

The Role of Diaspora Communities in Preserving Culture and Promoting Balinese Tourism in France

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ABSTRACT

The Bali diaspora spread throughout France, driving tourism as well as Bali and Indonesia's culture. Diaspora is a term that refers to a community or ethnic group that voluntarily leaves their homeland or their ethnic origin, including spread to various places around the world, and includes the additional consequences of spread, such as genetic origin, and cultural spread. The aim of this study is to see how the Bali diaspora shapes the values, customs, and culture of Bali while preserving and introducing the Indonesian cultural identity in France as well as playing a role in enhancing tourism in Bali and Indonesia as a whole. The Bali diaspora in France is the main focus of this study, especially Paris, France, which is the most famous tourist destination in the world. This research uses a qualitative approach. Diaspora Indonesia has been able to boost Indonesian tourism in France through various activities related to the culture and art of Indonesia. The French people recognize Indonesian culture and art as the identity of their nation. It increases the nationalism of Indonesians living in France. Situations, formulas, tables, and images are not available in abstract.

Keywords: social, culture, diaspora, tourism, tourism promotion

INTRODUCTION

The progress of the tourism industry can be made possible by the natural beauty of Indonesia, an archipelago. Indonesia's natural beauty is now recognized not only in Indonesia but also in many countries around the world. Thus, Indonesia's tourism sector is growing rapidly. According to Menpar's data, the tourism sector's growth of 9.39% in 2014 beat the economic growth of 5.04%. Today, a large part of Indonesia's economy depends on tourism. Oil and gas, palm oil, and tourism ranked third in terms of foreign exchange earnings in 2009. The number of foreign tourists to Indonesia increased by 7 million in 2010, according to BPS data. In the beginning, and provided foreign exchange of 7,603.45 million US dollars to the country.

Indonesians are in diaspora in more than ninety countries. Worldwide, there are around 70 million people in the Chinese diaspora and 60 million in the Indian diaspora, which is comparable



to the population of these two countries. The number of Indonesian diasporas is quite small. In the opening of the Third Indonesian Diaspora Congress, Vice President of the Republic of Indonesia Jusuf Kalla said that Indonesia has the opportunity to occupy the third position as the largest diaspora contributor in the world, although its population is still inferior to the Philippines. Despite its small number, the Indonesian diaspora is still an important asset for the country's development. In the Second Indonesian Diaspora Congress in Jakarta, former Indonesian President Susilo Bambang Yodhoyono had said the same thing before. "Diaspora" comes from the Ancient Greek word "speiro", which means "the spreading or sowing of seeds". The English term "dispersion," meaning "spreading," also comes from the Ancient Greek word. Various types of research on diaspora began to appear around the late 1900s in various scientific literatures. Diaspora can also be defined as migrants who leave their homeland to go to another place (country or place) in search of education, income, and a better. The Indonesian diasporas spread across Europe are ethnically and religiously diverse, and they come from many different places. Various artistic and cultural activities of the Indonesian diaspora promote tourism.

An example of a famous tourism spot in Indonesia is Bali. Bali is the best place for domestic and foreign tourists. Bali has a rich culture and stunning natural beauty that attracts tourists. If we look at Bali today, it can be seen that development is happening rapidly, turning it into a big city that pampers tourists. This development really starts with the arrival of tourists who are welcomed by the magnificent Ngurah Rai Airport, as well as the increasing number of international class hotels and restaurants in Bali. Bali is a small island that holds a million beauties. However, Bali has a unique culture and art, which can make the area famous worldwide through tourism. Bali is already known and has been interacting since ancient times, as shown by the discovery of many ancient potteries from India and China. These interactions have had a huge impact on Balinese life, especially in terms of religion, culture and art. This is all due to Bali's popularity as a tourist spot.

The Balinese diaspora is well known throughout Europe, including in France. During this process, cultural boundaries of regional origin are removed so that the national culture becomes a unified whole. Furthermore, they are used to promote tourism through various initiatives, showing that they actively contribute to tourism in their homeland. Bali Province is committed to achieving sustainable regional development by increasing economic productivity, economic diversification, and sustainable development of the tourism sector. Regional development is essential for sustainable economic growth, improvement of people's quality of life, and preservation of the environment.

In addition, this has shown that Bali's economy, which has been based on tourism, needs alternative pillars to support its economic structure. The creative economy is also considered as

one of the alternatives that may become a source of income and a pillar of support for the economy of Bali Province. The development of clusters of economic activity centers throughout Bali Province can also help the distribution of regional development in the strategy of equitable regional development. The formation of these clusters can encourage the development of diverse tourism destinations in Bali's various regencies and cities and provide supporting infrastructure such as roads, public transportation, accommodation, and tourism facilities. It is also not only impactful for Bali, but also for Indonesia.

RESEARCH METHODS

The researchers used a qualitative approach to analyze Bali Diaspora Tourism Promotion in France. A qualitative approach is a type of research that aims to discover what the subject experiences, such as motivation, strategy, promotion, and action. This study was conducted by analyzing the responses of local and foreign residents who have visited Bali.

Result and Discussion

The relationship between social and cultural aspects and tourism themes is very important in the development of the tourism industry. Social and cultural aspects play a significant role in shaping the tourism experience and influencing tourist behavior. The impact of tourism on social and cultural aspects can be both good and bad.

On the positive side, tourism can promote cross-cultural understanding and exchange, preserve cultural heritage, and support the local economy. For example, the development of cultural tourism in Indonesia has contributed to the preservation of traditional arts and crafts, and the promotion of local culture and traditions.

On the negative side, tourism can also lead to cultural homogenization, destruction of traditional practices, and exploitation of local resources. For example, the influx of tourists to Bali has led to the development of mass tourism, which has resulted in the loss of traditional Balinese culture and environmental degradation.

With the increasing level of Indonesian cultural tourism at the global level, tourists in Indonesia and abroad are able to get to know and understand the different cultures that it has. In addition, Indonesia increases its social and cultural value through Bali diaspora tourism in France. In the promotion of the Bali diaspora in France have benefited both in cultural and economic terms from mutually supportive cultural tourism. Cultural tourism is one of the important ways of achieving Indonesian economic goals because of the cultural diversity in each of its regions.

A unique or peculiarity that Indonesia has will be the capital for developing every advantage that there is in Indonesia, foreign tourists who come to Indonesia as well as tourists that are in France, then cultural tourism becomes a real benchmark for Indonesia to implement cultural Tourism. The promotion of the Bali diaspora in France is carried out by promoting cultural tourism in the region and internationally. It gives Indonesia the chance to become one of the world-renowned European countries.

At the global level, there are some significant elements that show the relationship of the Bali diaspora with the progress of Indonesia. The people of Bali who left their homeland to live outside Bali were very helpful in promoting the culture and traditions of Bali as well as raising Indonesian awareness around the world. The Bali diaspora can interact with the development of Indonesia in a global context through various ways. They can join the Indonesian ethnic community abroad, such as in Paris, which preserves the traditions and culture of Indonesia. They can also participate in various festivals and cultural events abroad such as the Bali Festival in Paris that promote Bali and Indonesia around the world. They can also promote the Bali or Indonesian culture by introducing Indonesia's culinary culture. All these opportunities are Indonesian existence opportunities in introducing itself to the outside world.

Diaspora Indonesia has played an important role in promoting Indonesian culture and traditions around the world. For example, Indonesians can participate in various festivals and cultural events abroad, and contribute to the development of digital cultural applications and content. They can help Indonesia food development and promote Indonesian culture through their food.

Socio-cultural tourism has benefited Indonesia on a global scale. The increased interest of foreign tourists in visiting Indonesia is one of the advantages. By further promoting Indonesian products, culture, and tourism, Indonesia can increase local revenue and introduce UMKM products to various countries. In this case, promotion of social and cultural tourism can help Indonesia in a number of ways. First, this promotion can raise world awareness of the diversity of Indonesian cultures and traditions as well as the unique cultural values of Indonesia. Second, through the sale of UMKM products and tourism, the promotion can help increase the income of local communities and provide an opportunity to attract foreign tourists.

The Government of Indonesia has recognized the role of the Bali diaspora in promoting Indonesian culture and tourism around the world in this context. They have sought to enhance the understanding of people around the world of the diversity of Indonesian traditions and cultures as well as to spread the unique Indonesian cultural values. In addition, the government has sought to

boost local income through small and medium-sized enterprises as well as providing opportunities to create new jobs.

Overall, Indonesian diaspora abroad faces various challenges in helping their country advance at a global level. These include resource constraints, isolation, influence, communication, identity, recognition, development constraint, political, cultural, and economic development restraint. Overall, Indonesia's diaspora has the ability to help the Indonesian government advance their culture, traditions, and lives on an international scale. Enhancing their understanding of foreign insights, participating in gastro-diplomacy, supporting country progress, and supporting social, cultural, and economic development are some of the ways they can tackle the challenges they face.

As demonstrated by the discourse that indicates that the Bali diaspora serves as a "cultural bridge" and as a driving force for tourism and creative culture, the promotion of tourism of the Bali diaspora in France raises the awareness and commitment of the people of Bali to preserve their cultural values and traditions. They strive to preserve their culture by promoting Indonesian art, culture, and tourism. Besides, they gather regularly to maintain brotherhood and mercy and take an active part in public activities. In this respect, Bali's tourism promotion in France is an attempt to preserve the art and culture of Indonesia with the aim of promoting Indonesian tourism in the European community. Bali is also a catalyst for other Indonesian diaspora in preserving the preservation of the socio-cultural identity and traditions that exist in Indonesia as well as promoting Indonesia's tourism in the international arena.

In conclusion, the relationship between social and cultural aspects and the theme of tourism is complex and multifaceted. While tourism can have both good and bad impacts on social and cultural aspects, it is important to strike a balance between economic development and cultural preservation.

The Existence of the Balinese and Indonesian Diaspora in France

Diversity in Indonesia includes various ethnicities, religions, languages and customs. During the struggle for independence, the founding fathers realized the danger of conflict that could arise if differences were not addressed, which would make the desired independence more difficult to achieve. Thus, the idea of uniting differences outlined in the Youth Pledge emerged, as well as being a turning point where the spirit of national unity and Indonesian nationalism emerged. Indonesian diasporas remain part of one nation when they move to other places, and it is not uncommon for Indonesian diasporas in other regions to also try to help their nation through diaspora associations.

Indonesian diasporas usually live together in small communities in these countries. Diaspora communities are usually formed based on ethnicity, regional origin, occupation, or hobbies. It is believed that these communities have the ability to unite, sustain and represent the Indonesian diaspora in new places. Each community has unique characteristics that they strive to maintain. The Sekar Jagat Indonesia (SJI) community in Paris, France, is one of the most well-known Indonesian diaspora communities in Europe. It was originally founded by Balinese diasporas to gather and hang out, and to preserve Balinese art and culture in Paris. The members of the community have grown over time and are not only from Bali, but also include a wide range of ethnicities from all over Indonesia. SJI is increasingly concentrating on the preservation and development of Indonesian art and culture as the organization grows and the heterogeneity of its members grows. Ms. Putu Anggawati Sautet, a long-time Balinese diaspora living in France, is the head of the SJI community. SJI is well known for its cultural diplomacy and Indonesian arts in Europe. The SJI community is often invited to participate in Nusantara art performances in various cities.

This, the Indonesian diaspora has a dual role through these various organizational platforms. The Indonesian diaspora strives to introduce the richness of the archipelago's arts and culture to the European community. They also gather, stay in touch, and share their talents and hobbies. In addition, they help alleviate poverty, education, and the welfare of children and poor families in Indonesia through the communities they build.

Bali Diaspora Tourism Promotion Strategy

The promotion of Bali tourism by the Balinese diaspora in France involves several important aspects, according to the information presented. Here are some strategies that can be implemented: **Social Media Optimization:** The Balinese diaspora in France can use social media such as Instagram, Facebook, and YouTube to promote Bali tourism. By using these digital platforms, they can create engaging content and capture the attention of users. **Cooperation with Influencers:** The Balinese diaspora in France should collaborate with the central government, the Ministry of Tourism, and the French Ministry of Tourism to support the promotion of Indonesian tourism among millennials. Collaborating with these influencers can increase French exposure and interest in Bali tourism. With support from various parties, Bali tourism in France can be further promoted through social media and online platforms.

Every week, the SJI community gets together and practices in addition to using online resources. Most SJI participants bring their kids and families. Children study fundamental dancing, while adult members learn advanced dance. Despite the fact that their children are French, they adore

Indonesian art and culture. It is required of all attendees at each meeting to bring a traditional Indonesian food to share at the conclusion of the event. These routine get-togethers serve to sustain their friendship and guarantee that their kids don't lose their "cultural roots" in Indonesia. The goal of SJI is to preserve and present Indonesia's rich artistic and cultural heritage to the people of Europe. Moreover, they make a concerted effort to aggressively promote Indonesian travel via a range of cultural events. Because of their positive working relationship, SJI and the Indonesian Embassy in France are able to collaborate to promote Indonesian tourism.

To promote Bali tourism in France, the Balinese diaspora can work with local travel agents who have extensive networks and experience in promoting tourism destinations. These travel agents can assist the Balinese diaspora in promoting Bali tourism in France through social media, promotional events, and other methods. The Balinese diaspora can work with local travel agents to promote Bali tourism in France. Local travel agents have extensive networks and experience in promoting tourism destinations, and local travel agents can assist the Balinese diaspora in promoting the developed tour packages. By developing cooperation with local travel agents, the Balinese diaspora in France can play a more effective role in promoting Bali tourism in France.

A program of the Ministry of Tourism of the Republic of Indonesia, the Wonderful Indonesia Diaspora Restaurant Co-Branding Program collaborates with various Indonesian restaurants owned by the Indonesian diaspora in various countries (Astrid 2020). The purpose of this program is to optimize Indonesian restaurants spread across various countries as a means of promoting tourism, as well as introducing Indonesian cuisine. This program will also give appreciation to restaurants that have promoted Indonesia in their countries. The Ministry of Tourism gathered a number of restaurants in various countries before starting this program. Then, they offered the program to partners who wanted to work together with Co-Branding. However, those partners also volunteered to work together in this program. After that, the Ministry of Tourism will select which restaurants can participate in the Wonderful Indonesia Diaspora Co-Branding program.

This, the existence of strategies in various ways, both online and in person, can have an effect in increasing the attractiveness of promotion from Indonesia to the international world. This is also supported by the cooperation of several parties, so that there is good interaction in strengthening the promotion strategy.

Opportunities and Challenges in Bali Diaspora Tourism Promotion

Opportunities in promoting Bali Diaspora Tourism in France: Cooperation with local travel agents can help Bali Diaspora in France promote Bali tourism in France by using social media, promotional events, and other methods. Tour Package Development, Developing tour packages that suit the interests of French tourists can help increase French tourists' awareness and interest in Bali tourism. Promotion of Tour Packages, Developing tour packages that suit the interests of French tourists can help the Balinese diaspora in France in promoting Bali tourism. Cooperation with Local Government, Cooperation with Bali's local government can help the Balinese diaspora in France in promoting Bali tourism.

The challenges in promoting Bali Diaspora Tourism in France are Resource Limitations in promoting Bali tourism in France can be difficult due to lack of human and financial resources. Network Limitations in promoting Bali tourism in France can be difficult due to lack of networks and relationships with local travel agents. Information Limitations due to lack of information about the place.

This, every opportunity that exists in tourism promotion also has challenges. In facing these challenges certainly have some obstacles in the international world specifically in France, but the opportunities that exist can be a handle in strengthening Balinese diaspora tourism in France.

CONCLUSION

The expansion of Indonesian art and culture outside, particularly in Europe, is sometimes traced back to the Balinese diaspora. Together with other ethnic Indonesian diasporas, the Balinese diaspora reconstructs their new home while upholding the cultural values they brought with them from their homeland. At this stage, the diaspora inspires other Indonesian diasporas to preserve Indonesian arts and culture, which promotes Indonesian travel to other countries, particularly France.

The Indonesian diaspora continues to work to maintain their cultural identity, including by promoting Indonesian arts, culture and tourism. They gather regularly across the region to strengthen relationships and foster a sense of brotherhood. They also actively participate in various public activities.

This, Indonesia in improving the existence and development of its country through everything that attracts the world, one of which is introducing Balinese culture which is one of the beautiful paradises. With the promotion of tourism by the Balinese diaspora in France, it illustrates that Indonesia is able to compete with foreign countries, even in a large continent like Europe.

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