

CHAPTER I

INTRODUCTION

1.1 Background

In 2024, Bali was acknowledged by TripAdvisor as the most popular travel destination and received the Traveler's Choice Awards of 2024 and ranked second with Dubai at the top position. The various reasons why a lot of tourists visit Bali is to enjoy and soak under the sun, explore the vast seas, and spend in Indonesian paradise (Muthiariny, 2024). In December 2024, 630.092 domestic tourists' trips were made to the regency of Badung, Bali, which consist of Kuta, Seminyak, and Canggu (Central Bureau of Statistics, 2024). Based on Bali Tourism Statistics, Badung is the most popular regency a famous tourist destination among property seekers, the area being famous with their luxurious resorts, vibrant nightlife, and its famous beaches (Astono, 2024). Gentrification is a process in which an urban area experiences renovation of their homes and businesses from wealthy people which often results in an increase in property values and the displacement of the residents (Merriam-Webster, n.d).

Bali has caught several eyes from investors by which affects the rise of housing costs because of the expanded tourism developments. Infrastructure and substantial demand have caused property prices to rise by 7% per year over the past five years. Unexpectedly the international travel guide publishing organization Fodor's Travel, deemed Bali to be unworthy of visiting due to overtourism in their published annual book about places with declining appeal. Numerous of locals in Bali are also having trouble in owning a house or land of their own because of the rising property prices as well as competing over with investors wanting to buy the land only to be sold again. (Wahyuni, 2024). I Ketut Susila Dharma, a deputy secretary of Puskor Hindunesia and the Manggala (Leader) Saba Desa Adat Bungaya, reports that domestic tourists, coming from Sumatra and Jawa, visits Bali to search for economic activity and potential because there is a supply and demand.

The Chancellor of Dhyana Pura University in Dalung Bali, I Gusti Bagus Rai Utama, expresses that tourism developments threaten the loss of its cultural identity in Bali, describing that its idealism becomes disorientated due to being blinded by focusing on profit instead (The Bali Sun, 2024). One of the examples is the case of Finns Beach Club throwing a firework party at Berawa Beach that coincides with a traditional ceremony by the Balinese community the club. Finns Beach is fully supported by the government to focus on economic aspects and local revenue contribution. However, the indigenous community demands responsibility for the cultural impact caused by the entertainment activity. A lecturer from Universitas Gadjah Mada exclaims that this phenomenon violates the locals' customs (Azhari, 2024). Another case in which Desa Penglipuran, known to be the famous traditional village and preserving its Balinese culture in the Bangli Regency, Bali, is currently facing serious obstacles because of the spike in tourists. Although tourism does obtain economic benefits, it can also have negative effects, such as environmental harm, damage to infrastructure and the surrounding environment due to tourists, and a possible loss of cultural identity, thus tourism runs the risk of commercializing local customs and lifestyles (Utama et al., 2024). After conducting a pre-questionnaire to 92 respondents based in Indonesia, 42 respondents answered their purpose in visiting Bali is to seek and do entertainment activities. Most respondents visit Sanur, Kuta, Ubud, and Canggu which are considered the most gentrified areas in Bali.

As the issue of gentrification becomes a far more pressing matter, there are barely any social campaigns about the impact of gentrification towards Bali's culture. From Andrew's theory, a social campaign is an activity where to persuade that aims to change a target's perspective, attitude, habits or behavior (Budiwaspada et al., 2020). Interaction is where the user engages an interface or computer for information and to solve the user's needs. Therefore, an interactive social campaign could help draw attention to the issue of gentrification and the impact to Bali's culture identity with the current digital era where society has adapted to new technology and reflect their integrity.

1.2 Problem Formulation

The following issues have been identified based on the previously described background study:

1. Domestic tourists see economic value and source of entertainment when visiting Bali instead of exploring its culture and learning its traditional values
2. The lack of interactive campaigns that exposes the process of gentrification where developments and its impact to the locals and cultural traditional values

Based on the summary above, the author proposed the question for concepting the design: How to design an interactive social campaign about the impact of gentrification towards culture in Bali?

1.3 Scope of Problem

This design is aimed for domestic tourists, aged 20+ years old, SES A—B, domiciled in Indonesia that visits Bali for the sake of entertainment. The scope of the design project will be limited to the raising awareness of the impact that gentrification brings to the land of Bali, to how it effects the locals and their perception towards tourists that visit their land only to be seen as an which results in Bali losing its cultural identity. The campaign will contain elements of storytelling so that the message could connect with the designated target audience.

1.4 Purpose of the Final Project

Based on the research question that has been described, the author's goal is to design an interactive campaign about the impact of gentrification towards culture in Bali for domestic tourists.

1.5 Benefit of the Final Project

There are 2 benefits that is obtained in the process of constructing the design concept of the topic:

1. Theoretical Benefits:

The benefit of this research is to raise awareness about the impact of gentrification in Bali with creating persuasive media, such as an interactive campaign. This research is also expected to inspire and become a Visual Communication Design source that will become a reference for future studies to be conducted.

2. Practical Benefits:

To give researchers or lecturers the understanding about one of Visual Communication Design pillars which is persuasion, specifically in designing an interactive campaign. In addition, referring to the Final Project's implementation, this research will be included as an archival document in Universitas Multimedia Nusantara. The design itself can be equally become an assistant for those who are interested in creating their own interactive campaign and information about the impact of gentrification in Bali.

