

## SECTION I

### INTRODUCTION

#### A. Introduction

Bali, one of thousand island and one of provincial area in Indonesia, and the most famous between another places in Indonesia. Even almost people in the world knows Bali more than Indonesia, and some think that Bali is not a part of Indonesia. Bali province includes the island of Bali and few smaller neighbouring islands, notably Nusa Penida, Nusa Ceningan and Nusa Lembongan. Located at the westernmost end of the Lesser Sunda Islands, between Java to the west and Lombok to the east with Denpasar as the capital city. With the population of 4.225.000 as of January 2014, the islands is home the most of Indonesia's Hindu minority. According to the census, 83,5% of Bali population adhered to Balinese Hinduism, followed by 13,4% Muslim, Christianity at 2,5% and Buddhism 0,5%. That's make Bali have so many culture which influenced by Hinduism. Like the offering, local wisdom, dance and many other things which is the attractiveness of Bali.

Bali divided into eight regencies and city, these are :

1. Denpasar City
2. Badung Regency
3. Bangli Regency
4. Buleleng Regency
5. Gianyar Regency
6. Jembrana Regency
7. Karangasem Regency
8. Klungkung Regency
9. Tabanan Regency

And almost touristic places is in Badung Regency, but in Kuta area which famous of foreigner area. But now tourist have many characteristic about vacation. Some want to have vacation in crowded places but some want to have in quite place. And then Ubud famous as a nice area to stay in Bali. Time to time, tourist find new places in Bali as their favourite place to stay. Ubud is a town on

the Indonesian island of Bali in Ubud District, located amongst rice paddies and steep ravines in the central foothills of the Gianyar regency. Promoted as an arts and culture centre, it has developed a large tourism industry.

Ubud has a population of about 30,000 people. It can be difficult for visitors to distinguish the town itself from the 13 villages that surround it. The area surrounding the town is made up of small farms, rice paddies, and dense forest.

And based on introduction above, the writer are interested to write about **“CONSERVATION EFFORT OF BALINESE LOCAL WISDOM BY THE WESTERN INFLUENCE”** . The writer interested with this because Bali has so many interesting culture, and even this culture is the attractiveness for tourist from around the world. Because of many foreigner come to Bali which directly give some positive and negative impact, but local people must hold their culture moreover local wisdom so it would not be disappear because of western influence carried by the foreigner.

## **B. Research Questions**

According to the introduction above, the write make some research question which it will help the writer to make this report systematic. And the questions are :

1. How the government think about the conservation effort of Balinese local wisdom?
2. What make the government concerned to manage Balinese culture as Bali's attractiveness?
3. Is there a interference from the people for this conservation efforts?

### **C. Scope of the Problems**

In the explanation of scientific research, scope of the problems is absolutely required, considering the extend of the issues concerning the object of the study. The existing problems are scoped to the topic raised. And this scientific research focused on the conservation effort of Bali culture especially local wisdom, either by the government, by the society and even the cooperation between government and society to keep the culture and even for the local wisdom although the influence by western are quite strong.

### **D. Purpose of the Study**

1. Discover the relation between people and government in conserve Baliense local wisdom as their identity.
2. To know how the government promote the tourism industry with show the culture which is main attractiveness of Bali.
3. Discover the balance of the role between government and society in tourism industry.
4. Take some new opinion to conserve the culture without ignoring comfortability for tourist.