

Cultural Capital as the Basis for Developing Tourism at *Kuta* Traditional Village

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Penelitian ini terfokus di Desa Adat Kuta yang merupakan desa adat pertama di Bali berkembang pesat sebagai daerah tujuan wisata dan fasilitas kepariwisataan terintegrasi dengan fasilitas peruntukan krama desa adat. Ada tiga masalah yang menjadi perhatian dalam penelitian ini, yakni bagaimana proses modal budaya sebagai dasar pengembangan pariwisata, faktor-faktor apa yang mendorong modal budaya sebagai dasar pengembangan pariwisata, dan makna modal budaya sebagai dasar pengembangan pariwisata

di Desa Adat Kuta. Penelitian dilakukan menggunakan metode kualitatif secara emic, sehingga analisis data dilakukan secara deskriptif kualitatif dan interpretatif. Secara umum penelitian ini bertujuan untuk menemukan pemahaman baru tentang modal budaya sebagai dasar pengembangan pariwisata, khususnya

di Desa Adat Kuta. Pada tataran sosial budaya akan terlihat proses dominasi dan subordinasi budaya secara dinamis seiring perkembangan pariwisata global. Pada tataran individual, di satu sisi dapat diamati proses resistensi krama Desa Adat Kuta terhadap manipulasi simbolik ideologi pasar dan perjuangan politik identitas budaya untuk menjaga keberlanjutan desa adat, namun di lain sisi terjadi reproduksi identitas kultural untuk memenuhi motivasi atau selera wisatawan, serta proses glocalisasi agar pariwisata berkembang dan berkelanjutan.

This study was conducted at Kuta Traditional Village, the first traditional village which has been growing fast as a tourist destination. Its tourist facilities are integrated with the facilities needed by the villagers. There were three problems discussed in this study; they are how the cultural capital was used as the basis for developing tourism, what factors caused the cultural capital to be used as the basis for developing tourism, and what was the meaning of the cultural capital used as the basis for developing tourism at Kuta Traditional Village. Qualitative method was used and the data were analyzed descriptively, qualitatively, and interpretatively. In general, this study was aimed at identifying the new understanding of the cultural capital used as the basis for developing tourism, especially at Kuta Traditional Village. In the socio-cultural level, the process of domination and subordination was identified to take place dynamically following the development of global tourism. In the individual level, on one hand, the process of resistance to the symbolic manipulation of market ideology and the struggle for cultural identical politics was shown by the villagers to maintain the traditional village; on the other hand, cultural identity reproduction took place to fulfill what was motivated and desired by tourists. In addition, the process of glocalization also took place so that tourism would develop sustainably.

Keywords : Kuta traditional village, glocalization and cultural capital.

Tourism is one of the main sectors developed to increase the state and regional revenues in Indonesia. Every region in Indonesia develops its tourism sector based on the uniqueness of its cultural capital; each has its own specific characteristic. The Government of Bali, through the Regional Regulation Number 3 of 1974 which was then renewed to be the Regional Regulation Number 3

of 1991 concerning Culture-Based Tourism, has determined the Hinduism-inspired Balinese Culture as the capital for developing tourism. Cultural practices still dominantly attracts tourists to come to Bali (Prameswari: 2005; Ardika, 2007: 74).

From the perspective of cultural studies, the above mentioned Regional Regulations reflected that the