



Benefits of Wayang Kamasan Klungkung Bali in Improving Dignified Cultural Character and Sustainability of International Tourism

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ABSTRACT

So great is the importance of the meaning of Kamasan paintings as previous writers have explored the uniqueness and attractiveness of kamasan klungkung paintings. Wayang art is very full of meanings as in the study of writing: The Role of Painting as a Critical Media in the Industrial Revolution Era (Gusti Agung Widia Widyasari), namely painting is not a display item but as an intermediary for information and criticism, then the study unravels the meaning of Kamasan puppet painting in Puri Klungkung (Tzabit Azimer Ahmad) which peels Kamasan paintings telling books such as Adiparwa, Tantri, Sutasoma, and the lives of the Gods. Then the teachings of Hinduism as inspiration for the creation of traditional Balinese painting works (Wayan Agus Gunada). Painting is part of the art of Kamasan puppet art has unique characteristics such as natural forms, folklore, mythology and Hindu religious teachings, which are manifested in the forms of symbols in it that are thick with spiritual value. Painting is not only as a display material but also as a material for forming human characters. Because in puppets there are good teachings and bad teachings. In puppets there are ways of behaving, ways of thinking, ways of dealing with life are all contained in puppet stories. Positive characters bring peace while negative characters bring misery. For example, Ravana, a puppet character who has a great lust that cannot hold back his ego, then makes all people miserable, Korawa who loba makes the entire palace miserable. Likewise, the wise character of Rama, the wise admiral character can be used as an example in behaving in everyday life. The reason for this research is to preserve traditional art assets as one of the wealth of the Indonesian nation (Bali). To introduce Indonesia in international especially tourism. While the uniqueness of painting is: 1 as the meaning of life / philosophical learning. 2 Wayang paintings have survived until now not extinct 3, puppet paintings as an economic breakthrough of the community, 4 Puppet paintings of ancestral assets, 5 Wayang paintings as friends of tourism to come to Indonesia. Almost all corners in the Sangging Kamasan Klungkung Bali banjar, there are puppet painting galleries that are ready to welcome tourists visiting Indonesia, especially Bali. Great services of classical puppet painting or Balinese Traditional Paintings as a loyal friend of tourism, so that Indonesia can get acquainted with international countries because of the contribution of this classic puppet painting service (Balinese Traditional Paintings)

INTRODUCTION

Wayang Kamasan Klungkung Bali painting is an inseparable part of Indonesia's rich and diverse cultural heritage. These paintings are not just works of visual art, but also have deep meanings that reflect local wisdom and spiritual values. Along with the times, it is important for us to recognize and appreciate this painting heritage as a source of improving dignified cultural character and sustainable international tourism development.

Previous writers have reviewed the uniqueness and attractiveness of Kamasan Klungkung's painting, which contains philosophical, narrative, and religious meanings. In the study of the paper "The Role of Painting as a Critical Media in the Industrial Revolution Era" by Gusti Agung Widia Widyasari,

(Antari, 2015) It is argued that painting is not just a display item, but also a medium that is able to convey information and criticism. Furthermore, in the study "Unraveling the Meaning of Kamasan Wayang Painting in Puri Klungkung" written by Tzabit Azimer Ahmad, it was revealed that Kamasan paintings tell books such as Adiparwa, Tantri, Sutasoma, and the lives of the Gods. Also, the teachings of Hinduism became an inspiration in the creation of traditional Balinese paintings, as expressed by Wayan Agus Gunada.

Painting is part of fine art that has the ability to shape human character. (Suparta, 2018) Wayang Kamasan paintings have unique characteristics, by depicting natural forms, folklore, mythology, and Hindu teachings reflected in spiritual symbols. More than just wall hangings, paintings are also able to shape human character. In the world of puppetry, there are good and bad teachings that are embodied in puppet stories. Positive characters bring peace, while negative characters bring suffering. (Sudiana, 2016) Figures such as the lustful and ego Ravana, the greedy Korawa, and the wise Rama and Admiral, became exemplary examples of behaving and behaving in everyday life.

This research was conducted with the main aim to preserve traditional art assets as the wealth of the Indonesian nation, especially Bali. In addition, this research also aims to introduce Indonesia to the international world, especially in the tourism sector. The uniqueness of Wayang Kamasan paintings includes the meaning of life as a philosophical learning, the resilience of Wayang paintings that are not extinct, the contribution of Wayang paintings in

the community's economy, the ancestral values contained in Wayang paintings, and the role of Wayang paintings as a tourism attraction to visit Indonesia.

With the existence of Wayang painting galleries spread in various corners of Banjar Sangging Kamasan, Klungkung, Bali, Indonesia has a great ability to introduce Wayang Kamasan painting to international tourists. Classic Wayang painting or Balinese Traditional Paintings has an important role as a loyal friend of tourism, so that Indonesia can establish relations with international countries through the contribution of this classic Wayang painting.

In this journal, we will explore further about the benefits of Wayang Kamasan Klungkung Bali painting in improving the character of dignified culture and the sustainability of international tourism. (Putra, 2017) It is hoped that the results of this research can contribute to the preservation of Indonesia's cultural heritage and promote Indonesia as a unique and attractive tourism destination for international tourists.

METHODS

This research uses descriptive qualitative method, which takes data from interviews, observations and books as resource persons. All interview results are selected and proven in the real world, then the appropriate data must be inferred. Quantitative Methods Only as a support or complement. (Sudiana, 2016) Several interviews were conducted from painter artists who pry into the problems at hand, as well as dive into the arshops available in this art village. First from the government sector that protects, namely Klungkung regency tourism, then moving to Kamasan tourism village in Kamasan village we find weaknesses and strengths of Kamasan village such as: the strength of this village has tourist assets painting, pis bolong, bronze, woven fabrics.

The people of Kamasan almost all have an artistic spirit. The government is also very friendly to the world of tourism. The weakness is that human resources are still somewhat lacking, need to add knowledge in the world of tourism. The decline in tourism purchasing power also makes the current conditions weak. The role of community involvement of village officials and government officials is very good, they regularly hold tourist

visits to this village. The concepts in this study are the handicraft industry as a tourism support, the concept of painting, the concept of sustainable tourism in the village of tourist arts. While the theories used are tourism product theory, craft theory, painting theory, role theory, all of these theories discuss the art of painting and the role of society In the world of tourism. (Sudiana, 2016) Finally, I can see the potential of the village that can be raised, how to intervene or the role of stakeholders, finally find how to develop this village and finally can make a recommendation

RESULTS AND DISCUSSION

Results

In this study, we examined the benefits of Wayang Kamasan Klungkung Bali painting in improving the dignified cultural character and sustainability of international tourism. (Sudiana, 2016) Through our analysis and research, we identified the following key results:

1. Improvement of dignified cultural character: Wayang Kamasan Klungkung Bali painting has a significant role in shaping the dignified cultural character. Wayang paintings not only depict folklore and mythology, but also convey the moral values and teachings of Hinduism that are the cornerstone of Balinese culture. Through stories in puppetry, Wayang paintings teach how to behave, think, and face life wisely. Figures such as Rama and the wise Admiral exemplify good character, while negative figures such as Ravana and Korawa provide lessons on the consequences of bad behavior. By studying and appreciating Wayang Kamasan paintings, individuals can enhance their cultural character by internalizing the values contained in the artwork.
2. Contribution to the sustainability of international tourism: Wayang Kamasan Klungkung Bali has great potential in supporting international tourism. The uniqueness of Wayang paintings depicting folklore, mythology, and Hindu teachings is an alluring attraction for foreign tourists. Through this research, we found that Wayang art galleries

spread across Banjar Sangging Kamasan, Klungkung, Bali, are places that are ready to welcome international tourists. The presence of Wayang paintings as part of Bali's tourism destinations can increase tourists' interest and appreciation of local culture. This has the potential to increase tourist arrivals, increase the economic income of the local community, and introduce Indonesia more broadly to the international world.

Discussion

1. The benefits of Wayang Kamasan Klungkung Bali painting in improving the character of dignified culture and the sustainability of international tourism are very important in the context of cultural preservation and development of the tourism sector in Indonesia. In safeguarding this traditional art heritage, the government and relevant stakeholders need to take the following strategic steps: Preservation and Development: There needs to be efforts to preserve and develop Wayang Kamasan painting as part of Indonesia's cultural heritage. This can be done through education and training programs for young artists, revitalization of art galleries, and government support in the promotion and protection of intellectual property rights.
2. Cultural Awareness Raising: Important for local communities and wisatawan untuk memiliki kesadaran dan pemahaman yang lebih mendalam tentang nilai-nilai budaya yang terkandung dalam lukisan Wayang. Inisiatif edukasi, seperti pameran seni, lokakarya, dan tur budaya, dapat membantu meningkatkan apresiasi dan pemahaman terhadap seni lukis Puppets as well as the uniqueness of Balinese culture as a whole.
3. International Cooperation: The government can establish cooperation with other countries in promoting Wayang Kamasan painting as a tourism attraction. Participation in international art exhibitions, cultural exchanges, and artist collaborations with the international art community can help expand the reach and

exposure of Wayang paintings to international markets.

4. **Tourism Infrastructure Development:** To improve tourism sustainability, it is necessary to develop supporting tourism infrastructure, such as good art gallery management, adequate accessibility, and other supporting facilities. Thus, international tourists will feel more comfortable and inspired to explore and learn the art of Wayang Kamasan painting.

CONCLUSION

Wayang Kamasan Klungkung Bali painting has significant benefits in enhancing the dignified cultural character as well as contributing to the sustainability of international tourism. (Suparta, 2018) In order to preserve this traditional art heritage, preservation efforts, increased cultural awareness, international cooperation, and development of supportive tourism infrastructure are needed. By strengthening recognition and appreciation of Wayang Kamasan painting, Indonesia can become an attractive tourism destination and make a positive contribution to the country's cultural and economic development.

From this research, I can draw several conclusions as a reference in handling tourism villages, namely:

1. Puppet painting is very important for the world of tourism
2. The role of the government pays more attention to the world of tourism so that it always synergizes with the community
3. Community capabilities are further enhanced
4. More enhanced marketing capabilities
5. There is an intention that the whole community still loves ancestral relics because puppets are ancestral relics and other national relics as tourist assets.
6. Maintain good international relations
Can answer all problems that occur in Kamasan village as a painting village and tourist village.

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