

Chapter V. THEORETICAL FOUNDINGS

A. Tourists' Behavior and Interest towards Balinese View in Philosophy and Art in

Architecture

The project is expected to have the ability to attract the visitor who mostly tourists by serving the Balinese essence into the design of the building. Cinema and Cultural venue is currently nonexistent in Bali which owns highly potential cultures to explore, tourism as Balinese major economic support become the initial target of many entertainment and leisure facilities. Tourism itself affect the main element of the culture, such as custom, beliefs, and value (Garcia et al., 2015), as well as language, art, education, clothing, architecture and religion (Ritchie & Zins, 1978). This proves that Balinese culture is resilient to the impact that tourist may negatively affect Balinese way of life but it also is not something impossible that one day Balinese starting to fade its culture and tradition. In fact that tourist mainly seeks the essence of Bali in their visit is preserving and encouraging Balinese to stick to their culture and traditions. There is a wide variety of effort to preserving a culture, one of them through architecture.

Balinese architecture is developed from Balinese ways of life, their spatial organization, their communal-based social relationships, as well as philosophy and spirituality, influenced its design that much owed to Balinese Hinduism. The common theme often occur in Balinese design is the tripartite divisions³¹, it means that the organization of space is divided in three sections along with certain philosophy each one of them.

Traditional Balinese architecture adheres to strict and sacred laws of building, allowing lots of open space and consisting of a spacious courtyard with many small pavilions, ringed

³¹ Davidson, Julian. Balinese Architecture. Tuttle Publishing. 2003.

by wall to keep out evil spirits and decorated with guardian statues. The philosophical and conceptual basis of *Asta Kosala Kosali* as guidelines of architectural design and *Nawa Sanga* as the guidelines of building orientation based on nine cosmologic directions. These two architecture philosophies underlining the development of Balinese traditional architecture that broke down into several concepts that considered to be applied in the project, as listed below³²:

1. **Tri Hita Karana**: the concept of harmony and balance consists of three elements; *atma* (human), *angga* (nature), and *khaya* (gods). Tri Hita Karana prescribe three ways that a human beings must strive to nurture harmonious relationship with fellow human beings, nature, and God.
2. **Tri Mandala**: spatial concept describing three parts of realms, from *Nista Mandala* (the outer and lower mundane less-sacred realm), *Madya Mandala* (the intermediate middle realm), to *Utama Mandala* (the inner and higher most important sacred realm). The concept conceivably applied as zoning in priority order.
3. **Tri Angga**: the conception of visual hierarchy from microcosm, middle realm, and macrocosm. The concept interpreted as building morph.

The implementation of Balinese architecture in the project solely affect the space organization because the concepts are logically ideal for the environment condition in Bali and the comfort of building's user. Also adapting Balinese arts into the building, by serving arts related activities as well as projecting it as part of building's aesthetic.

B. The Appeal of Crowded Place

Separation of societal function and zone such as workplaces, residence, shopping and entertainment centers, monuments, and governmental buildings would promote a sense of

³² Davidson, Julian. Balinese Architecture. Accessed from https://books.google.co.id/books?id=HCBFBAAAQBAJ&printsec=frontcover&hl=id&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false. Tuttle Publishing. 2003.

harmony in living (Corbusier, 1986). Location become one of the main reason of a successful entertainment facility, the area is already an establishment of trade and service facilities in decades with entertainment becomes the major counterpart of the surrounding building function. According to Convergence theory (Reicher, 2000) people in crowds express existing beliefs and values so that the mob reaction is the rational product of widespread popular feeling (Reicher, 2000). It conclude that crowded condition are beneficial to create a trigger for more people to come and attract the curiosity of a place they never been before.

Tourist as main targeted market for this venue has wide variety of background but the majority of them are millennials whom in the age range of 19-30 years old³³. The data shown that tourist on the age of 19-22 hold the highest percentage of 49% of total visitor in the island, in 2017. According to Parhusip & Arida (2018) on a study journal entitled “Wisatawan Milenial Di Bali” milenial tourist has certain characteristic and behavior. The study resulted in 73% of millennial tourists prefer spend money for a trip to materialistic ownership, the motivation to look for something attractive, culture and other uniqueness is the highest recorded. Bali Cinema and Cultural Center project happen to become a venue where traditional cultures of Bali being represented in the form of pop culture that facilitate the needs of millennial visitor.

C. Seaside Architecture

The notion of having leisure facility close to the ocean line is very common in tourism area, especially in the tropical island of Bali but often the natural element that may beneficial for the building is neglected. Bali Cinema and Cultural Center project located close to the

³³ Balinese Government Statistical Catalog, entitled ‘STATISTIK WISATAWAN MANCANEGERA 2017 KE BALI’. Accessed from <https://bali.bps.go.id/publication/download.html?nrbvfeve=NDU0NjAxNzFmNmRkODIwNmUzNTBkZmM4&xzmn=aHR0cHM6Ly9iYWxpLmJwcy5nby5pZC9wdWJsaWNhdGlvi8yMDE4LzA2LzI5LzQ1NDYwMTcxZjZkZDgyMDZlMzUwZGZjOC9zdGF0aXN0aWstd2lzYXRhd2FuLW1hbmNhbmVnYXJhLWtlLWJhbGktMjAxNy5odG1s&twoadfnorfeau f=MjAxOS0wNC0xMCAxMjoyNDoyNWw%3D%3D> on March 10th 2019.

shore of Kuta area, which means the element of seaside is dominating the site. According to British academic David Jarratt³⁴, seashore is the distinct sense of place (genius loci) which associated with seaside resorts and as experienced by visitors to these coastal destinations, mostly in the tropical climate area. The combination of factors including the open vistas of the coastal environment and distinctive leisure activities will reflect regional preferences. The seaside experience, also associated with emotional nostalgic reaction and feelings on wellbeing, which has in turn been connected to visitor appeal (Hassan, 2003).

Tropical Architecture was primarily constructed as a technical discourse that dealt with the 'acclimatization' of modern architecture to the tropics (Fry, 1959), but in the practice become less ecologically friendly because the focus shifted from technically tropical architecture into aesthetically tropical architecture. However, according to Steele (1997, 11) (cited by Gourgel, 2012), sustainable architecture "is the production of a building that suits the climate, lighting, ventilation and topography, taking advantage of the natural conditions of the place by reducing wasting energy. On the other hand, the writings of Koenigsberger, Baweja (2008) (cited by Gourgel, 2012), defines this architecture with a strong involvement with the energy dimension, regardless of resources and climate. Tropical Architecture paradigmatically becomes the climate-responsive and energy-conservative designs that make the best use of locally available resources. In order to maximize the physical comfort for the user, there is a hypothesis called Biophilia, the hypothesis suggests that humans possess an innate tendency to seek connections with nature and other forms of life³⁵, which results in sense of comfort through visual and physical affiliation (Wilson, 1984).

³⁴ Jarratt, D. (2015). Sense of place at a British coastal resort: Exploring 'seashore' in Morecambe. *Tourism: An International Interdisciplinary Journal*, 63 (3). pp. 351-363. Accessed from <http://clon.uclan.ac.uk/13254/>, on March 18th 2019

³⁵ "Biophilia hypothesis." *Encyclopedia Britannica*. Accessed from *Encyclopedia Britannica Ultimate Reference Suite* <https://www.britannica.com/science/biophilia-hypothesis>. Chicago: Encyclopedia Britannica, 2014.