

POST-COVID-19 HERITAGE TOURISM MANAGEMENT AT THE GEDONG ARCA MUSEUM IN BEDULU VILLAGE, BLAHBATUH DISTRICT, GIANYAR REGENCY

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Abstract: Since 2019, when the COVID-19 pandemic struck Indonesia, the pandemic has also affected visitor numbers at the Gedong Arca Archaeological Museum. In 2019, the museum began experiencing a significant decline in visits. However, as the COVID-19 pandemic began to subside and the government officially lifted the PPKM (Community Activity Restrictions) policy in 2022, visitor numbers to the Gedong Arca Museum started to rise and have continued to increase ever since. Based on this background, the research problems addressed in this study are: (1) tourists' perceptions of heritage tourism at the Gedong Arca Museum in Bedulu Village, Blahbatuh District, Gianyar Regency; (2) the management of heritage tourism at the Gedong Arca Museum in Bedulu Village, Blahbatuh District, Gianyar Regency in the post-COVID-19 pandemic period; and (3) the implications of heritage tourism management at the Gedong Arca Museum in Bedulu Village, Blahbatuh District, Gianyar Regency after the COVID-19 pandemic on tourists and the local community. This study uses a qualitative descriptive analysis method, employing two theoretical frameworks: tourism management theory and symbolic interactionism theory. Data were obtained through observation, in-depth interviews, documentation, and literature studies. The data were then analyzed using qualitative descriptive techniques. Based on the perceptions of both tourists and the local community, the existence of the Gedong Arca Museum is viewed positively, particularly in terms of its collections of historical artifacts, available facilities, and the quality of staff services. The museum's presence has had a broadly positive impact on both tourists and the local community, particularly in the aspects of religious and social life, environmental awareness, socio-cultural dynamics, and the local economy.

Keywords: Heritage Tourism; Museum; Management Strategy; COVID-19 Pandemic

INTRODUCTION

Historical heritage represents a cultural legacy that reflects the noble values of a society's past. The numerous historical relics found throughout the Indonesian archipelago are invaluable cultural assets that must be preserved and protected. These relics enable the Indonesian people to learn from the richness of past civilizations and apply those lessons in the context of nation-building and civic life.

Among the various forms of historical heritage, architectural structures are among the most tangible and observable. Indonesia is home to many significant historical buildings such as Borobudur Temple, Maimun Palace, Lawang Sewu, and Gedung Sate—each with its own unique historical narrative. In addition to these architectural landmarks, Indonesia also houses a vast array of historical artifacts, which are preserved and displayed in museums across the country for public viewing and educational purposes.

Modern tourism is increasingly oriented toward acquiring knowledge, driven by interests in education, creativity, experimentation, and cultural understanding. In this context, cultural tourism and the preservation of cultural heritage have become essential. Bali, in particular, is home to many museums that serve as historical tourism destinations for both local and international visitors. One notable example is the Gedong Arca Archaeological Museum located in Gianyar Regency. The museum exhibits a wide range of historical artifacts from Bali's rich cultural past. More than just a repository of ancient objects, the museum also serves as a tourist attraction that embodies the spiritual values of Hinduism.

The discovery of historical sites greatly contributes to the enrichment of Indonesian historiography. These sites not only expand the narratives of the nation's past but also serve as crucial tools in verifying the authenticity and credibility of existing historical sources. Consequently, such discoveries strengthen Indonesia's historical knowledge base and enhance the appeal of heritage tourism.

However, beginning in 2019, the outbreak of the COVID-19 pandemic severely affected all sectors, including tourism. With both domestic and international flights suspended by the government to contain the virus, the tourism sector in Bali came to a standstill. Once a bustling hub for international tourists, Bali became eerily quiet. This dramatic decline in visitor numbers also affected cultural institutions like the Gedong Arca Museum.

Field data collected by the researcher reveal that in 2019, the Gedong Arca Museum recorded 6,680 visitors. In 2020, that number plummeted to just 182 visitors, and by 2021, only 8 people visited the museum throughout the entire year. The museum was forced to close for several weeks due to health restrictions, which significantly disrupted its operations and halted public engagement. These conditions inspired the researcher to investigate how the Gedong Arca Museum managed its operations during the post-pandemic recovery phase—particularly whether specific strategies were implemented to ensure the museum's sustainability and continued relevance.

After two years of severe decline, visitor numbers began to recover as COVID-19 cases declined and restrictions were lifted. In 2022, the museum welcomed 3,355 visitors, indicating a strong rebound. In light of these developments, the researcher conducted a study entitled “Post-Pandemic Management of the Gedong Arca Museum as a Historical Heritage Tourism Destination in Bedulu Village, Blahbatuh District, Gianyar Regency.”

METHOD

This study employs a qualitative research approach, which aims to explore and interpret social realities and events within the context of community life. The qualitative method used in this research generates descriptive data in the form of written and spoken words, as well as observable behaviors. The data collected consists of both textual and verbal

information, and where applicable, numerical data that enhances the validity of the findings. These data are analyzed inductively, resulting in rich, descriptive insights.

The research methodology is predominantly descriptive in nature, focusing on a detailed explanation of the findings based on actual facts encountered in the field through interviews and direct observations. The analysis seeks to provide meaningful interpretations, identify patterns in the narratives, and explore relationships among different dimensions of the data.

The descriptive qualitative data analysis technique provides a systematic, factual, and accurate representation of observed phenomena. Its primary purpose is to uncover facts, phenomena, variables, and conditions that emerge throughout the research process and present them clearly and objectively.

This method is used to examine and interpret information in order to gain a comprehensive and objective understanding of various aspects of the Gedong Arca Museum—including its general profile, potential as a heritage tourism site, physical and external environment, and post-pandemic management strategies. The analysis is largely descriptive, reinforced with supporting evidence that strengthens the study's conclusions.

RESULTS AND DISCUSSION RESEARCH LOCATION OVERVIEW

The location of this research is in the Gedong Arca Archaeological Museum Cultural Heritage located on Jl. Raya Pejeng Tampaksiring No. 552, Bedulu, Blahbatuh District, Gianyar Regency, Bali 80552. Bedulu is a village located in Blahbatuh District, Gianyar Regency, Bali Province. Etymologically, the name Bedulu as the name of a village as it is today is estimated to come from the word Badahulu as found in the Negara Kertagama book written by Mpu Prapanca in 1365 AD. In pupuh XIV verse number 3, among others, it is mentioned that the subordinate states in the east of Java include Bali with the important states Badahulu and Lwa Gajah (Slamet Mulliono, 1953; Pegeoud, 1960). The word Badahulu consists of the word bada which means place and hulu which means leader, penghulu, or king. Thus, Baulu, as it is called in the Kertagama State, means the place of leaders or kings (king's palace), in other words, the word Baulu, which is now known as Bedulu, was an important place during the ancient Balinese era as the place of leaders or the king's palace in controlling the Balinese government (BPCB Bali data, 2022).

The history of the establishment of the Gedong Arca Museum cannot be separated from the history of the establishment of the Bali Cultural Heritage Conservation Center in the working area of the Provinces of Bali, West Nusa Tenggara, and East Nusa Tenggara because the Gedong Arca Museum is one of the working groups of the Bali Cultural Heritage Conservation Center. After independence, the Archaeological Service began to open offices in the regions, such as Yogyakarta, Prambanan, and Makassar. In 1951, the Archaeological Service was merged into the Archaeological Service under the administrative auspices of the Cultural Service of the Ministry of PP and K. At the same time, the Archaeological Service of the Makassar Branch Building Section was formed in Bali, located in Bedulu Village, Blahbatuh, Gianyar, Bali under the leadership of JC Krijgman. The location was chosen in Bedulu Village because of the dense findings of ancient relics in this area (Data from BPCB

Bali, 2022).

Because of the many ancient relics found by BP3 Bali, the idea of establishing a museum emerged. This museum was established with the aim of saving, exhibiting or displaying cultural heritage objects from the results of field preservation activities carried out by BP3 Bali. In addition, this museum functions to provide initial information about Cultural Heritage Objects in Bali.

The construction of the museum has been pioneered since 1958-1959, initiated by Dr. RP Soejono, who at that time served as Head of the Office of the National Archaeological and Heritage Agency, Branch II Gianyar. As the initial realization of the establishment of this museum, several buildings with thatched roofs were initially built in the inner courtyard. This building is used to store objects rescued in the field such as several sarcophagi (Data from BPCB Bali, 2022).

During the leadership of Drs. MM Soekarto K. Atmojo, the construction of this museum was continued with physical construction such as the construction of the entire surrounding wall, an entrance in the form of a bentar temple, a wantilan with a shingle roof located in the outer/south yard, a patok hall and four buildings (gedong) in the middle yard which were later used as a permanent exhibition place for the collection. During his leadership, this museum was inaugurated and opened to the public by the Director General of Culture of the Ministry of Education and Culture of the Republic of Indonesia at that time, Prof. Dr. Haryati Soebadio on September 14, 1974 under the name Gedong Arca Museum (Data from BPCB Bali, 2022).

Seeing from the Gedong Arca Museum under the auspices of the BPK (Cultural Preservation Agency) Region XV Bali, the Gedong Arca Museum does not have its own organizational structure, but rather directly through the BPK region XV.

The Gedong Arca Museum has a collection of 247 objects, of which 198 are CB/ODCB objects, 21 Replicas, and 28 Grant collection objects. The collection objects displayed at the Gedong Arca Museum have various types, ranging from Sarcophagi, Ceramic Plates, Clay Grabah, Glass Bracelets, Inscriptions, and so on. The collections at the Gedong Arca Museum were obtained from excavations throughout Indonesia, carried out by the BPK Bali (Data from the Gedong Arca Museum, 2022).

The visiting flow at the Gedong Arca Museum is implemented according to Pradaksina or following the clockwise flow and if you want to trace the visit according to its remains or periodically, you can start from Buildings A, B, C, D, etc. (Data from the Gedong Arca Museum, 2022).

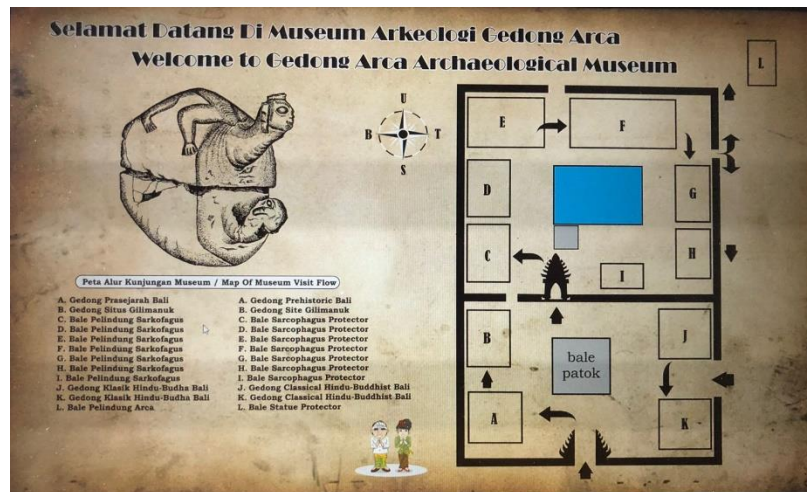


Figure 1. Gedong Arca Museum Visiting Flow Map
(Source: Gedong Arca Museum Document, 2022)

Tourist Perceptions of Heritage Tourism Museum Gedong Arca

Tourist perceptions of the Heritage Tourism Museum Gedong Arca are very important for the sustainability of the Museum itself, which will help facilitate the handling of the management of the Gedong Arca Museum. This discussion will discuss several aspects of tourist perceptions of the Gedong Arca Museum, consisting of perceptions of relics, perceptions of facilities at the Gedong Arca Museum, and perceptions of the services of the Gedong Arca Museum staff, which will be explained as follows:

A. Perceptions of Heritage Objects at the Gedong Arca Museum

Gedong Arca Museum has many types of relics that are exhibited in the Museum. These relics are grouped into several buildings, namely the AK building, the bale patok padmasana collection building, and the replica collection building. In these bales, there are artifacts, sarcophagi, silver bracelets, inscriptions, clay plates, jewelry, and many more types. These found objects are exhibited with the aim of providing knowledge related to history for the recipients, which is expected to maintain their existence for a long time. The quality of the historical value of these objects can be a plus for the uniqueness of these relics, which can attract someone's interest in wanting to know how the existence of historical objects. One of the French tourists, Achille, in his interview, said that:

"I am really interested in historical places, but it turns out that historical relics are also very interesting, such as those in the Gedong Arca Museum which are very unique and have many types" (Interview, 10 May 2023).

"I am indeed interested in historical places, but it turns out that historical relics are also very interesting, such as those in the Gedong Arca Museum which are very unique and have many types" (Interview, May 10, 2023).

Judging from the responses of tourists who visited the Gedong Arca Museum, on average they are interested in history and want to learn more about history, not only local guests, but there are also foreign guests who are very enthusiastic about visiting the Museum and want to learn about the history of Indonesia.

B. Perception of Facilities at Gedong Arca Museum

Looking at the quality of good relics from a Museum, support from good facilities is also a very important point in Museum management, because the more complete the facilities are, the better the quality of the Museum. Tourist perceptions of the facilities owned by the Museum will also be an important assessment for the success of the management of the Museum.

The Gedong Arca Museum itself has quite complete facilities in it. These quite complete supporting facilities will maintain the comfort of tourists later when visiting the Gedong Arca Museum, the facilities owned by the Gedong Arca Museum consist of: 1. Bale Wantilan, 2. Toilet, 3. Library, 4. Parking Lot, 5. Canteen.

Based on the opinion above, in addition to the facilities that are quite supportive, the environment there is very clean and beautiful, because the supervision there is also very good. This opinion is also supported by the results of interviews with tourists from Bandung. Mr. Prakoso said that:

"The first time I entered the Museum area, I was quite surprised by its cleanliness. The facilities available here may not be as complete as the facilities in other tourist attractions, but for this type of tourist attraction, I think it is quite complete" (Interview, May 10, 2023).

Gedong Arca Museum pays great attention to its cleanliness, because one of the important points in a tourist spot is the cleanliness of the place, the comfort of tourists is also seen from how clean it is. The responsibility of a tourist is also needed in maintaining the cleanliness of the tourist spot, so as not to litter.

C. Perception of Staff Service at Gedong Arca Museum

The Gedong Arca Museum itself has very friendly and kind staff, in addition, the staff at the Gedong Arca Museum are mostly graduates of social and literature, who certainly have experience in the field. The visiting system at the Gedong Arca Museum is also very good, where tourists will be divided into several groups, each group will be guided by one staff who will directly explain the objects of relics on display. This statement is also supported based on the results of observations and interviews with one of the teachers from SMA Kesatuan Bogor, Mr. Wasto as a tourist at the Gedong Arca Museum who said that:

"When I first came here, I was immediately greeted by the very friendly staff. When they delivered the material, it was also very good and detailed. I could easily understand what was being conveyed" (interview, May 8, 2023).

The readiness of human resources in a tourist attraction greatly supports the running of a tourist attraction, good quality is very much needed in it, human resource support in the management of the Gedong Arca Museum greatly helps the interest of tourists to want to visit the Gedong Arca Museum again.

Gedong Arca Museum Management Strategy Post Covid-19 Pandemic

Management is a series of activities that include Planning, Actuating, Organizing, Controlling, and Motivation, which are human activities by utilizing existing materials and facilities to achieve predetermined goals effectively and efficiently. Seeing the current

condition of tourism which has returned to normal, the efforts of the Bali BPCB in maintaining the sustainability of the Gedong Arca Museum which was temporarily closed due to the increasing number of Covid cases. The management of the Gedong Arca Museum begins with the identification of two factors, namely internal environmental factors and external factors in order to determine the management strategy of the Gedong Arca Museum in accordance with the theory of tourism management which is divided into five, namely Planning, Actuating, Organizing, Controlling, and Motivation.

A. Heritage Tourism Management Planning for Gedong Arca Museum

The construction of the Museum has been pioneered since 1958-1959, which was initially only made of a thatched roof building, which was used to store objects rescued in the field. Over time, the construction of the Gedong Arca Museum was continued with physical construction such as the construction of the entire surrounding wall, an entrance in the form of a bentar temple, and several supporting pavilions and other supporting buildings. On September 14, 1974, the Gedong Arca Museum was finally officially opened to the public. The Gedong Arca Museum itself has a role as a source of learning and can educate its recipients. From the results of an interview with Mrs. Ida Ayu Agung Indrayani as the Young Expert Cultural Officer of BPK Bali, she said that: *"This museum was established with the aim of providing an understanding of the historical heritage that our country has, where historical heritage must be maintained and preserved, so that in the future, future generations can continue to learn about historical heritage"* (interview, May 8, 2023).

In general, the Gedong Arca Museum is managed by the BPK (Cultural Preservation Agency) Region XV Bali itself, because the origin of the Gedong Arca Museum is not far from the BPK Bali Office, this is the background to how the Gedong Arca Museum can be under the auspices of the BPK Bali office. The role of the BPK Bali cannot be doubted in planning the management of the Gedong Arca Museum, where in this case the BPK Bali office cooperates with several agencies in Gianyar Regency, such as the Department of Culture, where this cooperation is carried out by providing information to schools in the Gianyar area to visit the Gedong Arca Museum, this also has a very good impact on students to increase their insight in the field of history.

B. Gedong Arca Museum Management Organization

The formation of the institution tasked with managing the Gedong Arca Museum came from staff or employees of the Bali BPK office, because we know that the Gedong Arca Museum is under the auspices of the Bali BPK Office. In the management of the Gedong Arca Museum, it is held by the Maintenance Division, this statement was reaffirmed by Mr. I Nyoman Redana as the Technical Conservationist of Cultural Heritage in his interview as follows:

"The Gedong Arca Museum does not have its own organization, where the Gedong Arca Museum is managed by the Bali BPK Office, and the division responsible for managing the Gedong Arca Museum is the Maintenance division, also assisted by several divisions at the Bali BPK" (interview, May 16, 2023).

The Maintenance Division will be divided into several sections which will later have their respective job descriptions, in this division there are 5 sections in it (Data from the Gedong Arca Museum, 2022). The creation of this job description aims to find out what tasks are in the Gedong Arca Museum, so that the museum's operating system can run well and be organized.

C. Movement of Heritage Tourism Management of Gedong Arca Museum

The implementation of this governance requires good cooperation between teams, working according to the job description that has been created and being responsible for the tasks they have. The Gedong Arca Museum also has its own Standard Operating Procedure (SOP) which has undergone several updates in it, namely as follows. The Gedong Arca Museum also has an SOP for receiving guests in its governance system, which will later be divided into several groups in receiving guests visiting the Gedong Arca Museum (Data from the Gedong Arca Museum, 2022).

The marketing system of the Gedong Arca Museum is only carried out by collaborating with several agencies in the Gianyar area and through social media such as Facebook and Instagram. This marketing is implemented so that the wider community knows about the existence of the Gedong Arca Museum. Seeing that the Gedong Arca Museum had experienced a very drastic decline in visitors due to the Covid-19 Pandemic, this caused the museum to be temporarily closed and the museum was made online or an online exhibition. After the Covid-19 pandemic passed, the Gedong Arca Museum can now operate normally and has experienced an increase in visitors again, this is supported by the results of an interview with Mr. Putu Eka Lila Wistara as the Caretaker at the Gedong Arca Museum on May 8, 2023, who said that cooperation between agencies was carried out to provide direction to schools related to the Gedong Arca Museum.

D. Supervision of Management of Gedong Arca Museum

Supervision of the Gedong Arca Museum The BPK region XV has the authority to supervise the museum, because we already know that the Gedong Arca Museum is under the auspices of the BPK region XV Bali office. The BPK region XV always works together to maintain the existence of the Gedong Arca Museum, because it sees the purpose of establishing this museum as a place for preserving Cultural Heritage and protecting historical objects. This opinion is supported by Mr. Gusti Ngurah Made Saputra as the Caretaker at the Gedong Arca Museum in his interview, who said the following:

"In terms of supervision, the Gedong Arca Museum is always supervised by the staff on duty, ensuring that the museum is optimally supervised, there is little possibility of any violations by visitors" (interview, May 16, 2023).

There are several rules that visitors must follow when visiting the Gedong Arca Museum, namely they are required to always maintain cleanliness, are prohibited from touching exhibition objects, and are prohibited from climbing the building. Based on the results of the analysis of the management function of the Gedong Arca Museum, it can

be explained using several factors to describe the management strategy of the Gedong Arca Museum carried out by the BPK Region XV during the Post-Covid-19 Pandemic period, in maintaining the existence of the Gedong Arca Museum, which was obtained from the results of interviews with several Gedong Arca Museum staff.

1. Strength Factor of Gedong Arca Museum

Gedong Arca Museum is a place for protecting Cultural Heritage, where these objects are obtained from excavations from several areas in Bali in particular. The relics exhibited at the Gedong Arca Museum have their own uniqueness, different from other museums. This museum was indeed established to protect historical objects, which later people can visit there without any entrance fee or ticket to enter. Seeing from this, it is one of the strengths of the Gedong Arca Museum because this museum is not for sale, people are free to visit without being charged, as long as there is a permit from the BPK office of Region XV Bali. Seeing from the good impact of the Gedong Arca Museum as a source of education and can increase public insight regarding historical relics. This opinion is supported based on the results of observations and interviews that have been conducted with Mr. Putu Eka Lila Wistara as the Caretaker at the Gedong Arca Museum who said that:

"The strength of the Gedong Arca Museum is that it has many types of relics, which may not be available in other museums, and the Gedong Arca Museum is operated for free, without any entrance fees for visitors" (interview, May 16, 2023).

2. Weakness Factors of Gedong Arca Museum

The weakness factor of the Gedong Arca Museum is, one of them is the lack of space for visitors, because we know that the area of the Gedong Arca Museum is not too large. Seeing this, if there is a group visit to the Gedong Arca Museum, visitors must first be divided into several groups, in order to adjust to the available space. Visits by more than one group at the same time cannot be carried out due to the lack of space for visitors. This statement is supported by the results of observations and interviews with Mr. I Nyomana Redana as the Cultural Heritage Conservation Technician at the Gedong Arca Museum who said that:

"There are several obstacles that we experience in managing the Gedong Arca Museum, namely the lack of space for visitors, so there must be group divisions first" (interview, May 16, 2023).

3. Opportunities Factors of Gedong Arca Museum

Looking at the strengths of the Gedong Arca Museum, namely unique relics and no entrance fee to visit the museum. Based on this, it can actually be an opportunity by seeing that there are still few Cultural Heritage museums in Bali, this is supported by the free visit to the Gedong Arca Museum, this has been conveyed based on the results of an interview (May 16, 2023) with Mr. I Made Suasta as the Cultural Heritage Conservation Technician at the Gedong Arca Museum.

4. Threat Factors (Threats) Gedong Arca Museum

The threat factor experienced by the Gedong Arca Museum is, where over time the public's interest in historical heritage will begin to decline. Lack of interest in increasing insight into historical heritage. Everyone's thinking always moves forward not backward, history is a lesson that remembers the past, which makes people wonder why study history. This is a fairly large threat factor to the existence of the Gedong Arca Museum itself. The statement above is supported by the results of observations and interviews with Mr. Kadek Yogi Prabawa as PPN PNS at the BPK Office for Region XV Bali, who said that:

"Not everyone is interested in history, because if we want to learn something, we have to be interested in it first" (interview, May 8, 2023).

E. Motivation for Managing the Gedong Arca Museum

The Gedong Arca Museum experienced a rather disappointing situation, when the Covid-19 pandemic hit, because it resulted in a ban on visits to the Museum, which meant the Museum had to be temporarily closed. Seeing this, the Bali BPK office did not remain silent, various things were done to maintain the existence of the Gedong Arca Museum. The Bali BPK office created an online exhibition, where people could still find out about the Gedong Arca Museum online. In an interview with Mr. Kadek Yogi Prabawa as PPN PNS at the Bali BPK office, he said the following:

"This online museum was created with the aim of providing insight into history, even though the recipients cannot come directly to the museum, they can still learn about historical objects in the Gedong Arca Museum" (interview, May 8, 2023)

The existence of the Gedong Arca Museum is very important for the sustainability of the preservation of historical relics in Indonesia, which will be very useful for the younger generation, to be able to educate them about history, because we know that this life cannot be separated from history.

Implications of Gedong Arca Museum Management Post Covid-19 Pandemic for Tourists and Bedulu Community

Symbolic Interactionism Theory can be concluded from seven basic principles of this theory formulated by Ritzer, namely that humans are given the ability to think, where this ability is formed from social interactions that are carried out, because in social interactions humans learn meaning and symbols, from which humans are finally able to modify or change the meaning and symbols they use in their actions and interactions. The management of the Gedong Arca Museum has several implications in it, the impacts or consequences that arise due to the existence of the Gedong Arca Museum. The implications in this study are divided into four, namely, implications for socio-religious aspects, implications for environmental aspects, implications for socio-cultural aspects, and implications for economic conditions (Devola Martania, 2017).

A. Implications for Socio-Religious Aspects

In the concept of Hindu community life, Tri Hita Karana is a concept of balance, harmony and harmony between bhuana agung and bhuana alit which in its implementation emphasizes the harmonious relationship between humans and God/ Ida Sang Hyang Widhi Wasa, humans with humans, and humans with the environment. The concept of Tri Hita Karana in the implementation of Hindu cultural tourism is a concept that directs in addition to developing tourism, it can also preserve the ancestral heritage that has existed since long ago. The Gedong Arca Museum is one of the places to protect historical relics, which were obtained from excavations throughout Indonesia.

The implications for this socio-religious aspect are Tri Hita Karana, where the Tri Hita Karana section consists of three aspects, namely, (Prahyanan) a good relationship between humans and Ida Sang Hyang Widi Wasa or God Almighty, (Palemahan) a good relationship between humans and nature and the environment, and (Pawongan) a good relationship between humans and living things. Maintaining harmony in life is very important in achieving a better and happier life (Sudiarta, 2021).

1. *The Holy Spirit* is a relationship that is established between humans and God. Humans are God's creations, in whose bodies there is an atman which is a spark of the sacred light of God's greatness that causes humans to live. In the teachings of Hinduism, it can be realized with Dewa Yadnya, namely a sacred offering ceremony that is sincere before the gods, not only offerings to Dewa Yadnya but there are also offerings to Pitra Yadnya, Manusia Yadnya, and Bhuta Yadnya.
2. *The Palewhere* is the relationship that is established between humans and the natural environment around them. The relationship between humans and nature can be created with an environment that includes plants, animals, and things that are of a non-physical nature. Maintaining the cleanliness and balance of the environment around us is absolutely necessary for humans. Maintaining environmental cleanliness can also affect the cleanliness of the heart and mind, this will also affect the sustainability of our activities.
3. *The shop* is a relationship that is established between humans and others. Humans are social creatures, humans must also maintain harmonious relationships with family, friends, and people around them. We know that the Gedong Arca Museum will not be far from interactions between humans, because where tourists will visit the Museum and indirectly the staff who work will interact with visitors at the Museum, this is an important reference in maintaining harmony between living things, communicating well, behaving and behaving well is an important foundation in maintaining good relationships.

B. Implications for Environmental Aspects

The implications of the Gedong Arca Museum on the Bedulu Village Community Environment are very good. Seeing that the BPK office of Region XV also helps Bedulu Village in maintaining historical relics in several temples in Bedulu Village, indirectly the community is taught how to maintain and preserve relics in the Temple or Village environment. This opinion is supported by the results of an interview with Mr. Wica on

May 17, 2023 as a local community in Bedulu Village, who said that the BPK Office of Region XV Bali often conducts observations of several temples in Bedulu Village, even outside Bedulu Village.

Based on the results of observations and interviews with Mr. I Made Suta on May 17, 2023 as a local community in Bedulu Village, he stated that the Gedong Arca Museum has been established for decades, where after the establishment of this museum it has had a fairly good impact on the local community in Bedulu Village, related to the environment, especially teaching us how we can bring great opportunities for the sustainability of tourism. This statement indicates that the implications of the Gedong Arca Museum regarding the community environment are very good.

C. Implications for Socio-Cultural Aspects

Judging from the role of the Gedong Arca Museum, it is a Cultural Heritage Museum, which functions to protect historical objects. Implications for its socio-culture are certainly obtained from the management of the Gedong Arca Museum. In accordance with observations made and also interviews with Mr. I Putu Ariawan as the Village Head in Bedulu Village, he said that:

"If we look at it from a socio-cultural aspect, the Gedong Arca Museum has had a very positive impact, because we know that this museum was founded to preserve historical objects that have existed since ancient times" (interview, May 17, 2023).

Based on the statement above, the implications of the Gedong Arca Museum in the socio-cultural aspect are very good. During a visit to the Gedong Arca Museum, apart from taking a tour of the protective bales, if the museum visitors are still kindergarten or elementary school children, they will be given activities such as coloring and putting up pazels, because we know that children will quickly get bored or not be able to pay attention if it is explained, so children's art and creativity will be trained. Children will not get bored quickly if they do activities at the museum.

D. Implications for Economic Conditions

The implications of the Gedong Arca Museum in terms of economy are very good. Looking at the results of observations and interviews conducted with Mrs. Nyoman Darmi, a traveling souvenir trader, stated that thanks to the Gedong Arca Museum, her economy has improved, seeing from the visits to the Gedong Arca Museum which are quite numerous, during group visits, such as students, elementary school, junior high school, and high school students.

Seeing from the staff working in the BPK office of region XV, most of them are native people from Bedulu Village, indirectly the Gedong Arca Museum which is under the auspices of the BPK office of region XV provides employment for the local people there. This statement is supported based on the results of observations and interviews with Mr. I Putu Ariawan as the Head of Bedulu Village who stated that:

"The implications of the Gedong Arca Museum for the local community's economy are quite helpful, because the average employee there is a local resident of Bedulu Village" (interview, May 17, 2023).

Based on the explanation above, it can be seen that the implications of the management of the Gedong Arca Museum for the community's economy are very good, where in this case the implications that are felt are the creation of jobs for the surrounding community from the existence of the Gedong Arca Museum. In addition to the creation of jobs for the community, support for (UMKM) Micro, Small and Medium Enterprises in the Bedulu Village area, which greatly encourages the progress of these Micro, Small and Medium Enterprises.

CONCLUSION

1. Tourist Perceptions of Heritage Tourism Museum Gedong Arca in Bedulu Village, Blahbatuh District, Gianyar Regency can be classified into three perceptions, namely, consisting of perceptions of relics, perceptions of facilities in the Gedong Arca Museum, and perceptions of staff services at the Gedong Arca Museum. The Gedong Arca Museum has many types of relics in it (Arca, sarcophagus, plates, bracelets, monkey skulls, etc.). Regarding the perception of facilities in the Gedong Arca Museum, it is quite good, because the facilities are quite complete such as (Bale Wantilan, library, canteen, toilets, and parking lot) and can be used properly. The last perception is related to staff services at the Gedong Arca Museum, the staff who work at the Gedong Arca Museum already have experience in the field, the staff there are very friendly and patiently explain the relics in the museum.
2. Governance of Heritage Tourism Museum Gedong Arca in Bedulu Village, Blahbatuh District, Gianyar Regency after the Covid-19 pandemic. In this identification, the Tourism Management theory is used, consisting of, (Plenning) planning, (Organizing) organizing, (Actuating) mobilization, (Controlling) supervision, (Motivation) motivation. Regarding the Management Organization of the Gedong Arca Museum, the BPK Office of Region XV Bali is the management organization of the Gedong Arca Museum itself. Governance of the Gedong Arca Museum. Supervision of the Management of the Gedong Arca Museum, where visits to the museum are guided by staff at the Gedong Arca Museum, and several rules in the museum have also been explained in advance before making a visit, written rules are also in the museum, such as being prohibited from climbing onto the bale. The motivation for managing the Gedong Arca Museum, where this museum was created with the aim of protecting historical objects found around the Bali area, but over time this museum was opened to the public and people can visit the Gedong Arca Museum, to gain insight into historical objects.
3. The implications of the management of the Gedong Arca Museum for the community and tourists, in general, provide positive implications for the socio-religious aspect, environmental aspect, socio-cultural aspect, and economic aspect. The existence of the Gedong Arca Museum has a very good impact on the existence of human resources in the Bedulu Village area, because it creates jobs for the surrounding community. This museum teaches how to preserve historical objects of Cultural Heritage. The BPK Office of Region XV Bali also contributed to handling the discovery

of relics in several temples in the Bedulu Village area, BPK directly intervened in the care of these relics.

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