

The Impact of Villa Construction on the Socio-cultural Lives of Pererenan Villager, Mengwi, Badung

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ABSTRACT---- *This study examines the phenomenon of villa construction in Pererenan Village, Mengwi, Badung, in the period of 1990-2010. This research has two focuses which are: first, to examine the impacts of the construction of villas on the socio-cultural life of the people of Pererenan Village; and second, to know the efforts taken to deal with the impacts arising in connection with the construction of villas in Pererenan Village. The method used in this study was a qualitative method. The data were analyzed descriptively and interpretatively while the techniques of collecting data were interviews, documentation, observation and triangulation. Based on the results of the study, it is concluded that the construction of villas has impacts on the socio-cultural life of the people of the village of Pererenan and there were changes in Pererenan people's attitudes towards the construction of villas in their area during the period of 1990 to 2010.*

Keywords--- villa, socio-cultural impacts, Pererenan Village

1. INTRODUCTION

A special coverage on Business Property No. 62 in December 2008, entitled “*Kalau Bali Jadi Pulau Seribu Villa*”, mentioned that the rapid development of tourism has led to the growth of tourism industry, especially for the fulfillment and provision of accommodation facilities to support tourism in Bali. One of the current spotlights, especially in Bali is the construction of accommodation services that leads to a form of property called villa. This is an opportunity for tourism developers to market their villas. Besides, the “private tourism trend”, in which the desire of foreigners to have a place to stay or a place that makes them like being at home, is the factor that supports the chance of property business in Bali. Soemarlan (2009:6), villa has a standard hotel facilities and prioritize privacy as well as 24 hour services therefore tourists are prefer to stay at villa

The head of Pererenan village I Ketut Sukaserana state that the construction of villas in Pererenan Village was started in 1990 and has developed rapidly in around year 2000. Various phenomena arose in connection with the construction of villas in Pererenan Village such as changes in livelihood systems that have some impacts on the socio-cultural life of the local people. Based on the phenomenon of the construction of villas in Pererenan Village, this research discusses two problems associated with the impacts of the construction of villas on the socio-cultural life of the people of Pererenan Village, Mengwi District, Badung Regency namely (1) what are the positive and negative impacts of the construction of villas on the socio-cultural life of the people of Pererenan Village and (2) what are the efforts made to control the negative impacts on the socio-cultural life of the local people that arise with respect to the construction of villas in Pererenan Village.

2. DISCUSSION

Earlier studies have adressed issues related to impacts of tourism activity in rural area (e.g., Ratz 2000, Pandey et al 1995) that focused on the social culture lifes of the villagers. Based on the finding of Ratz 2000 tourism brings an impacts into social culture life and also ilustrated the changes of people attitude based on people perceived by the activities of tourism in Balaton Lake. Pandey et al 1995 on research entitled “Case Study and The effects Of Tourism on Culture and the environment” findings an impact of tourism on some of rural area and site in Nepal. Those studies are reviewed literature which adopted in this research because of the similarities on topic and the method. Another studies that related with this research is entitled ‘The impact of policy implementation on tourism accomodation towards the villa development on Badung regency’ (Widiartha, 2010) this study is reviewed the villa development particularly in

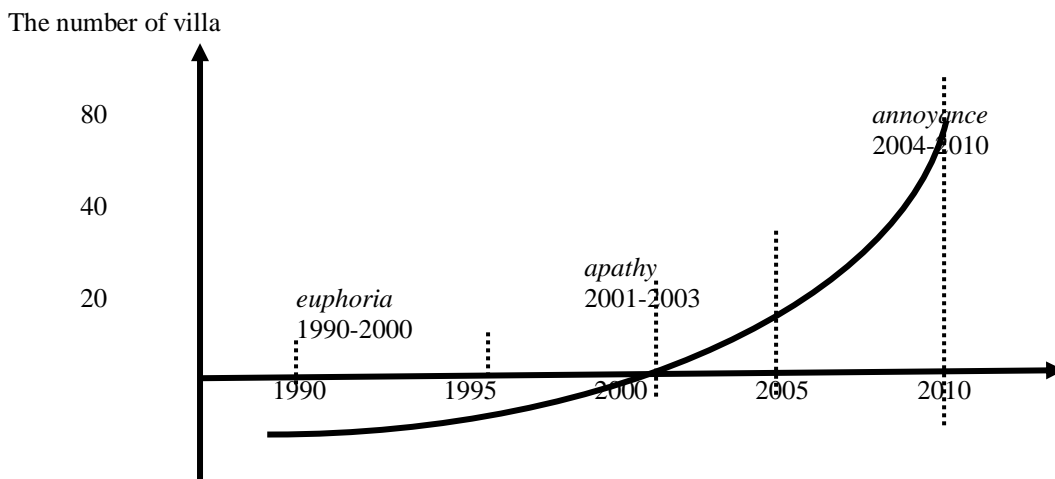
implementation of policy which arrange by government in some sacred area like temple area and the environment and also investigate the negative impact of villa construction on sacred area.

The construction of villas particularly in Pererenan Village started in 1990 and has developed rapidly in around year 2000 to date. The construction of villas in Pererenan Village was originally a move from its neighboring village namely Canggu Village which was crowded with villa buildings. At first, villas located in Pererenan Village served as tourist residences of a personal nature, but with the increasing demand for accommodation facilities in the form of villas, thus villas that are currently under construction in Pererenan Village are of commercial nature. The establishment of relationships and interactions due to the existence of villas in the midst of the village people brings impacts on their socio-cultural lives. In Pererenan Village, the components of the community and villas contribute towards each other; the job opportunity, the improvement of people's income and skills are perceived as positive contributions from the construction of villas. The local people's contributions are also perceived by the owners of villas in terms of the security built by the community around them. Besides, the local *pecalang* (Balinese traditional guards), the local people also get involved in maintaining the security of Pererenan Village.

According to Doxey's Irridex Theory (Mill, 2000:183), the development of people's attitudes depends on interactions that occur in an area that divided into five stages, first euphoria, apathy, annoyance, antagonism, and the last resignation. The construction of villas in Pererenan Village that began in 1990 was felt to bring about a change in the people's lives. In the early development of the villas in Pererenan Village, there was only a bungalow named "Buduk Bungalow" located in Banjar Pengembungan and there was a traveler's personal residence, locally known as "Pica's Home". There was no clear information on the number of villas from year to year in the database of Pererenan Village. The lack of database concerning the updates of the number of villas in Pererenan Village was because the villa owners did not report to the village officials; and as a result, the development of villas in Pererenan Village could not be controlled by the village officials.

The arrival of investors bringing the lure of big money for the sale of land also brought euphoria to the Pererenan community causing them to easily let go of their agricultural land to be used as villas. The community's euphoria was considered quite high. The price of land which was originally only between IDR 2 million to IDR 4 million per acre in 1990 increased to around IDR 100 million per acre in 2000. The local people happily welcomed the arrival of investors and tourists in their village and happily competed to sell their land to the investors. This was also influenced by the impacts of the financial crisis in 1997 which resulted in an increase in the price of goods, especially basic needs as well as a decrease in people's purchasing power. The arrival of investors and tourists changed their orientation to getting as much money as possible by selling their land. The construction of villas in Pererenan Village increased in 2000 and by 2010 there were 80 villas listed on the database of Pererenan Village (Pererenan database 2010).

Figure 1: Changes in Attitude of Pererenan Village People Illustrated by Doxey's Irridex Model



*Source: field interviews by Yanthy, 2010

*The figure above was adopted based on the research by Ratz 2000 which adjusted to the phenomenon and data findings.

Along with the development of villa construction, the village officials in 2002 decided to stipulate *perarem* (village meeting result) governing the construction of villas in Pererenan Village. For the local people, the construction of villas is inevitable seeing other areas such as Seminyak and Canggu which have developed earlier than their area. The local people's attitudes changed and they showed their apathy towards the construction of villas in Pererenan Village. The local community considered the construction of villas like building a house. The construction of villas does not only bring about positive impacts on the community, but also the negative ones. Less harmonious relationships between the owners of villas and the community and the increasing number of crime changed the attitude of the community in which

they became irritated or annoyed. Theft did not only occur in villas but also at people's homes and this also included the stealing of sacred objects namely three thousand pieces of coins, gold flowers, two statues and *Arja* headdress. Despite raising many opportunities which bring benefits to the local people, the construction of villas in Pererenan Village should be more selective; in other words it should be regulated. In order to provide a clearer description, the changes in the attitude of the Pererenan people illustrated using Doxey's Irridex model are presented in Figure 1.

Table 1: Positive and negative impacts of the construction of villas on the socio-cultural life of the people

POSITIVE	NEGATIVE
SOCIO-CULTURAL IMPACTS	
Creation of Job Opportunities	
Employment opportunities for the local people reduce unemployment in Pererenan Village. The existence of villas also brings business opportunities that enable the people to have new fields of revenue.	
Improvement in income due to the existence of villas	
Increase in income and improvement in life quality and the well-being of the community.	
Improvement in working and foreign language skills due to the existence of villas	
Job demands, especially for those who work at villas, create the spirit of the community to improve their skills in the field of tourism and language.	
The relationship between the owners of villas and the community	
	Lack of harmony in relationships between the owners of villas and the community.
The existence of <i>sekaa</i> (traditional groups in Balinese culture)	
	The commercialization of <i>sekaa</i> (traditional groups in Balinese culture)
Values of mutual cooperation in the community	
	Reduced awareness of mutual cooperation
Crimes	
	The presence of theft resulted in the lacking of a sense of security (the presence of villas invites theft that is mostly done by outsiders).
Deviant behavior of the community (the younger generation)	
	Behavioral change, especially the younger generation (consumptive culture, wild racing and laziness).
Changes in the architecture of villas	
	The construction of villas is now rarely seen using traditional Balinese architecture which is rich in cultural values of Bali. In fact, the current villa building architecture tends to adopt modern, minimalist or Mediterranean styles. Even there is construction of villas in holy regions.
Changes in the livelihood of the community	
	There are changes in people's livelihood in which farming is now gradually abandoned. The transition from the agricultural sector to the tourism sector results in decreased functions of <i>subak</i> (traditional Balinese water irrigation system).

*Source: field interviews by Yanthy,2010

The construction of villas in rural areas that brings impacts on the socio-cultural life of local people be it positive or negative impacts, has become something to be very aware of. The results of this study indicate that the construction of villas has both positive and negative impacts on the lives of Pererenan people in which there are as many as ten identifiable impacts on the socio-cultural life the community in Pererenan obtained through observations, interviews,

literature reviews, and triangulation. The impacts of the construction of villas on the socio-cultural life of the Pererenan people are presented in Table 1.

The construction of villas in the village of Pererenan brings impacts on the socio-cultural life of the community. The positive impacts of the construction of villas on the socio-cultural life of Pererenan villagers are noticeable through the creation of jobs that opens more business opportunities as well as improves people's income, and encourages the spirit especially the younger generation's spirit to improve their working and language skills that are also supported by village officials. As many as 50% of the number of employees working at villas comes from the local people; therefore, the local people no longer need to look for work outside the village. The emerging business opportunities in Pererenan Village are not solely to meet the needs of the community. The existence of villas is a driving factor creating business opportunities as those villas require transportation, laundry and logistic services. The existence of villas creates business opportunities for the community to provide the needs for both services and goods/materials.

The improvement in people's income is perceived as a positive development because the local people have a new livelihood in the tourism sector and they can benefit from business opportunities resulting from the construction of villas. The quality of life and well-being increases because the local people think that by having a high income they can become more eager in doing *yadnya* (rituals or offerings). The construction of villas in Pererenan Village does not only have positive impacts but also negative impacts on the socio-cultural life of the people of Pererenan Village. Less harmonious relationships between the owners of villas and the community that fail to create a good cooperation can lead to conflicts between them.

But this sort of circumstances that may arise in Pererenan Village can be anticipated by the village officials, thus, the role of the village officials is greatly important to prevent the rise of any conflicts so that neither side should bear any loss. In the cultural aspect of life, the commercialization of *sekaa* (traditional groups in Balinese communities), happens especially the commercialization of dance and *tabuh* (percussion) *sekaa*. At first, dance and percussion *sekaa* (groups) only performed for *ayahan* (mutual work) at temples but now dance and *tabuh* (percussion) *sekaa* also perform in villas. The commercialization of *sekaa* also increases the income of the people involved in it. In addition to dance and *tabuh sekaa*, now a commercial *sekaa* have been established by village officials namely transportation *sekaa* and an organization formed by the local people called "the community caring for environment" that monitors the activities of villas.

The establishment of these commercial *sekaa* is due to economic reasons that lead to changes in the orientation of the people to measuring everything by money. The quality of the mutual cooperation activities is felt declining as for example in cleaning-up activities and night monitoring duty. The absence of some people in these activities is tolerated by village officials because their absence can be replaced by paying fines and contributions. However, in the case of *ayahan* (mutual work) at temples and in the occasion where one of the community members dies, mutual cooperation activities have not changed since these types of *ayahan* activities are mandatory for the community. Besides, the moral sanction would be a greater burden if the people do not attend the mutual cooperation activities at temples or in the case of death.

The increase in the number of crimes especially theft is also perceived as a negative impact. Theft did not only happen at villas but also at the local people's homes and even there was stealing of *pratima* (Balinese Hindu sacred objects) at temples. This is one of the reasons that changed the attitude of the people making them reach the stage of annoyance. People realize that the construction of villas causes discomfort due to theft. Another negative impact that becomes public complaints in Pererenan Village is the behavior of the younger generation who like to do motor racing or *trek-trekan* as referred to by the local people.

Public complaints from the local people as parents also highlighted the consumptive and lazy behaviors of the youth. This behavior is due to the changed perspective of the younger generation who feel that the economic condition of their family increases and their perspectives on the lifestyles of travelers on vacation. The architectural styles at villas in Pererenan Village also change; it can be seen from some forms of the buildings that do not use Balinese architecture but tend to use modern and minimalist styles. The construction of villas in sacred areas is recognized as a circumstance due to loose supervision, as expressed by the village officials of Pererenan.

In addition to changes in the architecture of villa buildings, changes also occur in people's livelihood in Pererenan Village. Farmers tend to change their livelihood and shift to the tourism sector due to the construction of villas. Those who work in the tourism sector are mostly the younger generation while farming serves as a side job. To deal with the negative impacts of the construction of villas on people's lives in Pererenan Village, efforts have been made by the government, investors and the community

Efforts undertaken to control the negative impacts on the socio-cultural life of the people

Efforts to control negative impacts that emerged in connection with the construction of villas in Pererenan Village on the socio-cultural life of the local people undertaken by the government, investors and the local people. The government especially the government of Badung Regency through the Department of Tourism in Badung monitors the construction of villas in Pererenan Village, and provides briefings on the policy that governs the existence of villas. Community

development in Pererenan is provided by the village officials to quickly respond negative matters, which arise in the village. They provide adequate information and views on the development of tourism in Bali as each area has a different response towards the arrival of tourists and villa construction in particular. They also provide guidance and encouragement for the younger generation to instill the values of the culture, especially the importance of agriculture to people's lives. Village officials in Pererenan hold activities to strengthen the community identity and culture so it is not easily affected by any negative impacts that can harm the socio-cultural life of the local people particularly that directly feel the changes due to the construction of villas in Pererenan Village.

Investors' efforts to deal with the negative impacts associated with the construction of villas are fostering good relationships with the community to create good cooperation both in social and cultural aspects of life. Investors also pay retributions in the form of contributions or in the form of donations to the village so that the construction of village facilities such as the renovation of *banjar* can be accomplished. The efforts of the community to deal with the negative impacts that arise in connection with the construction of the villas are by improving their initiative to participate in the development planning process of the construction of villas as part of the development of tourism in which the form of participation in particular process can be any techniques proposed with traditional ideas and local knowledge. Local communities can more effectively take advantage of the power possessed to maintain and create their integrity in the region to participate in maintaining the security of the neighborhood, even they are supported by the ease in monitoring the activities of the villas because many villa buildings are located adjoining the local people's houses.

3. CONCLUSION

The construction of villas brings both positive and negative impacts on the lives of the people of Pererenan Village. The positive and negative impacts found in the Pererenan Village refer to indicator variables that are set as the basis of standardization of the interview in which it was found out that there are ten impacts of the construction of villas

The results of this study showed that the people of Pererenan Village and the existing villas in that village each have given their contribution. Some suggestions are proposed to the government, the community and investors in which these suggestions aim to make the future construction of villas in Pererenan Village able to contribute towards each other among the components particularly those present in Pererenan Village

4. ACKNOWLEDGEMENT AND LEGAL RESPONSIBILITY

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