

**BUKIT TUMPENG AS A TRENDY TOURIST DESTINATION IN
LALANGLINGGAH VILLAGE, WEST SELEMADEG DISTRICT, TABANAN
REGENCY, BALI**

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ABSTRACT

The Community Partnership Empowerment Program (PKM) – Bukit Tumpeng as a Trendy Tourist Destination in Lalanglinggah Village, West Selemadeg District, Tabanan Regency, Bali – represents the commitment of the Directorate of Research and Community Service (DRTPM) of the Ministry of Education, Culture, Research, and Technology, as well as the proposing team from Dhyana Pura University, in response to the request from the management of the Kak Oman Sunset Point Group and the Head of Lalanglinggah Village to develop Bukit Tumpeng as a trendy tourist destination. This group is chaired by I Made Agus Santika, with 25 members. Bukit Tumpeng holds the potential for nature- and culture-based tourism, which could become a significant economic resource for the community if managed well. The local population, comprised mainly of farmers and private sector employees, is working to develop the village's potential as a tourist destination in Bali. Bukit Tumpeng's strengths include its plantations, natural beauty, and cultural uniqueness. If properly managed, these assets could generate significant economic potential. However, three major challenges need to be addressed quickly: Tourism management, marketing, and business operations. The use of technology and information systems. Developing trendy tourism packages and ecotourism experiences. These challenges have been addressed with assistance from the PKM team of Dhyana Pura University Bali through training and mentorship on management, digital marketing, and business strategies. The PKM team provided training, guidance, and technology assistance for creating websites and social media platforms, neon box signage, photo booths, camping grounds, gazebos, menus, cash books, guest books, and developing food menus using local ingredients, such as squirrels. The training, mentorship, and equipment provided have significantly enhanced the knowledge, skills, and empowerment of the Kak Oman Sunset Point Group. As a result of these improvements, tourist visits to Bukit Tumpeng

have increased, thanks to the availability of more adequate facilities for millennial travelers, along with improved food and beverage options and other amenities.

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INTRODUCTIONS

Kak Oman Sunset Point Bukit Tumpeng is a community group that has developed a tourist destination based on the beauty of nature and culture in Lalanglinggah Village, Tabanan Regency, Bali Province. The name Lalanglinggah Village originates from the leadership of Ajin Tantra, the head of Selabih Hamlet from 1917 to 1935, who was a village head overseeing the areas of Banjar Lalanglinggah, Suraberata, Kutuh/Medui, Desaanyar, Yeh Bakung, Mekayu, Bangkyang Jaran, Bukit Tumpeng, Beja, and Selabih (Lalanglinggah Village, 2024). Bukit Tumpeng is a forest and plantation managed by the local community. The lush forest and community plantations, such as coffee, cloves, coconuts, and vegetables, add to the cool ambiance of this hilly area. In this area, there is a waterfall called The Hidden Waterfall, a view of Balian Beach, a sunset atmosphere, Gading Wani Temple with historical significance, and traditional dances. The presence of Gading Wani Temple is closely related to the history of its caretakers, inhabited by the "ivory crocodile", and within the temple area, there is an "ivory tiger" from around the 15th century (Lalanglinggah Village, 2024). The coolness and natural beauty, along with the cultural uniqueness of Bukit Tumpeng, Lalanglinggah Village, make it an attractive destination for tourists. However, this area has not been well-managed due to the community's limited knowledge and skills, resulting in it being relatively unknown to tourists until now.

To develop the tourism potential of Bukit Tumpeng, the Kak Oman Sunset Point group started managing it voluntarily with its members, supported by the Head of Lalanglinggah Village and local customary leaders. This group was initiated on January 20, 2023, led by I Made Agus Santika and 25 members. The management and development of this business group are still simple, with minimal supporting facilities as a tourist destination. Therefore, the group's management, together with the Head of Lalanglinggah Village, sought assistance and support from lecturers at Dhyana Pura University Bali to train and mentor them in developing a nature and culture-based tourist destination. After the team from Dhyana Pura University assessed the group's condition, they decided to help the group according to their respective areas of expertise.

After the team from Dhyana Pura University assessed the condition of the group, they decided to assist based on their respective areas of expertise. The lecturers, along with students from Dhyana Pura University, conducted various studies and situational analyses of Kak Oman Sunset Point Bukit Tumpeng. The results revealed three main problems that need to be addressed: the lack of management, marketing, and tourism business management; the absence of technology and information systems; and the lack of a concept for developing trendy tourism and ecotourism. Based on these issues, the team formulated a project titled Community Partnership Empowerment (PKM) – Bukit Tumpeng as a Trendy Tourist Destination in Lalanglinggah Village, West Selemadeg District, Tabanan Regency, Bali Province. This topic is highly relevant to the needs of millennial tourists who enjoy natural and cultural settings. Millennial tourists typically enjoy engaging in activities such as

selfies, camping, trekking, culinary experiences, and more (Saputri et al., 2020). The natural beauty of Bukit Tumpeng strongly supports the tourism activities favored by millennial generation (Media Pelangi, 2017).

The natural beauty and cultural uniqueness of Bukit Tumpeng have not been optimally managed by the Kak Oman Sunset Point group due to limitations in knowledge, skills, and infrastructure that support the development of the tourist area. Hence, the group requires training, mentoring, financial support, and tools to improve the quality of service to tourists. In developing Bukit Tumpeng as a contemporary tourist destination, it is necessary to provide various training and mentoring to the Kak Oman Sunset Point group, so that group members can increase their knowledge, skills, and use of appropriate technology. Besides training and mentoring, this group also needs materials and technological tools to provide comfort to tourists. The most needed materials and tools at present include a website, social media, email, photo spots, neon box signs, menu lists, guest books, cash books, and squirrel-based dishes that can help treat diabetes (Aprillia et al., 2020). With these materials and tools, it is hoped that more tourists will be attracted to visit Bukit Tumpeng, and group members will experience increased prosperity, serving as an example for the village community.

RESEARCH METHOD

The implementation methods used in the Community Partnership Empowerment (PKM) program are socialization activities, mentoring, training, monitoring, evaluation, and program sustainability support, as outlined below (Waruwu & et.al, 2020):

1. Outreach Phase: The implementation team invited all members of the Kak Oman Sunset Point tourist destination group, the village head, neighborhood leaders, and traditional leaders in Lalanglinggah Village, West Selemadeg District, Tabanan Regency, Bali Province. The event was attended by the Head of the Institute for Research and Community Service (LPPM) from Dhyana Pura University. The village head of Lalanglinggah opened the outreach event to motivate his community, followed by the Head of LPPM, who gave instructions to the PKM implementation team led by the head of the PKM – Bukit Tumpeng as a Trendy Tourist Destination in Lalanglinggah Village.
2. Training Phase: The implementation team provided training on organizing the tourist site, maintaining cleanliness, delivering friendly service to tourists, creating guest books, arranging parking spaces neatly, and developing new facilities and improving existing ones. The team also offered knowledge and training to all members on the importance of using technology and information systems such as websites, Facebook, TikTok, Instagram, and YouTube in the development of Bukit Tumpeng as a tourist destination. Additionally, the team provided training on creating trekking and hiking trails, photo spots, selfie locations, and camping grounds.
3. Mentoring Phase: All group members are expected to be able to manage, organize, develop, and enhance the Kak Oman Sunset Point tourist destination in Bukit Tumpeng independently or as a group. However, the PKM implementation team will continue to monitor and mentor group members who may not have fully succeeded or need further assistance in applying the training materials.
4. Monitoring Phase: Monitoring is carried out by the PKM implementation team, the LPPM of Dhyana Pura University, and a team from DRTPM, the Ministry of Education, Culture, Research, and Technology. This phase aims to evaluate the improvement in the quantity and quality of the group's knowledge and skills from the training and mentoring stages, as well as the outcomes achieved by the Kak Oman Sunset Point group at Bukit Tumpeng. The monitoring process seeks to confirm the effectiveness of all activities and their benefits for the partner group.
5. Evaluation Phase: This phase is conducted by the PKM implementation team, the Head of LPPM,

and the team from DRTPM. The evaluation is carried out through Focus Group Discussions (FGD), which also involve reviewing the results on-site and listening to feedback and suggestions from the partner group.

6. Sustainability Phase: Each group member is expected to be able to apply the training materials, enhance their knowledge, skills, and productivity, and be able to teach similar or different business groups within or around the village. This phase aims to create a positive impact on other groups so that the PKM implementation benefits the entire community in Lalanglinggah Village and its surrounding areas

RESULT AND DISCUSSION

Research Results

The PKM Program - Bukit Tumpeng as a Trendy Tourist Destination in Lalanglinggah Village, West Selamadeg District, Tabanan Regency, Bali addressed three main issues: First, management, marketing, and tourism business management. The development of nature- and culture-based tourist villages can improve the economy of partner groups or communities (Waruwu & Zebua, 2022). Second, the use of technology and information systems to design a website. Attractive promotion through the use of digital technology (digital marketing) can increase tourist visits, both domestic and international (Junaedi et al., 2021); (Santoso et al., 2023). Third, the development of a trendy tourism and ecotourism concept. Developing this concept can educate partners and tourists about environmental care and create new tourist destinations for the millennial generation (Waruwu & Zebua, 2022); (Waruwu, Santoso, & Sandhika, 2022); (Setiawan & Rahmadiyah Utami, 2022); (Purike et al., 2023). These three main issues have been successfully resolved, as outlined below.

A. Training and Mentoring in Management, Marketing, and Tourism Business Management

Initially, Kak Oman Sunset Point Bukit Tumpeng was very basic, and its layout was not appealing to tourists. The

group, along with the head of Lalanglinggah Village, requested training and mentoring from the PKM team of Dhyana Pura University, as stated in the following interview excerpt: "We have been preparing this place for a long time, but we do not know how to make it better and attract tourists like other tourist spots in Bali" (Interview: I Made Agus Santika, Group Leader, August 2, 2024).

The PKM implementation team provided training in tourism business management, covering management, financial management, and marketing management. The team gathered all members of the Kak Oman Sunset Point group and provided them with knowledge and an understanding of the importance of management, financial recording, and marketing. The training started with organizing the tourist site, maintaining cleanliness, providing friendly service to tourists, creating a guest book, organizing neat parking spaces, building missing facilities, and improving minimal existing facilities. The goal of this training is for all group members to provide a safe, friendly, and comfortable environment for tourists. The Kak Oman group began organizing the area, primarily using bamboo, wood, and stones sourced from the surrounding location. The training and mentoring process is illustrated in the following images.



Figure 1. The Training Process for Organizing the Kak Oman Sunset Point Area
 (Source: PKM Team Document, 2024)

Photos A, B, and C show the initial condition of the Kak Oman Sunset Point Bukit Tumpeng group, which was still very basic and lacked facilities. Tourists had great difficulty finding this location as there were no signage, website, phone number, email, or social media presence. The PKM implementation team provided training, mentoring, and equipment support in the form of a neon box, making it easier for tourists to quickly access information about the location both during the day and at night. Photos D, E, and F depict the training and mentoring process for organizing the Bukit Tumpeng tourist area. Group members were very enthusiastic in following each training session and the guidance provided by the PKM implementation team.

The results of an interview with the PKM team and the village head of Lalanglinggah after the training and mentoring sessions are as follows: "We welcome the government's program from the Ministry of Education, Culture, Research, and Technology, and we are grateful to the team from Dhyana Pura University for paying attention and assisting in the development of Kak Oman Sunset Point Bukit Tumpeng. We hope that through this program, Lalanglinggah Village will become more well-known to the public and tourists" (Interview: I Nyoman Arnawa, S.E., Village Head, September 13, 2024).

The training and mentoring provided by the PKM team to the Kak Oman Sunset Point Bukit Tumpeng group continues with various materials. Before delivering the training materials, all the group leaders took a pre-test to assess the group's understanding of the condition and potential of Kak Oman Sunset Point Bukit Tumpeng. After the training materials were delivered by the PKM implementation

team, all group members took a post-test to evaluate how much knowledge and understanding they had gained from the training.

B. Training and Mentoring in the Application of Technology and Information Systems

The PKM implementation team provided knowledge and training to all members on the importance of using technology and information systems such as websites, Facebook, TikTok, Instagram, and YouTube. The team selected several individuals to operate the website, manage photography, video production, writing descriptions, and uploading documents to the website and YouTube. The team also provided signage and directional boards for the tourist site so that tourists would not get lost while visiting (Nurmita et al., 2023). With this training, it is expected that Bukit Tumpeng and Kak Oman Sunset Point will become more well-known to both domestic and international tourists.

Technology and information systems play a crucial role in developing tourist areas (Junaedi et al., 2024). (Wartono, Santoso, & Ardana, 2022). By applying appropriate technology and information systems, the unique features of Kak Oman Sunset Point Bukit Tumpeng can be shared with tourists. The PKM team provided training and mentoring on the use of technology and information systems, as shown in the following images.



Figure 2. Application of Technology and Information Systems

(Source: PKM Team Document, 2024)

Photo A shows the initial condition of Kak Oman Sunset Point, which lacked clear and attractive signage. Tourists had difficulty identifying the location of this tourist spot. Photo B shows the process of applying technology by using a neon box sign made of iron, fiberglass, and lights. The neon box includes the website address, email, and phone number of the group leader or manager. With this sign, tourists can see the location from a distance, especially at night because the sign is illuminated.

The installation process of the neon box sign was carried out by the team together with the members of Kak Oman Sunset Point, witnessed by the Lalanglinggah Village Head, community leaders, and

neighborhood heads. The neon box sign was ordered from Jebag Promotion in Denpasar. The sign was handed over by the PKM team leader to the leader of the Kak Oman Sunset Point Bukit Tumpeng group in the presence of all members and the local community. The neon box sign shines brightly at night, attracting tourists or passersby to this tourist spot.

Photo C shows the training and mentoring process for the Kak Oman Sunset Point Bukit Tumpeng members on creating and using information systems, including a website, social media, and email. The beauty and uniqueness of a tourist destination must be supported by the use of technology (Ananda & Dirgahayu, 2021); (Atmaja, 2023). The Kak Oman Sunset Point group did not yet have a website, email, or social media accounts to market Bukit Tumpeng as a tourist destination. Therefore, the PKM implementation team provided training and mentoring on creating a website, email, and social media accounts. The team also provided a website, allowing the group to upload activities and the uniqueness of Bukit Tumpeng.

Photos D and E show the website interface that was trained and supported by the PKM team for the partner group members. After the training and mentoring process with several young members of the Kak Oman group, they could independently upload various photos and videos to the website and social media. All activities and tourist visits are uploaded to the website and social media to further encourage tourists to visit Kak Oman. The PKM team helped create an email address at kakomancafe@gmail.com and a phone or WhatsApp number at 083114176633. The Kak Oman website can be fully viewed at <https://kakomancafe.com/>. Tourists can view the menu and various tourist attractions through the website and its social media accounts.

With this website, tourists from various regions and countries can see the uniqueness and beauty of Bukit Tumpeng. The presence of tourists has a social, cultural, economic, and environmental preservation impact on Bukit Tumpeng. The members of Kak Oman Sunset Point are increasingly motivated to develop this modern tourist destination and provide additional supporting facilities. As more tourists visit the area, new job opportunities are created for young people, such as coffee and snack vendors and various exciting tourism activities for the millennial generation.

C. Training and Mentoring in Modern Tourist Destinations

Bukit Tumpeng is situated at an elevation of around 600 to 800 meters above sea level, offering views of Balian Beach and a stretch of green hills. During the dry season, the unique Garuda Wisnu Kencana (GWK) statue in Nusa Dua can be seen from the top of Bukit Tumpeng. This stunning view is ideal for tourists who enjoy the cool natural atmosphere while savoring food and drinks at Kak Oman Café. Millennial tourists generally love places where they can take selfies with unique photo spots, while also enjoying the natural surroundings and food and drinks that suit their tastes (Purike et al., 2023). Other needs of modern tourists include trekking trails, hiking routes, and camping grounds. These amenities have not yet been provided at Kak Oman Sunset Point Bukit Tumpeng. Therefore, the PKM implementation team provided training and mentoring on the knowledge and skills needed to create a tourist destination that appeals to selfie enthusiasts, offers photo spots, showcases local culture, and highlights various other unique features. The team provided training and mentoring on creating modern tourism and ecotourism packages that appeal to the millennial generation. These tourism packages are promoted on the website and social media with attractive designs tailored to the youth market. The partner group was given knowledge and skills to prepare food and drinks that are popular with tourists, such as meatballs, fried rice, coffee, tea, soto, and other locally sourced dishes, as shown in the following images.



Figure 3. Training and Layout Development Process of a Modern Tourist Area
 (Source: PKM Team Document, 2024)

Figure 3 shows the equipment assistance in the form of a photo box given to the Kak Oman Sunset Point Bukit Tumpeng group. Group members, the community, and village officials were very enthusiastic about receiving this assistance. Initially, the area was not well organized, and there were no photo spots for tourists, which made the location less attractive. With the help of this equipment, tourists, particularly millennials who love photo spots, started to show interest in visiting the site.

As a result of the training and mentoring provided by the PKM implementation team, several photo spots were made available for tourists. Some of these photo spots were provided by the implementation team, while others were prepared by the Kak Oman Sunset Point Bukit Tumpeng group. Tourists can enjoy these photo spots during their visit to Bukit Tumpeng, as shown in the following figure.

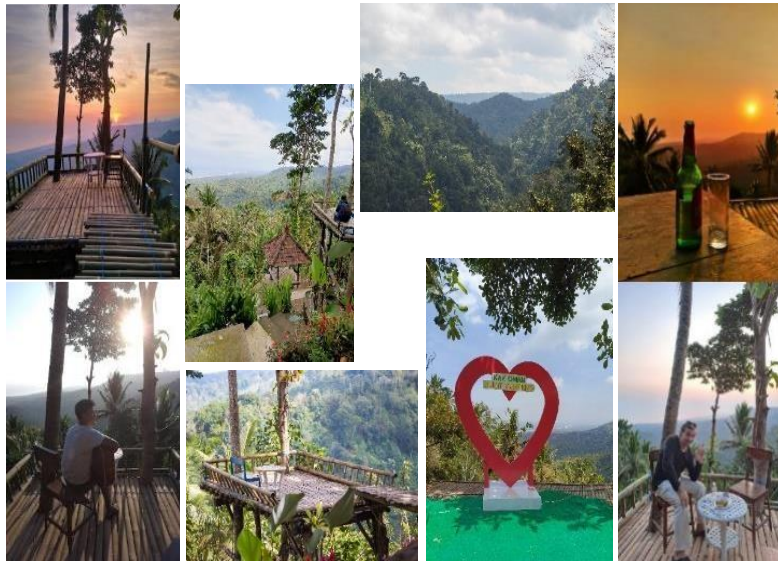


Figure 4. Photo Spots at Kak Oman Sunset Point Bukit Tumpeng
 (Source: PKM Team Document, 2024)

Figure 4 shows the photo spots that tourists can enjoy when visiting Kak Oman Sunset Point Bukit Tumpeng. The photo spots with a sunset background in the afternoon create a romantic atmosphere for visitors (Vennells, 2023); (Rattu et al., 2023). The view of green hills adds to the soothing ambiance as tourists relax while enjoying food and drinks. Several gazebos are available for relaxation, located under or in the middle of green trees. A staircase made of concrete leads to the gazebos, ensuring the comfort and safety of visitors.

The modern tourist destination of Kak Oman Bukit Tumpeng is not just an ordinary tourist spot but also an educational ecotourism site. Both the community and tourists can observe the trees around the area, as well as various plants such as cloves, durians, coffee, guavas, coconuts, and assorted vegetables. The cool air in this location is perfect for enjoying warm food and beverages. This tourist spot can accommodate around 50 to 75 people at a time. There are about six relaxation spots, each accommodating between 5 to 10 people or more.

The development of the Kak Oman Sunset Point area can add an alternative tourist destination for visitors while also being an example for the surrounding community to preserve the environment and avoid indiscriminate tree cutting. As the global population increases, urban activities intensify, and pollution in major cities worsens, the presence of Bukit Tumpeng as a tourist destination can provide a solution to reduce air pollution and promote health for both tourists and the community. The development of a contemporary tourist destination at Bukit Tumpeng will positively impact economic, social, and cultural aspects. It will open up job opportunities for young people, such as by adding food and beverage outlets around the location. Thus, the presence of Kak Oman Sunset Point Bukit Tumpeng can inspire youth, in particular, and the people of Indonesia, in general, to embrace an entrepreneurial spirit through the utilization of local natural and cultural potential

CONCLUSION

The Community Partnership Empowerment program titled Bukit Tumpeng as a Modern Tourist Destination in Lalanglinggah Village, Selemadeg Barat District, Tabanan Regency, Bali was successfully implemented. The training, mentoring, and equipment assistance provided to the Kak Oman Sunset Point Bukit Tumpeng group greatly supported the development of this modern tourist destination in Lalanglinggah Village. The training and mentoring in potential management, the use of technology, entrepreneurial development, and the utilization of local food and beverage potential significantly contributed to the development of this tourist destination. The practical tools and technology provided by the PKM team, such as guest books, cash books, a website, a neon box, photo boxes, and other equipment, enhanced friendly and attractive services for tourists.

The success and participation of the Kak Oman Sunset Point Bukit Tumpeng group in receiving training and mentoring from the PKM team is a testament to the collaboration between the group and the implementation team, along with the support of various parties. The enthusiasm and participation of the Kak Oman group members were evident in every activity. They prepared the venue, drinks, snacks, and participated directly in all the training and mentoring activities.

To further improve the quality and quantity of modern tourist development at Bukit Tumpeng, three recommendations must be implemented by all parties: First, the Kak Oman group must remain motivated to prepare additional facilities for this modern tourist destination. Second, the village government must establish village regulations to protect tourists and the community group developing the destination. Third, entrepreneurs and banks can provide capital and CSR funds to improve infrastructure at the location. The realization of these suggestions can increase the community's confidence in developing their village's potential and boost tourist visits.

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