

ABSTRAKSI

Pengembangan “Bali Baru” dibangun dengan konsep mengembangkan nilai yang ada di dalam relief candi. Nilai-nilai tersebut juga digunakan dalam pembangunan kawasan. Salah satu yang sudah dibangun adalah Pintu Gerbang. Ada empat pintu gerbang yaitu kalpataru, Singa, Gajah dan Kapal yang semuanya ada simbol-simbol yang terdapat pada relief dan masing-masing mempunyai makna tersendiri.

Pembangunan “Bali Baru” meng-copy keberhasilan Bali. Keberhasilan pariwisata di Bali dapat terjadi karena kekuatan budayanya melalui desa adat. Keberhasilan desa adat dalam mempertahankan budaya dan keunikan-keunikannya telah menarik wisatawan. Pada Pembangunan "Bali Baru" penguatan dengan memperkuat desawisata yang ada di sekitar candi Borobudur. Penguatan desa wisata akan memicu masyarakat desa mengulik budayanya serta memunculkan kreativitas-kreativitas baik di kuliner, maupun kerajinan rakyat. Di sektor kesenian, juga dikuatkan dengan penguatan sanggar-sanggar seni di desa tersebut.

Promosi yang dilakukan pemerintah dalam membangun “Bali Baru” menyebabkan pihak swasta ikut membangun café-café dengan memanfaatkan pemandangan *view* yang cantik, baik disaat sunrise maupun sunset. Perkembangan ini akan memicu masyarakat untuk membangun *homestay* dan warung-warung makan kulineran.

Kata Kunci: Pengembangan, Komunikasi Pariwisata, Promosi

ABSTRACT

The development of "New Bali" was built with the concept of developing the values contained in the temple reliefs. These values are also used in regional development. One that has been built is the Gate. There are four gates, namely kalpataru, lions, elephants and ships, all of which have symbols on the reliefs and each has its own meaning.

The development of "New Bali" copies the success of Bali. The success of tourism in Bali can occur because of the strength of its culture through traditional villages. The success of traditional villages in maintaining their culture and uniqueness has attracted tourists. In the construction of "New Bali" strengthening by strengthening existing tourist villages around the Borobudur temple. Strengthening tourism villages will trigger rural communities to explore their culture and bring out creativity in both culinary and folk crafts. In the arts sector, it is also strengthened by strengthening art galleries in the village. The promotion carried out by the government in building "New Bali" caused the private sector to participate in building cafes by taking advantage of the beautiful view, both at sunrise and sunset. This development will trigger the community to build homestays and quinine food stalls.

Keywords: Development, Tourism Communication, Promotion