

## CLEANLINESS MANAGEMENT AS AN EFFORT TO REALIZE SGDS PRINCIPLES IN PENGLIPURAN TOURISM VILLAGE

Luh Gede Sintiawati Diah Kusuma WARDHANI<sup>1\*</sup>, Ni Komang Sri WAHYUNI<sup>2</sup>, Ni Luh Putu Septi DARMAYANTI<sup>3</sup>, Ni Made HERLINAYANTI<sup>4</sup>

<sup>1,2,3,4</sup>Accounting Study Program, Faculty of Economics and Business, Warmadewa University, Indonesia

### Abstract:

Sustainable tourism management in Penglipuran Tourism Village is a strategic step towards achieving the Sustainable Development Goals (SDGs), which highlight the importance of balancing economic growth, environmental protection, and socio-cultural empowerment of local communities. Sustainable tourism management in Penglipuran Village emphasizes cultural and environmental preservation and involves the active participation of village communities in various aspects of tourism. Sustainable tourism management in Penglipuran Village is implemented by emphasizing cultural preservation, environmental protection, and active empowerment of local communities. The village adopts the teachings of Tri Hita Karana, which emphasizes the importance of balance between humans and God, the relationship between humans, and the relationship between humans and nature. This concept serves as the philosophical basis and implementation of tourism management. The community continues to practice traditions and culture in their daily lives without being affected by tourist activities, thus preserving their culture and becoming a major tourist attraction. Tourism village management is carried out systematically, involving local communities as primary managers, who hold responsibility and possess local knowledge to preserve natural and cultural resources. This method ensures the sustainable use of resources and fosters accountability at the local level. Penglipuran Village is an example of successful tourism management that applies sustainability principles by combining cultural preservation, environmental protection, and community empowerment. This provides sustainable social, economic, and cultural benefits for all parties involved.

**Keywords:** Sustainable Tourism, Tourism Village, Penglipuran Village, Community Empowerment, Cultural Preservation

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Corresponding Author\*

([sintiawati937@gmail.com](mailto:sintiawati937@gmail.com))



Page: 65-71

## INTRODUCTION

Management is a process encompassing planning, organizing, and controlling activities carried out to establish and achieve predetermined objectives, utilizing human and other resources (Muhammad Ichsan, n.d.). Sustainable tourism, as defined by the World Tourism Organization (UNWTO), is tourism that fully considers current and future economic, social, and environmental impacts. It aims to meet the needs of visitors, the tourism industry, the environment, and the host community (Sulistiyadi Y et al., 2017).

Sustainable tourism, as explained in the definition above, can be defined as development that is environmentally friendly, economically profitable, and ethically and socially just for the community. Therefore, sustainable tourism development is a planned and structured effort to improve the quality of life through the sustainable management of the provision, development, utilization, and maintenance of natural and cultural resources. Within the context of sustainable development, sustainable tourism can be described as tourism development that meets the needs of tourists while preserving the environment and providing benefits for current and future generations. This can only be achieved through a system of good governance with active and balanced participation between the government, the private sector, and the community.

The goal of sustainable tourism is to reduce poverty by respecting social and cultural authenticity and using environmental resources responsibly. Furthermore, sustainable tourism not only encourages

but also facilitates and empowers local communities so they can participate in the production process and derive direct benefits from tourism activities (Sulistiyadi Y et al., 2017).

The SDGs are a system designed and committed to by national leaders, including those of Indonesia. They are implemented internationally and on a large scale. The goals of the SDGs are to eradicate poverty, reduce inequality, and preserve the environment. The SDGs aim to transform a country into one capable of developing across multiple sectors and effectively implementing and implementing the principles of a sustainable economy (Puja Pangestu et al., n.d.).

Environmental cleanliness is essential to human life and is also a fundamental factor in health and prevention. Environmental cleanliness refers to efforts to create a healthy environment that is less susceptible to various diseases, such as dengue fever, diarrhea, and other illnesses. This can be achieved by developing a clean, attractive, and pleasant atmosphere (Nuha, n.d.). Environmental cleanliness is a crucial factor for the success of tourism, as it impacts the incentive to visit tourist attractions. Education about hygiene and health plays a significant role in supporting quality services in the tourism sector. With a growing understanding of the importance of sanitation and health, tourists now prefer to choose destinations that prioritize cleanliness as part of their experience. Sanitation management at tourist destinations is a crucial element in supporting sustainable tourism (Gultom, J.F. et al., n.d.).

For example, in 2018, Penglipuran Tourism Village was named the third cleanest village in the world by Bombastic Magazine. Cleanliness, a key element in the lives of the Penglipuran community, serves as the basis for the thoughts, attitudes, and actions of every resident. Through these three frameworks, each individual develops an understanding that cleanliness is a shared responsibility rooted in Tri Hita Karana. Therefore, based on the Tri Hita Karana concept, every element of society strives to participate without coercion in realizing a culture of clean living. Therefore, community participation is crucial and influential in achieving cleanliness and achieving the SDGs.

**The Concept of Cleanliness Management in the Tourism Sector.** Cleanliness management at tourist attractions is a crucial aspect in creating a sense of comfort for tourists and maintaining a healthy environment. As an illustration, a study of the Moraya Fortress tourist attraction showed that inadequate cleanliness management resulted in garbage accumulation and inconvenience for visitors. Successful cleanliness management requires active collaboration between the government and the local community (qualitative descriptive research at Moraya Fortress).

**Community-Involved Waste Management in Penglipuran Tourism Village.** Penglipuran Tourism Village is recognized as one of the cleanest tourist villages in the world, successfully implementing community-involved waste management. This village manages waste using a simple yet efficient method of separating organic and non-organic waste. However, waste management in Penglipuran still requires improvement to become more independent and optimal, by involving the active participation of the community, such as housewives, tourism village managers, and food stall owners (Budiarta, I. W et al., n.d.).

**Community Involvement in Cleanliness Management.** The level of community awareness and involvement greatly influences the success of cleanliness management in tourist villages. For example, in Madangan Village, outreach and community service activities involving tourism awareness groups (POKDARWIS) have raised community awareness of the importance of maintaining environmental cleanliness to create a comfortable and welcoming environment for visitors (Triatma Mulya University).

**Integrated Waste Management System.** Integrated waste management, which includes a system of supporting facilities and community involvement, is a crucial factor in maintaining the cleanliness of tourist areas. Research in Bindu Village, Badung Regency, revealed that integrating waste management practices with active community participation can strengthen efforts to maintain a clean and healthy environment (qualitative study in Bindu Village).

**Relationship to the Principles of the Sustainable Development Goals (SDGs).** Cleanliness management in tourist villages like Penglipuran is closely linked to the principles of the Sustainable Development Goals (SDGs), particularly Goal 11 (Sustainable Cities and Human Settlements) and Goal 12 (Responsible Consumption and Production). Proper waste management and community

involvement contribute to a healthy and sustainable environment, while also improving the quality of life for residents and the experience of tourists.

**Table 1.** Previous Research Publications

No	Researcher Name	Research Title	Research result
1.	Genesaret Magdalena Rawung, Alden Laloma, dan Veri Y. Londa.	<i>Pengelolaan Kebersihan Objek Wisata Benteng Moraya di Tonando Kabupaten Minahasa</i> (Cleanliness Management of the Moraya Fort Tourist Attraction in Tonando, Minahasa Regency)	Providing suggestions on appropriate strategies to improve cleanliness management at the Moraya Fortress Tourist Attraction, located in Minahasa Regency.
2.	I Wayan Budiarta, I Nengah Muliarta, I Wayan Ana.	<i>Pengelolaan Sampah Berbasis Masyarakat dan Peningkatan Keterampilan Berbahasa Inggris di Desa Wisata Penglipuran, Kecamatan Kubu, Kabupaten Bangli, Provinsi Bali</i> (Community-Based Waste Management and English Language Skills Improvement in Penglipuran Tourism Village, Kubu District, Bangli Regency, Bali Province)	Community-based waste management successfully supports the sustainability of tourist villages.
3.	Tiara Kusum Dewi, Kukuh Rian Setiawan, I Ketut Yudana Adi, Made Yudi Darmita, Gde Herry Sugiarto Asana.	<i>Pengelolaan Kebersihan Lingkungan Serta Penataan "Joging Track" Bagi Kelompok Sadar Wisata Desa Madangan Kabupaten Gianyar</i> (Environmental Cleanliness Management and "Joging Track" Arrangement for the Madangan Village Tourism Awareness Group, Gianyar Regency)	The management of cleanliness and arrangement of the jogging track by the Tourism Awareness Group has succeeded in creating a clean and attractive environment, while increasing the interest of tourists to visit.
4.	Putu Eka Purnama Sari, Ida Bagus Suryawan	<i>Pengelolaan Sampah Terpadu Dalam Pariwisata Berbasis Masyarakat di Desa Bindu, Badung</i> (Integrated Waste Management in Community-Based Tourism in Bindu Village, Badung)	Community-based integrated waste management in Bindu Village, Badung, has successfully increased environmental awareness and effective waste management.

## METHODS

This essay uses a qualitative approach. It begins with a literature review, which involves data collection, reading, recording, and reviewing or analyzing the literature used. Data collection was conducted by searching for valid scientific sources using Google search terms such as "Cleanliness Management," "Sustainable Tourism," and "SDGs Principles." The literature review results were then analyzed and presented descriptively in the form of an essay.

## RESULT AND DISCUSSION

Every Penglipuran resident recognizes the importance of maintaining the cleanliness of their neighborhood without the need for written regulations. Certain official signs serve as specific indicators encouraging everyone to participate in cleaning activities, and all segments of the community naturally develop a habit of clean living. When one resident begins cleaning their home, it motivates others to follow suit immediately. Furthermore, geographically, Penglipuran residents' homes face each other, making all activities visible to others. Psychologically, what does an individual do to stimulate their awareness of participating in the culture of maintaining cleanliness in their yard? It is as if the atmosphere of citizenship encourages each other to carry out routine cleaning activities around their



homes, with the participation of other residents. This demonstrates a reflex response, a condition in which a response arises as a result of a specific stimulus. In this context, when one resident begins cleaning their home, it sparks a similar enthusiasm in others.

However, there is also a mutual agreement among residents that a shared desire to raise awareness of environmental cleanliness is a key factor in Penglipuran Village's continued sustainability. Therefore, although there are no official written regulations that specifically emphasize this, Penglipuran residents are ready to build solidarity in maintaining their commitment to a clean environment. In this regard, the actions taken by each individual and community to monitor the commitment to maintaining cleanliness in Penglipuran Village serve as an early warning system that manifests itself in many aspects. For example, creating and distributing trash bins in various locations and consistently reminding anyone visiting Penglipuran Village always to maintain cleanliness and preserve the environment. With a social and cultural atmosphere that highly values environmental sustainability, each individual will be encouraged to share this commitment in efforts to maintain Penglipuran's cleanliness.

However, awareness of nature and concern for cleanliness will only be effectively realized through community clean-up activities that routinely and consistently carry out extensive environmental cleanups. The local community's commitment to maintaining environmental cleanliness is reflected in their efforts to cut the grass on every slope on the 1st and 15th of the month. This action is clear evidence that this tourist attraction is truly worthy. Furthermore, various rituals are observed in the Penglipuran community. This belief is manifested through traditional ceremonies and religious activities. According to residents, cleanliness is crucial for strengthening their devotion to Sang Hyang Widi (God Almighty). They also believe that Penglipuran Village, considered a "paradise" in their beliefs, creates a peaceful atmosphere. Therefore, creating a clean environment and a beautiful village is paramount.

The high level of community awareness in Penglipuran Village has fostered awareness within them. As a result, maintaining cleanliness is no longer considered a problem but a habit within the village's tourism management system. Furthermore, the villagers' participation is evident when they try to introduce local foods and beverages to visitors. During the development of Penglipuran Village, the community actively participates in preserving the cleanliness of the environment. Furthermore, numerous outreach activities have been conducted to establish the tourism village, aimed at raising awareness about the importance of environmental protection. More public sanitation facilities have been provided, and cleaning staff are available to reduce waste volume and maintain parks in the Penglipuran tourism area. Efforts to maintain environmental cleanliness in Penglipuran Tourism Village include the erection of signs warning against littering. Several types of waste in Penglipuran are collected and processed to be useful in managing the environment of the Penglipuran tourist village.

A deep understanding of the importance of maintaining cleanliness is also taught to their generation, fostering a commitment to environmental preservation. Environmental awareness is a guiding principle communicated by parents within the family and taught in schools. Teachers enthusiastically engage their students not only in classroom learning but also outside of it, exploring the Penglipuran Village area. Students are invited to reflect on the preciousness of the surrounding natural beauty, the sanctity of the environment, and the cleanliness of the village, so that clean habits can be developed from an early age.

The participation of all elements in developing a habit of maintaining cleanliness in the Penglipuran Village area serves as a social asset in character building, as individuals who focus not only on the law but also on creating official regulations as a source of compliance in supporting the implementation of village environmental cleanliness through various programs. Furthermore, this social asset creates clean lifestyle habits as an added value that is present and sustainable within the community. Cleanliness, the primary goal of Penglipuran Village life, serves as the foundation for thought, behavior, and actions among every resident. Through these three frameworks, each individual develops a shared understanding that maintaining cleanliness is a shared obligation stemming from Tri

Hita Karana. Thus, based on the Tri Hita Karana concept, every member of society strives to participate wholeheartedly and without coercion in developing the habit of maintaining cleanliness.

The Tri Hita Karana concept, applied as a method for building relationships between humans, nature, and God, also demonstrates the teachings of the five elements. First, the cultural aspects of the relationship between individuals and God. These cultural teachings are reflected in the spiritual aspect, which makes cleanliness a dedication to achieving blessings in life, both in this life and in the afterlife. Hindu teachings emphasize the importance of sincerity in religion, not only reflected in various religious ceremonies but also implemented in daily activities.

Second, the cultural values inherent in the interaction between humans and nature serve as a foundation for individuals to consistently commit to treating the environment well. Consequently, every citizen does not carelessly use natural resources to meet their needs. They are obliged to follow all rules that require a serious intention to maintain a good relationship with nature. Third, the cultural values inherent in the relationship between individuals and members of society. These cultural values act as social regulators among people, encouraging them to support and collaborate in building a clean environment. Therefore, individuals motivated to practice should not litter and must provide appropriate trash bins for proper disposal, a practice that the rest of the community must carefully implement.

Fourth, cultural values relate to interpersonal relationships. These cultural values serve as a bridge between individuals, enabling them to work together systematically and support each other to preserve the cosmological order in Penglipuran Village. Symbiotic mutualistic behavior between individuals is crucial in the Penglipuran community, motivating everyone to lower their egos and work together to maintain cleanliness.

Fifth, the significance of cultural values within individuals is crucial. These cultural values are a crucial element in developing good character, particularly in relation to individual contributions to the broader community. At the very least, if each individual can make peace with themselves and resolve to engage in activities aligned with shared needs, they will develop magnanimity and humility in carrying out every agreement. These five elements are the main focus in the behavior and actions of every Penglipuran resident in order to build a culture of cleanliness in daily life (Faculty of Sharia and Law, UIN Sunan Kalijaga Almat, 2020).

Libhi and Mahangangga (2016) stated that the management of Penglipuran Tourism Village is the result of collaboration between the Traditional Village and the Penglipuran Tourism Village administrators. The village cannot manage tourism in Penglipuran independently; therefore, full authority is given to the Penglipuran Village tourism administrators. When carrying out their duties and responsibilities, the Penglipuran Village tourism administrators do so independently without interference from others.

The success of being named the third cleanest tourist village in the world is a result of the local community's efforts to separate organic and non-organic waste. Current waste management practices are still relatively basic. Although the village has been recognized as one of the cleanest in the world, more efficient and independent waste management still requires attention. To achieve better hygiene standards, it is crucial for the local community, including the homemakers who manage the tourist village and the owners of the village's food stalls, to participate in independent waste management actively. Waste is not yet managed independently and efficiently.

Currently, separating organic and non-organic waste is a positive initial step. However, the next step is to implement more effective waste management methods, such as using composters in every home and shop. This can result in a more efficient recycling system and minimize the negative impact of waste on the environment. Therefore, it is crucial to increase awareness and active participation of all levels of society in Penglipuran Tourism Village in independent waste management. This step will not only maintain village cleanliness but also strengthen tourism sustainability and enhance the village's positive image as a sustainable tourism destination (Budiarta, I. W et al., n.d.). According to Rahmat and Apriliani (2022:90-91), a tourism village can be considered sustainable if activities in developing a

tourist destination produce long-lasting development impacts, taking into account the sustainability of socio-cultural, economic, and environmental aspects. Therefore, independent waste management in Penglipuran Tourism Village is a crucial and strategic strategy for maintaining the cleanliness and sustainability of the village, which has become a tourist attraction (Yanti & Indahsari, 2024).

## CONCLUSION

The residents of Penglipuran Village demonstrate a high level of awareness of the importance of maintaining environmental cleanliness, even without the need for written regulations. When one resident begins cleaning their house, it encourages others to do the same. The proximity of houses allows neighbors to observe each activities, creating a mutually supportive environment for maintaining cleanliness. There is a collective agreement among residents to increase awareness of cleanliness as a shared commitment to protecting the village's beauty. Although there are no official regulations, the community is willing to collaborate in creating a clean environment.

The concept of cleanliness is also reinforced through symbols such as the provision of trash bins and reminders for visitors to maintain cleanliness. A social and cultural environment that values sustainability also encourages individuals to participate in maintaining cleanliness. Regular community-based activities, including cooperation (gotong royong), are a method for maintaining village cleanliness, accompanied by rituals and ceremonies that honor their beliefs regarding the connection between cleanliness and spirituality. Awareness of cleanliness is no longer seen as a burden but has become a common practice in managing tourist villages.

The community actively introduces local specialties to visitors while maintaining cleanliness, with numerous efforts to promote the importance of environmental awareness. Public sanitation facilities have been renovated, and staff are available to help manage waste and maintain the tourist area. Warning signs are installed to discourage indiscriminate littering, and waste is managed to enhance environmental benefits.

The educational significance of cleanliness is also conveyed to children, with parents and teachers actively playing a role in teaching the values of cleanliness. The participation of all levels of society in developing a culture of cleanliness is crucial for developing responsible individual character. The Tri Hita Karana concept emphasizes that maintaining cleanliness is a collective responsibility, with the goal of creating a harmonious relationship between humans, the environment, and God.

The five elements of culture play a role in human interactions with God, nature, the community, and individuals, impacting the formation of good behavior. The management of Penglipuran Tourism Village is the result of collaboration between the indigenous community and tourism sector managers, who operate independently. Effective waste management has made this village one of the cleanest in the world, although challenges remain in achieving more efficient independent management.

Currently, separating organic and non-organic waste is a good first step. However, more advanced management is needed, such as the use of home composters. The goal is to develop a more effective recycling system and minimize the negative impacts of waste. Community awareness and participation are crucial in maintaining village cleanliness and sustainability for the sustainability of the tourism sector. Through independent waste management, Penglipuran Tourism Village is able to maintain cleanliness and enhance its image as a sustainable tourism destination.

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