.4	0.177
8	Business competition between citizens	0.043	2.8	0.123
9	Conflict between residents	0.042	2.7	0.115
10	Regional or Regional Conflict	0.044	2.9	0.125
11	Decreasing sanctity and environmental cleanliness	0.053	3.5	0.184
<b>Total (O+T)</b>		<b>1,00</b>		<b>3.002</b>

Source: Results of Data Analysis, 2019

**Table 4. Internal-External Matrix of Petulu Tourism Village**

		TOTAL VALUE IFE		
		STRONG	MEDIUM	WEAK
TOTAL VALUE EFE	STRONG	4,0	3,006	3,0
	MEDIUM	3,0	3,002	2,0
	WEAK	2,0		
	WEAK	1,0		
		I Grow and build (concentration through vertical integration)	II Grow and build (concentration through horizontal integration)	III Maintain and maintain (growth spinning)
		IV Grow and nurture (pause)	V Keep and maintain (strategy not change)	VI Harvest and divestment (the area runs out or sell out vigilance)
		VII Keep and maintain (diversification concentration)	VIII Harvest or divestment (diversification conglomerate)	IX Harvest and diversification liquidation)

**Source:** Results of Internal and External Environmental Analysis

**Information:**

Internal Factor Evaluation: IFE

External Factor Evaluation: EFE

In the matrix table above illustrates in the development of Petulu Tourism Village in strong internal conditions and external conditions are also classified as strong. The strategy used based on the table above is a growth strategy. This type is divided into intensive strategy and integration. Intensive strategies are divided into three groups, namely, market penetration, market development strategies and product development strategies. Market penetration strategies namely efforts to increase the market share of a product or service that already exists in the market through marketing efforts are further enhanced.

**SWOT Matrix:**

From the results of the strategy, it is hoped that later it will become an input and can then be translated into the activities of the Village Government and District Government in developing the Petulu Tourism Village in accordance with community expectations. The SWOT analysis matrix of Desa Wisata Petulu appears in the following table:



**Table 5. SWOT Analysis Matrix**

<p><b>IFAS</b></p> <p style="text-align: right;"><b>EFAS</b></p>	<p><b>Strengths</b></p> <ol style="list-style-type: none"> <li>1. Natural beauty of <b>Petulu</b> Village</li> <li>2. Heron Bird Colony Attractions</li> <li>3. Balinese culture that is still thick</li> <li>4. Wood carving and sculpture crafts</li> <li>5. Beautiful rice fields</li> <li>6. Conservation of the environment</li> <li>7. Strategic location of the village, access to the district center and easy access to arterial roads.</li> <li>8. Friendly attitude of society</li> <li>9. Support of District Government and Village Government</li> </ol>	<p><b>Weaknesses</b></p> <ol style="list-style-type: none"> <li>1. There is no plan for development details</li> <li>2. Facilities and infrastructure have not been well organized</li> <li>3. Environmental cleanliness is still lacking.</li> <li>4. Financing or budget is still lacking.</li> <li>5. Human Resources are still low</li> <li>6. The absence of supporting facilities such as home stays and ATMs</li> <li>7. There is no integration between existing tourist attractions.</li> <li>8. Limited vehicle parking area.</li> <li>9. Arrangement of the area / physical object is not maximal</li> <li>10. There is no training on tourism management.</li> <li>11. The community does not understand the importance of tourism to improve the economy</li> </ol>
<p><b>Opportunities</b></p> <ol style="list-style-type: none"> <li>1. As a tourist destination area</li> <li>2. Development of indigenous culture.</li> <li>3. Increased economic growth</li> <li>4. Maintain cultural values.</li> <li>5. Close to developing objects (<b>Ceking</b> and <b>Ubud</b> villages)</li> <li>6. Increasing village people's trust.</li> <li>7. Opening jobs.</li> <li>8. Village Original Income increases.</li> <li>9. The growth of art groups.</li> <li>10. Increased public awareness of the benefits of tourism.</li> <li>11. Orientation of cultural sustainability.</li> </ol>	<p><b>S-O Strategy</b></p> <p>Create strategies that use strength to take advantage of opportunities.</p> <p><b>Petulu</b> Village's development strategy in the attraction of the Heron bird colony</p> <p>(S1,2,3,4,5,6,7,8,9 and O1,2,3,4,5,6,7,8,9,10,11)</p>	<p><b>WO Strategy</b></p> <p>Create strategies that minimize weaknesses to take advantage of opportunities</p> <p>Strategy in making development plans in the development of heron bird tourism</p> <p>(W1,2,3,4,5,6,7,8,9,10,11 and O1,2,3,4,5,6,7,8,9,10,11)</p>
<p><b>Threat</b></p> <ol style="list-style-type: none"> <li>1. The entry of foreign cultural influences</li> <li>2. The high volume of vehicles in and out of tourism objects.</li> <li>3. Occurrence of land conversion.</li> <li>4. Infrastructure damage is accelerating.</li> <li>5. Decreased level of tolerance between citizens</li> <li>6. Regional order and security</li> <li>7. The loss of cultural values of <b>Petulu</b> Village</li> <li>8. Business competition between citizens</li> <li>9. Conflict between residents</li> <li>10. Regional or Regional Conflict</li> <li>11. Decreased sanctity and environmental cleanliness</li> </ol>	<p><b>ST Strategy</b></p> <p>Create a strategy that uses strength to overcome threats</p> <p>The strategy to strengthen the potential became a characteristic of <b>Petulu</b> Village as a tourist area for the Heron bird colony and became one of the tourist destinations in Bali.</p> <p>(S1,2,3,4,5,6,7,8,9 and T1,2,3,4,5,6,7,8,9,10,11)</p>	<p><b>WT Strategy</b></p> <p>Creating strategies that minimize weaknesses and avoid threats</p> <p>Strategies for improving the institutional and human resources (HR) of the people of <b>Petulu</b> Village.</p> <p>(W1,1,2,3,4,5,6,7,8,9,10,11 and T1,2,3,4,5,6,7,8,9,10,11)</p>

**Source:** Results of Data Analysis, 2019

The results of the SWOT matrix are summarized in table 6. Weighting from the results of the following SWOT questionnaire:

**Table 6. Alternative Sequences of SWOT Strategies**

<p><b>IFAS</b></p> <p style="text-align: right;"><b>EFAS</b></p>	<p>S=1.702</p>	<p>W=1.304</p>
<p>O=1.580</p>	<p>SO=3.282</p>	<p>WO=2.884</p>
<p>T=1.422</p>	<p>ST=3.124</p>	<p>WT=2.726</p>

**Source:** Results of Internal and External Environmental Analysis

From each strategy a variety of development programs are derived which support each of these strategies, including:

### **1. SO Strategy (Strength-Opportunity):**

It is a strategy that uses power to take advantage of opportunities. Based on the IFAS and EFAS matrix, it can be seen that the strength factor has a score of 1,702 while the opportunity factor has a score of 1,580 so that the total score of strength and opportunity factors is 3,282. The strategy for developing the Petulu Tourism Village is by using the power to take advantage of opportunities (S1,2,3,4,5,6,7,8,9; O1,2,3,4,5,6,7,8,9,10 , 11) by implementing programs including; 1). Developing attractions for bird watching watching the heron bird colony and preserving the heron birds by making captivity to protect the heron bird ecosystem; 2). Make tour packages with nearby tours such as, morning tour packages to monkey forest, afternoon to thigh rice terrace, afternoon to kokokan petulu, evening to ubud; 3). Maintain and develop cultural and artistic traditions in the Petulu Village area, 4). Developing and increasing the production of carving as a souvenir to support the attraction of heron birds, such as key chains, sculptures in the form of various heron birds, paintings; 5) Maintain the cleanliness of the natural environment; 6). Developing a typical culinary to support the attraction of heron birds such as the typical petulu lollipop, gospel porridge, sate kakul.

### **2. ST Strategy (Strength-Threat):**

It is a strategy that uses power to overcome threats. Based on the IFAS and EFAS matrix, it can be seen that the strength factor has a score of 1,702 while the threat factor has a score of 1,422 so that the total score of the strength and threat factors is 3,124. The strategy for developing the Petulu Tourism Village is by using force to overcome threats (S1,2,3,4,5,6,7,8,9,10,11; T1,2,3,4,5,6,7,8 , 9,10,11) by implementing programs including; 1. Extension of management of tourist villages; 2. Educating the public about culture; 3. Awareness of the community; 4. Strengthening community institutions

### **3. WO Strategy (Weakness-Opportunity):**

It is a strategy that minimizes weaknesses to maximize opportunities. Based on the IFAS and EFAS matrix, it can be seen that the weakness factor has a score of 1,304 while the opportunity factor has a score of 1,580 so that the total score of weakness and opportunity factors is 2,884. The strategy for developing the Petulu Tourism Village by minimizing weaknesses to take advantage of opportunities (W1,2,3,4,5,6,7,8,9,10,11; O1,2,3,4,5,6,7,8 , 9,10,11) by implementing programs including: 1. Optimizing the role of the village manager of kokokan tourism in managing Tourism Village; 2. Making development details; 3. Arranging facilities and infrastructure in the tourist area of Petulu Village; 4. Establish good cooperation with fellow stakeholders; 5. Make regulations regarding natural cleanliness; 6. Structuring the infrastructure of public facilities supporting the tourism of Petulu Village; 7. Make a map of the relationship between attractions around the area.

Tourism market penetration strategy and promotion of Tourism Village in Petulu village with programs including: 1. Promotion and cooperation with guides, hotels and restaurants; 2. Cooperating with the Travel Bureau (BPW) and the Association of Travel Agencies (ASITA); 3. Establish a TIC (Tourism information center); 4. Intensifying promotion through social media, print media, Gianyar Regency web.

### **4. WT Strategy (Weakness-Threat):**

It is a strategy that minimizes weaknesses to avoid threats. Based on the IFAS and EFAS matrix, it can be seen that the weakness factor has a score of 1,304 while the threat factor has a score of 1,422 so that the total score is a factor of weakness and threat which is 2,726. The strategy for developing the Petulu Tourism Village by minimizing weaknesses to avoid threats by implementing programs includes: 1. Increasing human resources through intensive mentoring and education; 2. Development of surrounding communities, especially in Banjar Petulu Gunung; 3. Local Community Empowerment; 4. Strengthening the capacity of Kokokan

tourism managers; 5. Tourism awareness counseling and charms; 6. Fostering and developing carving and culinary industries in the community

## Conclusions and Suggestions:

### Conclusion:

Based on the IFAS and EFAS matrix with an alternative sequence of SWOT matrices, it shows that the strength and opportunity strategy factors have the highest score with a score of 3,282, where the strength factor has a score of 1,702 and the opportunity factor has a score of 1,580. The strategy for developing the Petulu Tourism Village is by using the power to take advantage of opportunities by implementing programs including; 1). Developing attractions for bird watching watching the heron bird colony and preserving the heron birds by making captivity to protect the bird ecosystem of Kokokan; 2). Make tour packages with nearby tours such as, morning tour packages to monkey forest, afternoon to thigh rice terrace, afternoon to kokokan petulu, evening to ubud; 3). Maintain and develop cultural and artistic traditions in the Petulu Village area, 4). Developing and increasing the production of carving as a souvenir to support the attraction of heron birds, such as key chains, sculptures in the form of various heron birds, paintings; 5) Maintain the cleanliness of the natural environment; 6). Developing a typical culinary to support the attraction of heron birds such as the typical petulu lollipop, gospel porridge, snail satay.

### Suggestion:

1. The Petulu Village Government should be able to organize the environment and help complete the infrastructure to support tourism activities to make it comfortable and increase the attractiveness of tourists, provide assistance to improve public education about tourism, and develop partnerships with relevant agencies to promote existing tourism objects.
2. The Petulu villagers should take an active role in developing home industry products and maintain the cleanliness of tourist objects so they can increase income.
3. The Gianyar Regency Government through the relevant agencies needs to take proactive steps in facilitating the needs of the people of Petulu Village, especially in the area of Kokokan tourism objects in developing its own Tourist Village.

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