Pseudoname: Yani, Code: Interview 001, Category: Domestic tourist, Sex: Male, Travel Group: Children and older adults, Origin: Greater Jakarta

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| Rama:  Interviewnya nanti akan menggali pengalaman dan opini bapak tentang travel experience ke area pedesaan di Bali. Nanti ini akan digunakan sebagai bahan riset PhD saya di Bournemouth University dan ini akan memakan waktu sekitar satu jam, ini sudah 9:08.  Yang pertama, jadi riset saya tuh focus di perjalanan ke area pedesaan. Kalau dari pandangan bapak, area atau wisata pedesaan atau pariwisata pedesaan itu yang seperti apa sih pak?  001:  Terima kasih Rama ya, ini pandangan amatir ya, jadi wisata pedesaan adalah dimana orang berwisata ke desa-desa, melihat apa yang ada di desa tersebut, fasilitas, keindahan alam, melihat aktivitas penduduk di situ, kemudian melihat apa yang menarik di situ, bisa rumah, bisa kegiatan, bisa tempat, bisa hasil karya, kerajinan, bisa bentang alam/landscape, bisa suasana. Itu sih wisata pedesaan dan menurut saya, tapi jadi nambah, menurut saya jadi potensial karena ya tadi ya, kementerian pariwisata sudah mulai menggarap, paling tidak sudah mulai campaign tentang wisata pedesaan, ecotourism, village tourism yang begitu, jadi potensinya besar sekali karena belum digarap dengan baik.  Rama:  Oke berarti banyak tadi ya definisinya tentang alam, terus tentang blending dengan penduduk sekitar, terus tentang kerajinan segala macam. Tapi di penelitian itu ada yang mengidentifikasi rural tourism sebagai natural open space atau area terbuka dengan atmosfir local. Bagi bapak sendiri, maknanya apa ya?  001:  Kalau kita bicara wisata pedesaan, pasti orang punya tujuan ya ke tempat tersebut, ada karakteristik yang membuat orang mau berkunjung ke situ, jadi menurut saya bukan sekedar common villages. Ada desa di brebes orang mau dateng terus ngapain? Pasti ada sesuatu yang menarik. Nah sesuatu yang menarik itu tadi bisa apa saja ya, misalkan alamnya, entah interaksinya entah hasil karyanya. Tetapi, yang juga membedakan orang tertarik untuk berwisata ke kota dan ke desa, local, itu juga salah satu yang membuat orang tertarik karena merasakan, ingin merasakan hal yang berbeda dengan yang biasa didapat sehari-hari gitu ya, makanan local, kerajinan local, penduduk local, tempat local, praktik-praktik local. Itu hal yang jarang dijumpai oleh orang-orang, dan potensi local itu menurut saya bisa dikemas dengan baik, sehingga bisa mendatangkan benefit untuk penduduk di situ.  Rama:  Oke pak, kalau untuk Bali sendiri, bapak pernah ke area pedesaannya kemana aja pak?  001:  Saya (laugh), saya Bali ke pedesaan ya Ubud. Pedesaan ya mana lagi ya. Itu kali yang mau disebut sebagai desa ya. Hmm, sisanya common tourism spot, bukan desa juga ya, Seminyak, Kuta, Danau Batur. Oh saya pernah ke Trunyan, karena ada atraksi tadi, sesuatu yang menarik tuh. Dimana dia pemakaman yang open space, saya sengaja datang Trunyan. Tapi kalau yang desa, ya berarti paling Ubud dan Trunyan. Sisanya ya bisa dibilang kota, Kuta, Seminyak, Jimbaran, Tanah Lot, Nusa Dua.  Rama:  Gunung Batur tuh bagi bapak bukan rural area?  001:  Yang saya bayangkan kalau desa tuh ya Rama ya. Desa ya ada penduduknya tinggal di situ, rumah-rumah mereka berdomisili di situ. Nah masalahnya yang ke Gunung Batur itu saya cuma ini aja sih cuma mampir ke atraksi wisata tersebut dan saya ga berkunjung ke rumah-rumah penduduk gitu. Saya hanya ke restoran, parkir, restoran, lihat-lihat, selesai, udah. Tapi kalau yang Trunyan gitu ya, saya beneran melewati penduduk, berinteraksi dengan penduduk, kemudian ngobrol-ngobrol, kemudian menggunakan jasa dari penduduk local untuk menyebrang danau itu. Kalau Ubud itu memang jelas pedesaan karena memang saya tinggal di villages berinteraksi dengan penduduk local dan bisa stay 3 hari di sana. Ya itu beneran tinggal di desa, sisanya sih bukan pedesaan menurut saya karena Kuta gitu ya udah kota.  Rama:  Crowded ya pak  001:  Ya crowded, dan pedesaan ga gitu ya, bayangan saya pedesaan ya. Bayangan saya kan, banyak kendaraan, banyak orang, banyak bangunan. Yang local values nya udah ga terlalu keliatan juga ya  Rama:  Nah kalau gitu saya focus ke Ubud atau Trunyan aja pak ya. Ini tahun berapa waktu itu pak?  001:  2021  Rama:  Oh pas pandemic ya  001:  Pas pandemic, pas pandemi. Pas pandemi sengaja keluar. Sengaja jalan-jalan  Rama:  Tapi berarti sebelum yang Trunyan ini memang sering ya, apa rutin pak?  001:  Ya setahun sekali lah minimum ya. Karena paling ngga dari kantor pasti ada gitu ya conference di Bali, kemudian family, kemudian aktivitas apa lah pekerjaan yang lain. Minimum setahun sekali ke Bali.  Rama:  Nah ini yang Trunyan ini dengan keluarga atau yang sendiri?  001:  Keluarga. Kalau dengan company ya lebih ke atraksi turis. Kayak Tanah Lot, itu bukan pedesaan ya  Rama:  Trunyan itu area sebelah mananya pak?  001:  Deket Gunung Batur. Itu jalan masuk ke pedesaan dan secluded gitu, dan ga banyak kendaraan ke situ  Rama:  Oh agak ke utara berarti ya  001:  Iya, iya betul, Bali ke arah utara. Itu bener-bener village. Sebenarnya kalau desanya sendiri ga menarik ya. Karena ya justru yang saya lihat desa underdeveloped, rumah-rumahnya reot kumuh. Tapi kan saya ke sana ga lihat itu kan, saya lihat tadi atraksi wisatanya apa itu. Beda dengan misalkan desa adat ada contoh lain di Lombok. Itu beneran dikemas, rumah-rumah penduduk sudah dikemas, terus ada atraksinya. Atau kalau kita pergi ke Samosir itu kan pedesaan tapi udah dikemas sehingga orang tertarik ke sana. Kalau Trunyan ya orang ke sana karena atraksi pemakaman itu. Berwisata ke makam (laugh) itu sih  Rama:  Ok, nah yang dengan keluarga itu boleh tahu komposisi yang bepergian waktu itu?  001:  2 anak, 1 istri, (pause) naik mobil  Rama:  Oh naik mobil? Dari?  001:  Dari Jakarta dong (dengan yakin)  Rama:  Itu berarti masih usia berapa pak anak-anak?  001:  Tahun lalu anak saya yang pertama 10, anak yang kedua 6, boys.  Rama:  Ok. Dalam waktu perjalanan ke Trunyan itu berapa hari waktu itu di sana pak?  001:  Hmm, ya karena sebenarnya itu ga ada tempat penginapan yang layak. Jadi cuma setengah harian. Datang siang, sore pulang.  Rama:  Pulang lagi, berarti penginapannya bukan di situ ya?  001:  Bukan, penginapannya di luar. Penginapannya di Kuta, di tempat lain. Agak jauh sih. Perjalanan tuh 1-2 jam kali ya ke sana.  Rama:  Tadi kan bapak bilang 3 hari ya, 3 hari itu di nginepnya di kotanya, tapi ke sana setengah hari.  001:  Seminggu, tapi 2 malam, menclok2 tuh Rama. Jadi 2 malam di Ubud, 2 malam di Nusa Dua, 1 malam di Kuta, terus 1 lagi dimana ya waktu itu ya, gitu lah. Daerah-daerah situ lah. Jadi seminggu di sana ga di satu tempat, tapi ada 4 tempat.  Rama:  Pindah-pindah ya pak?  001:  Pindah-pindah, makanya bawa mobil.  Rama:  Berarti memang waktu itu destinasi yang utamanya ke Bali ya, tapi seminggu itu keliling  001:  Ke Bali, keliling betul. Bahkan yang Trunyan itu sebenarnya ga direncanakan, jadi ya udah nih hari terakhir sebelum balik ke Jakarta ngapain ya, ke atas (utara), danau batur, sampai agak siang, terus “dari sini kemana?” oh lanjut ke Trunyan, udah deket. Sampai sana siang-sore. Sore selesai langsung cabut balik ke Jakarta, gitu. Tujuan utamanya bukan (Trunyan). Ga tau mungkin tergantung karakteristik si turis itu ya, kalau saya sih konvensional. Jadi kalau datang ke satu tempat ya common tourist attraction aja, tourist places  Rama:  Dan apa yang, sesuai waktunya aja di sana berarti ya  001:  Karena dari Jakarta akan udah booking tempat ya, hari ini dimana, hari ini dimana, jadi ya udah ngikutin itu aja  Rama:  Oh tapi kalau tempat penginapan tadi udah direncanakan dari Jakarta?  001:  Udah, tapi kalau Trunyan itu beneran out of nowhere. Tau-tau pengen aja, karena saya suka yang spontan-spontan juga sih Rama. Kemana ya? Oh ke sini, gitu  Rama:  Tapi jadi bahan wawancara nih  001:  (laugh) Saya ya akhir-akhir ini kalau ke Bali ini jadi nyetir gitu. Mungkin ini anak-anak libur (sekolah) jadi mau ke Bali lagi, nyetir lagi.  Rama:  Berarti kalau di Jatiasih, Jakarta, gitu untuk kerja bolak-balik itu memang pakai mobil juga ya?  001:  Ngga, saya naik Gojek (ride-hailing), Go-Car atau taksi  Rama:  Oh gitu?  001:  Capek soalnya, hmm, saya jarang banget naik mobil Rama. Saya pagi-pagi (pause) karena kan tempat saya kan macet juga. Pagi-pagi saya naik ojek sampai ke pintu tol, dari pintu tol entah lanjut Go-Car atau taksi. Pulangnya gitu juga, dari kantor naik taksi sampai keluar tol. Dari situ naik ojek masuk, 3 km dari pintu tol. Saya jarang banget bawa mobil  Rama:  Saya kira pakai mobil  001:  Ngga, tapi jadinya costly Rama  Rama:  Iya, saya juga dulu begitu pak pas (kerja) di Huawei  001:  Iya, jadinya costly banget  Rama:  Tapi itu kan untuk commute ya, tapi kalau untuk shopping gitu masih pakai mobil ya?  001:  Mobil, ya kalau apa-apa (yang lain) ya naik mobil Rama. Jadi main transport modenya ya mobil. Karena tadi kalau saya lihat transportasi umum ya, ini lah ya (laugh), saya udah deh, bukan penikmat transportasi umum. Salah ya (laugh)  Rama:  Tapi risetnya tentang itu ya, waktu itu kan sempat (memegang jabatan) di Transjakarta (TJ) juga  001:  Tapi ya gitu waktu di TJ juga saya kemana-mana naik mobil, taksi. Salah, ga walk the talk  Rama:  Merefleksikan kualitas public transportnya  001:  (laugh) Bener-bener!  Rama:  Sebelum lanjut ke pertanyaan berikutnya, bapak tuh tahun ini berarti 41 tahun ini ya?  001:  41, udah Mei kemarin  Rama:  Ok tentang Balinya sendiri. Apa yang atraktif buat bapak, atau apa yang membuat bapak balik lagi hampir tiap tahun tadi katanya?  001:  Hmm, atmosfirnya beda ya, karena somehow kalau di Bali tuh ya udah atmosfir untuk liburan gitu. Apa yang menjelaskan ya, mungkin budayanya beda. Kalau tempat sih biasa, kayak pantai ya gitu-gitu aja pantai. Terus menurut saya memang sudah tourist destination yang membuat dia kayak beda gitu. Hmm, (pause) fasilitas ya fasilitas yang menunjang tourism kayak hotel yang bagus, yang pinggir pantai gitu. Apa vila di Ubud itu yang bikin beda. Penduduknya ramah, makanannya beda, terus juga banyak yang ga halal. Tapi ya perbedaan itu mungkin ya, out of routine  Rama:  Berarti cari yang beda ya?  001:  Cari yang beda, atmosfirnya beda, totally different  Rama:  Tapi dari sisi perjalanannya masih sama ya, pakai mobil juga kan? Tapi tempatnya yang beda?  001:  Iya, kalau untuk business purpose ya saya naik pesawat, saya naik mobil baru 2 visit terakhir aja selama pandemi ini 2020 & 2021, tapi sebelum2nya ya naik pesawat  Rama:  (naik pesawat) dengan keluarga?  001:  Dengan keluarga. Ini karena pandemi dan kebetulan saya suka road trip, suka nyetir jadi ya udah sekalian aja, dan ternyata harus nyoba tuh  Rama:  Nah kalau yang case naik pesawat, berarti di sananya naik apa pak?  001:  Eeeh biasanya ini, jarang banget kita rent, paling kita gocar-gocar gitu lah. Karena kalau saya sih bukan penikmat ini ya, kalau orang-orang kan “Bali, wah dilihat sebanyak mungkin tourist spots” Kalau saya sampai hotel, wah enak juga nih hotelnya, tidur, main-main di hotel sama anak-anak ke kolam renang. Saya malah jadi wisatanya wisata hotel jadinya. Ya ada lah kita keluar lihat-lihat, tapi ngga, mungkin ngga sesemangat orang-orang wah harus ngejar ke Bali zoo, harus ngejar ke apa gitu, kecak dance gitu ngga.  Rama:  Mungkin itu juga yang bikin staycation trend itu ya?  001:  Bener  Rama:  Karena yang dinikmatinya hotel kok, bukan …  001:  Keluarga saya gitu, keluarga saya nyampe, ya kebetulan kita memang cari hotel yang nyaman gitu ya, yang nyaman. Oh iya ini hotelnya enak nih, udah di sini aja. Keluar tuh untuk cari makan, makan(an) yang khas bali, atau ya 1-2 tourism spot, tapi ya itu lebih kayak pantai, ya pura, ya Tanah Lot. Tapi ga sampe harus lihat, tadi tari kecak, dimana gitu  Rama:  Terkait yang ubud atau trunyan ini, bagi bapak untuk perjalanan ke dua tempat tadi, yang paling bernilai apa pak?  001:  Tempatnya atau faktornya?  Rama:  Perjalanannya dan tempatnya  001:  Ooh, oke. 2 tempat ini ya, yang pertama di suasana ya, terutama Ubud sih. Kalau Trunyan, it doesn’t leave any memorable things, itu kalau menurut saya, “oh gitu, yaudah.” Tapi kalau Ubud ya suasananya, lokasinya, gitu ya, sejuk, nyaman, tenang, peaceful. Terus kalau saya juga menikmati perjalanan ya, kalau perjalanan saya menikmati kondisi sekitar, ya jadi sambil nyetir saya bisa lihat pemandangan, pantai, pohon, orang, ya lewat restoran, oh ini restoran babi, itu sih yang saya lihat. Saya lebih menikmati momen kali ya, momen-momen itu  Rama:  Momen pada saat itu  001:  Heeh, heeh, tapi kalau yang memorable dari tempat tadi misalkan Ubud ya suasananya, udaranya, lokasinya, tadi sesuatu yang beda dan membuat nyaman saja.  Rama:  Dengan mobil dan dengan sebelumnya dengan go-car itu untuk keliling di Bali itu, apa bedanya pak? Atau experiencenya sama aja dengan dua …  001:  Oh beda, kalau dengan mobil kita lebih bebas Rama. Kita bebas menentukan kapan mau pergi, kapan mau pulang, terus ga perlu nunggu kan. Terus jadi bisa bawa banyak barang. Misalkan kita mau ke pantai, ya udah anak -anak saya udah langsung bawa barangnya masing-masing ada baju renang ada apa kek. Itu kan kita ribet kalau pakai gocar ya. Terus ga usah khawatir nanti pulangnya gimana terutama kalau misalnya kita datang ke tempat yang agak rural gitu kan. Kalau naik mobil ya santai-santai aja, tapi kalau pakai gocar takut kalau nanti ada gocarnya ga nih, apalagi kalau malam. Kalau mobil bikin saya safe ya, lebih hemat mungkin juga, lebih hemat. Ga tau lebih hemat atau ga. (pause) Lebih hemat lah! Lebih hemat, reliable, kapan saja dia standby, muat lebih banyak (barang), dan bisa fleksibel semau kita. Itu sih yang buat saya prefer mobil  Rama:  Berarti dibanding gocar masih lebih prefer mobil ya, walau…  001:  Iya  Rama:  Nah nanti kalau, nah kan pandemi udah agak menurun nih. Nanti rencananya kalau ke sana lagi roadtrip lagi atau  001:  Saya jadi penikmat road trip sih Rama. Jadi mungkin akan pakai mobil lagi. Karena beda ya Rama ya, ini bukan tentang Bali ya. Kalau road trip tuh kita bisa lihat kota-kota sisanya kan Cirebon, Semarang, Solo, Surabaya. Dan kalau saya biasanya saya jadi mampir-mampir Rama, orang tua saya di Klaten, nginep semalem. Abis itu jalan lagi nginep Surabaya, jalan lagi nginep di Brebes, udah 3 hari sendiri tuh (laugh). Baru jalan lagi nyampe tuh Denpasar (Bali). Gitu, jadi y aini saya menikmati momen itu yang saya lihat ya, lewat Probolinggo lihat PLTU Paiton. Itu megah sekali. Megah sekali dan itu di pinggir jalan deket laut, itu kalau malam megah banget. Jadi saya menikmati yang gitu-gitu, lewat Banyuwangi, Baluran, itu, weh itu bagus banget. Pohon ada monyet-monyet, ada itu, ya itu yang saya nikmati sih.  Rama:  Oke pak. Nah selain yang tadi udah disebutkan, mobil, gocar, ini untuk case keliling di Bali ya. Mobil, gocar, kemudian mobil rental tadi ya. Kira-kira ada alternatif moda transportasi yang lain ga pak di sana?  001:  Kalau bepergian ya?  Rama:  Ya  001:  Kalau saya ya bepergian tadi mobil, kalau mobil ga ada ya gocar, tapi kalau ngga, I will consider rental mobil, tapi kalau ga ada juga, taksi jarang ya. Itu sih. Atau ini kalau business trip ya jadinya pakai mobil yang disediakan oleh kantor, tapi itu jatuhnya juga rental juga kan. Kan suka ada driver dan mobil yang standby, nah pakai itu. Tapi mostly using private car  Rama:  Kalau business trip berarti sudah disediakan drivernya juga ya  001:  Betul, disediakan drivernya, mobilnya, yaudah dia akan standby di sana. 3 hari di sana ya dia akan standby 3 hari di situ.  Rama:  Kalau untuk jalan-jalan (mobil rental) tanpa driver?  001:  Tanpa driver, ya tadi karena kebebasan tadi sih yang dicari kalau menurut saya.  Rama:  Iya, kalau pakai driver ga enak juga ya nyuruh keliling?  001:  Iya, sense I can control everything myself gitu ya yang saya cari sih  Rama:  Hmm, ga pernah pakai, oh sebentar sebelum saya tanya yang itu. Ada hubungannya ga tujuan bapak liburan ke kayak Ubud yang lebih diingat daripada Trunyan, ada hubungannya ga dengan moda transportasi yang digunakan tadi?  001:  Hmm, iya, kalau misalkan saya tahu bahwa saya ga pakai mobil sendiri, saya ga akan ke Trunyan. Saya ga akan ke Gunung Batur. Karena saya tahu, I can control everything myself ya, aksesnya bisa dijangkau, akhirnya saya memutuskan untuk bisa go ke sana. Tapi kalau misalkan saya cuma pakai yaa mobil rental atau gocar itu ya saya cuma ke common tourist spot aja yang deket-deket  Rama:  Yang di selatan ya  001:  Betul, ya itu tadi karena mungkin preferensi personal ya. Saya kan konvensional sekali orangnya  Rama:  Ya tapi banyak orang juga sama kok pak  001:  Ya saya ga akan ke Utara kalau saya ga mobil sendiri  Rama:  Bapak pernah consider rental motor ga pak?  001:  Ngga, ga pernah, karena biasanya kan saya sama keluarga, atau kalau business trip ya udah disediain, atau yaudah mendingan gocar aja. Motor ga pernah  Rama:  Karena dengan keluarga tuh maksudnya karena?  001:  Ya, anak saya juga masih kecil kan, kalau saya rental motor ya ga akan bisa muat banyak kan. Even kalo to nearest place gitu ya mendingan mobil aja. Gitu jadi not in my list ya sebenarnya  Rama:  Kalau bus ga ada ya yang ke arah sana ke Utara?  001:  Waduh, I didn’t bother to check sih,  Rama:  Karena?  001:  Ribet menurut saya, ribet, terus mungkin ga praktis, terus lama gitu ya, dan mungkin ga direct, jadi mesti harus kesini kesini kesini (transfer), aduh ngga deh! Jadi mendingan yang langsung aja kalau saya  Rama:  Sama dengan angkot ya  001:  Heeh, iya betul betul, saya ga pernah mikirin bus, angkot, atau sepeda motor ngga ga pernah. Dan kayaknya ngga sih  Rama:  Dan ga tau juga ya ada apa ngganya?  001:  Ga tau, saya ga tau  Rama:  Kalau dari sitenya sendiri, apa ada moda yang disediakan, misal dari Ubudnya sendiri?  001:  Itu misalnya, kalau yang saya notice ya, kalau yang saya notice itu adalah kalau kita nginep di hotel, misal di Ubud. Itu ada beberapa hotel yang nawarin pickup dari airport ke hotel dan balik lagi ke airport. Tapi di luar itu saya ga pernah perhatiin sih. Mungkin ada tapi saya ga merhatiin. Ya karena tadi sebagian besar saya sih nyetir sendiri Rama  Rama:  Kalau sepeda pernah diconsider?  001:  Sepeda ngga, sepeda itu kalau, sepeda itu paling ini Rama apa ya, untuk muter less than 15 minutes, ya karena biasanya disediakan di hotel ya. Mereka menyediakan sepeda, di Ubud kan ada hotel-hotel yang menyediakan sepeda tuh untuk sepedaan ke sawah-sawah gitu ya itu. Tapi saya sih jarang banget pake itu. Less than 15 minutes lah  Rama:  Anak-anak bisa (bersepeda) juga pak?  001:  Anak-anak bisa juga, nah anak-anak saya juga suka tuh. Tapi, cuma untuk muter-muter dan ga jauh dan menurut saya bukan untuk commuting, tapi kayak untuk vacation gitu ya, kayak leisure gitu  Rama:  Itu (sepeda) disediakan itu maksudnya sewa lagi atau free pak?  001:  Hmm, beberapa hotel mereka menyediakan for free, tapi beberapa ya ada feenya, tapi ya tadi untuk anak-anak mereka menyediakan for free, untuk orang dewasa juga kok, tergantung, tergantung tempatnya, tergantung hotel, ada yang menyediakan fasilitas for free, but only for orang yang nginep ya  Rama:  Itu hotel-hotel yang di kota maupun yang di Ubud ya?  001:  Itu tadi pengalaman yang di Ubud sih  Rama:  Oh di Ubud ya, oke.  001:  Hotel apa ya, Ritz Carlton apa di Ubud, itu dia nyediain  Rama:  Yang di Ubud nih bukan local accommodation gitu ya?  001:  Oh bukan, itu dari hotel, untuk ini aja, untuk leisure aja, untuk lihat-lihat pemandangan, tapi bukan untuk local transportation  Rama:  Maksud saya, di Ubud itu tinggalnya bukan di penginapan local ya?  001:  Oh kalau di penginapan local kayak yang di vila-vila itu mereka ga menyediakan biasanya. Tapi kalau di hotel mereka menyediakan. Hotelnya pun juga, beda hotel, beda service. Ada yang menyediakan for free, ada yang menyediakan untuk di, dengan bayar  Rama:  Tapi memang lokasinya open space, jadi tetap diconsider rural?  001:  Betul, oke, betul open space, sawah-sawah, dekat dengan penduduk. Bentang alamnya menarik. Itu sih yang membuat orang tertarik untuk datang menurut saya  Rama:  Nah terakhir gimana kalau dengan jalan kaki pak?  001:  Jalan kaki, saya akhir-akhir ini, tuh Rama sekarang saya jadi sering jogging kan. Jadi ya itu jogging, jalan kaki, keliling-keliling, tapi untuk sport ya menurut saya, untuk exercise, light exercise gitu,  Rama:  Bukan sebagai pelengkap perjalanan wisata ya?  001:  Ngga, ngga. Saya usahakan kalau di setiap tempat saya akan jogging, saya akan jalan kaki. Tapi ya untuk exercise, bukan untuk saya ke indomaret (local shop) mana gitu saya jalan agak jauh, ngga  Rama:  Kenapa, berarti kira-kira sepeda dan berjalan kaki itu terasa berat ya kalau untuk yang lebih jauh perjalanannya?  001:  Iya iya. Kalau jauh ya udah saya ga akan pilih sepeda, saya ga akan jalan kaki, saya pilih mobil.  Rama:  Karena?  001:  Karena lebih praktis. Misalnya 1 km, saya mau groceries, (pilihannya) 1 kilo naik sepeda, 1 kilo jalan kaki, 1 kilo naik mobil, saya naik mobil. Karena bisa muat banyak, bisa lebih cepat, lebih praktis aja. Ntar kalau naik sepeda gimana, ga bisa bawa barang banyak misalnya. Jadi sepeda dan jalan kaki itu untuk exercise kalau menurut saya, my preference  Rama:  Kalau di Ubudnya sendiri berarti. Ok nanti saya gali yang di Ubudnya deh. Nah, eee, nanti di sana. Maaf udah 39 menit pak. Kalau di Bali itu kan nanti katanya akan ada kereta dan kemarin risetnya Mas Taki udah mulai nyodok-nyodok electric vehicle. Consider dua moda ini ga pak nanti kalau ada?  001:  Kalau ada, saya consider. Kalau aksesnya mudah dan praktis.  Rama:  Praktis nih tadi waktu dan barang ya  001:  Muat banyak barang  Rama:  Karena kan, EV juga mungkin bukan car atau motor, tapi juga mungkin sepeda mungkin nanti ada juga ya  001:  Iya, mungkin bagus ya, mungkin ramah lingkungan kan. Kalau sekarang kan Bali itu udah crowded menurut saya ya, udah ga nyaman lagi. Ke ujung sana, ke ujung sini, aduh macet semua. Jadi udah ga comfortable  Rama:  Oke. Kalau boleh tahu berarti tadi kan udah disebutkan juga ya yang perjalanan di Bali itu ga terlalu diplan juga ya. Yang diplan adalah tempat menginapnya ya  001:  Heeh  Rama:  Berarti gimana cara ngeplan perjalanannya pak, pas di Jakarta?  001:  Tahu gak, kalau saya kan agak lebih spontanitas gitu kan ya. Itu sebenernya istri saya aja (laugh). Hari pertama nginep dimana, hari kedua nginep dimana, itu (keputusan) dia. Kalau saya sih, kalau saya kan seneng spontan ya. Bahkan kadang kalau saya sendiri ya, ya udah saya datang baru cari nginep dimana ya cari di Traveloka gitu. Itu kalau saya  Rama:  Hari H di sana baru cari?  001:  Mungkin kalau saya pribadi mungkin hanya untuk 2 hari pertama ya, misalkan seminggu nih, 2 hari pertama. Setelah itu ya udah cari-cari aja (penginapan selanjutnya). Tapi kalau istri saya beda, dia, hari pertama di sini, hari kedua di sini, hari ketiga di sini, pasti dia udah nge-list gitu. Kalau saya aduh terserah deh (laugh)  Rama:  Nah, eee, ini saya bolak-balik nih yang Trunyan dan Ubud tadi. Sekarang yang Ubud deh. Kalau yang Ubud itu berarti di sana berapa hari pak?  001:  Waktu itu 3D2N  Rama:  Dan itu bolak-balik ke kota juga, atau memang di Ubud aja  001:  Ngga, stay di situ. Jauh soalnya  Rama:  Di Ubud aja terus pulang lagi ke Jakarta?  001:  Iya, heeh, tapi awalnya udah di ini dulu, mana, eee Kuta, Nusa Dua, gitu ya, di hari-hari terakhir baru  Rama:  Pindah-pindah juga?  001:  Karena ingin merasakan atmosfer yang beda. Kalau yang di daerah Nusa Dua itu kan crowded, apa turis banget gitu kan. Kalau Ubud kan sunyi  Rama:  Berarti kota-Ubud terus kota lagi, baru pulang?  001:  Iya betul  Iya kalau saya sih lebih ke arah itu ya praktis, muat banyak, karena koper. Kalau saya sendiri sih ga perlu konsideran muat banyak  Rama:  Iya oke, barang berarti ya konsiderasinya. Nah eee riset tuh katanya bilang orang tuh butuh pengetahuan untuk melakukan perjalanan. Terkait perjalanan bapak yang ke Ubud itu, kira-kira pengetahuan apa aja yang dibutuhkan ya?  001:  Kalau saya pertama kemampuan membaca peta, kalau ke sana ya. Karena saya nyetir dan saya ga tau jalan, yaudah kemampuan baca waze atau GoogleMaps. Kemudian pengetahuan tentang lokasinya. Lokasinya deket mana, deket groceries? Kalau mau ke ATM gimana? Deket Indomaret. Itu pengetahuannya. Kemudian ketiga, pengetahuan tentang, ya kalau ke spesifik destinasi tadi fasilitas apa yang ada di situ. Kayak mungkin sama yang kedua itu, restorannya apa sih. Kalau malam-malam saya kelaparan saya kemana atau pesan dari mana itu saya mesti tahu.  Rama:  Oke pak. Berarti karena hubungannya dengan nyetir jadi lebih ke baca peta  001:  Heeh  Rama:  Apa waktu itu yang berjalan baik dan tantangan-tantangannya gitu?  001:  Ini khusus spesifik Bali ya?  Rama:  Iya, yang waktu bapak nyetir ke area Ubud  001:  Berjalan dengan baik ya ekspektasinya ya. Jadi tempatnya bagus, sesuai ekspektasi. Suasananya menyenangkan. Yang tidak berjalan dengan baik ya traffic, even ke Ubud itu traffic. Kalau udah masuk ke desa-desanya ya ngga, tapi kalau on the way itu traffic. Itu ngga berjalan dengan baik kalau menurut saya. Sisanya sih fine-fine aja.  Rama:  Macet berarti ya  001:  Macet, macet. Ya itu tadi, Bali udah ga menyenangkan kalau menurut saya. Mau di Kuta, mau di Jimbaran, waduh udah macetnya ngga menyenangkan lah jadi saya heran turis-turis masih banyak yang ke sana, turis mancanegara maksudnya.  Rama:  Iya iya iya, oke pak. Waktunya tinggal 5 menit saya punya  001:  Emang ditarget 1 jam?  Rama:  Bapak ada meeting lagi?  001:  Ya paling nanti setelah ini apa beres-beres kerjaan dikit lah  Rama:  Mungkin agak lewat dikit aja pak. Dua pertanyaan terakhir. Sekarang kan ada ide yang popular tentang sustainable travel. Menurut bapak sustainable tourism travel itu yang seperti apa pak ya?  001:  Sustainable tourism travel?  Rama:  Iya  001:  Bagaimana, ini sok tahu aja, bagaimana kita bepergian ke tempat wisata, tetapi dengan menggunakan moda atau cara yang ramah lingkungan. Tadi yang Rama bilang mungkin bisa pakai kendaraan listrik atau mungkin kalau ada pilihan antara sepeda motor dan sepeda, pilih yang sepeda. Terus memperhatikan polusi yang dikeluarkan ya. Menggunakan bahan yang ramah lingkungan. Itu sih sustainable tourism travel ke destinasi-destinasi yang men-support keberlanjutan misalnya. Gitu ya?  Rama:  Ya gapapa, kan personal opinion aja pak. Menurut bapak gimana caranya wisata ke area pedesaan di Bali tuh bisa lebih sustainable di masa depan?  001:  Yang pertama, itu tadi ya, ini mungkin nyambung dengan pertanyaan di awal-awal tadi ya, pedesaan, rural tourism itu mengandalkan pada kekuatan local, local advantage. Jangan sampai local advantage nya hilang hanya for the sake of commercialization. Jangan sampai kemudian penduduknya jadi ternodai dengan semangat untuk komersil, mempertahankan nilai-nilai dan warisan-warisan local yang ada di situ. Dan mereka penduduknya juga inklusif, menerima kehadiran wisatawan ini ke tempat mereka dengan baik. Menerima dengan tangan terbuka gitu, tidak menunjukkan tanda-tanda untuk menolak.  Rama:  Kalau di sisi perjalanannya sendiri bagaimana pak?  001:  Gimana tadi pertanyaannya?  Rama:  Perjalanan ke area rural yang supaya bisa lebih sustainable  001:  Orang, supaya lebih sustainable ya menggunakan moda transportasi yang sustainable, kalau memang ada. Tapi kalau ga ada ya, apa boleh buat? Kalau menurut saya gitu. Mengurangi kadar emisi  Rama:  Yang akan bapak lakukan personally, kira-kira apa?  001:  Personally? Mungkin ya (lower tension), ga tau sekarang saya kepikiran untuk ini sih, beli kendaraan listrik, kepikiran doang. Mungkin ke depan akan seperti itu. Atau kalau sekarang ya tadi untuk jarak-jarak pendek yang tidak membutuhkan effort, tidak membutuhkan kapasitas yang besar ya pakai sepeda begitu, itu ya untuk mewujudkan sustainability ya, itu sih Rama.  Rama:  Motivasinya apa pak?  001:  Karena saya, yang pertama tentu udah ini ya, tentu sudah terpapar dengan informasi-informasi tentang sustainability. Kemudian yang kedua, saya melihat sendiri tadi dari Kuta mau ke Ubud itu macet banget, tidak nyaman sama sekali, penuh mobil, kendaraan, motor, dan tentu polusi. Dan itu saya malah mikir oh ini udah kayak Jakarta, bahkan mungkin worse karena kan jalannya kecil-kecil kan di Bali, sempit-sempit. Jadi ga nyaman. Dan saya sempat kepikiran ini kalau mobil-mobil ini ga ada lebih baik ya pengalaman untuk menikmati lokasi tadi. Udah problem sih kalau menurut saya congestion di Bali itu udah problem.  Rama:  Makanya saya percaya diri ambil topik ini pak  001:  Kenapa tuh?  Rama:  Ya karena problemnya ada  001:  Iya, problemnya itu sekarang, ya congestion menurut saya, jalannya kecil-kecil, transportasi umumnya not sufficient, jadi orang ya pake mobil atau rental. Tapi kan tetap basisnya mobil  Rama:  Oke pak, terakhir saya mau tunjukin travel pattern. … Kalau menurut bapak yang perjalanan ke Ubud itu pattern yang mana ya?  001:  Single destination ngga, enroute? Regional kali ya. Regional, jadi tujuannya kemana, abis itu yang deket lagi apa sih, abis itu yang deket lagi apa sih gitu. Muter gitu ya  Rama:  Ini dengan pindah-pindah penginapan ya? Atau  001:  Gitu ya? (pause) oh iya betul betul dengan pindah-pindah penginapan, iya gitu. Iya betul kayak gitu  Rama:  Berarti dari home ke Bali. Di Balinya pindah-pindah gitu ya, berarti nomor 4 ya  001:  Betul, betul, heeh  Rama:  Tadi juga untuk yang ke Trunyan itu kan pindah-pindah sampai 4x hotel. Boleh tahu kenapa pindah-pindah pak?  001:  Itu istri saya sih. Dia pengen lihat sini, lihat sini. Saya sih menikmati aja gitu.  Rama:  Ngelihat area di sekitar?  001:  Lihat nusa dua, lihat kuta, lihat Ubud, lihat mana gitu ya. To get the atmosphere, menurut saya gitu sih  Rama:  Oke pak kalau gitu, ada yang mau ditanyakan ga?  001:  Iya tadi saya baru nyadar ini tentang sustainable transport tourism ya, jadi emang transport tourism tapi yang sustainable. Hmm, tapi apakah harus ke rural ya kalau begitu?  Rama:  Karena challenge nya ada di sana sih. Kalau urban kan bisa Bersatu dengan commuting. Kalau rural tuh secara finansial ngga (pause), urban aja secara finansial ga itu (sustainable) kan di kajian kemarin  001:  Betul, mungkin bagus juga tuh Rama. Jadi memang di ini ya eee apa dilihat tadi ya bahwa tantangannya di rural ya tadi akses terbatas ya gitu ya, kemudian kesadaran untuk isu-isu sustainability udah mulai naik karena tadi ada problem tadi  Rama:  Iya, saya ga tau juga apakah dengan Covid orang jadi mau berubah atau malah jadi pengen kendaraan pribadi aja gitu  001:  Iya, mungkin bisa itu sih, mungkin bisa mengubah ya, karena pasti orang sekarang jadi makin takut ya, bentar bepergian ya, ya mungkin bisa berubah sih lebih sadar isu-isu sustainability | Rama:  The interview will explore your experiences and opinions about the experience of traveling to rural areas in Bali. Later this will be used as material for my PhD research at Bournemouth University and it will take about an hour, it's already 9:08 now.  First, my research focuses on traveling to rural areas. From your point of view, what is rural tourism, sir?  001:  Thank you Rama, yes, this is an amateur view, so rural tourism is where people travel to villages, see what is in the village, facilities, natural beauty, see the activities of the residents there, then see what is interesting there. It can be houses, it can be an activity, it can be a place, it can be a craft, it can be a landscape, it can be an atmosphere. That's rural tourism and in my opinion, but it adds up, I think it has potential, yes, the ministry of tourism has started working on it, at least it has started a campaign on rural tourism, ecotourism, village tourism like that, so the potential is huge because it has not been worked out properly.  Rama:  Okay, that means a lot, yes, the definition is about nature, then about integrating with local people, then about crafts of all kinds. But in studies, there were those who identified rural tourism as natural open spaces or open areas with a local atmosphere. For you, what does that mean?  001:  If we talk about rural tourism, people definitely have a purpose to go to that place, there are characteristics that make people want to visit there, so I don't think it's just an ordinary village. There is a village in Brebes, people want to come and what do they do? There must be something interesting. Well, something that was interesting could be anything, for example, nature, interaction with locals, the local crafts. However, what also distinguishes people are interested in traveling to the city and to the village is “local”. It is also one that makes people interested because, they want to experience things that are different from what they usually get everyday such as, local food, local crafts, local people, local places, local practices. That's something that people rarely find, and I think the local potential can be packaged well, so that it can be useful for the residents there.  Rama:  Okay sir, for Bali itself, which rural areas have you visited?  001:  Me (laughs), I went to the countryside of Bali, yes Ubud. Where else is rural? That's probably you want to call it a village huh. Hmm, the remaining visits are just public tourist attractions, not villages either, Seminyak, Kuta, Lake Batur. Oh, I've been to Trunyan, because there was an attraction earlier, something interesting. Where there is the open space funeral, I came to Trunyan on purpose. But if it's a village, it means mostly Ubud and Trunyan. The rest are urban, Kuta, Seminyak, Jimbaran, Tanah Lot, Nusa Dua.  Rama:  So for you, Mount Batur is not a rural area?  001:  What I imagine about village, the village has people living there, their houses, they are domiciled there. Now the problem is that when I went to Mount Batur, I just stopped by the tourist attraction and I didn't visit people's houses like that. I just went to the restaurant, parked, restaurant, had a look, finished, done. But for Trunyan, I actually passed the residents, interacted with the residents, then chatted, then used the services of local residents to cross the lake. While Ubud is clearly rural, because I live in a village, I interact with local residents and can stay there for 3 days. Yes, it's really living in a village, the rest is not rural in my opinion because Kuta is already a city.  Rama:  (Kuta) is crowded, isn’t it?  001:  Yes, it's crowded, and it's not rural, right. My imagination (about Kuta) is there are a lot of vehicles, a lot of people, a lot of buildings. The local values ​​are not too visible, huh?  Rama:  So, if that's the case, I'll focus on Ubud or Trunyan, sir. What year was it, sir?  001:  2021  Rama:  Oh during the pandemic huh  001:  During the pandemic, during the pandemic. During the pandemic, I came out on purpose. Intentionally have a leisure travel  Rama:  But it means that before Trunyan this (Bali travel) was indeed frequent, right. Is it routine?  001:  Yes, at least once a year. Because at least there is an assignment from the office to visit a conference in Bali, then family trip, then other activities are other jobs. At least once a year to Bali.  Rama:  So, were you with the family or alone during the Trunyan trip?  001:  Family. For a visit with the company, it's more of a tourist attraction. It's like Tanah Lot, not the countryside huh?  Rama:  Trunyan, which area is that exactly?  001:  Near Mount Batur. It's the entrance to the countryside and it's remote, and not many vehicles go there  Rama:  Oh a bit to the north yes  001:  Yes, that's right, to the north of Bali. It really is a village. Actually, the village itself is not interesting. Because yes, what I see is that the village is underdeveloped, the houses are shabby. But when I went there, I didn't see it, did I, I saw what the tourist attraction was. Unlike the traditional village, for example, there are other examples in Lombok. It's really well packed, people's houses are polished, then there are attractions. Or if we go to Samosir, it's a village but it's already polished as well so people are attracted to it. For Trunyan, people go there because of the funeral attraction. Traveling to the grave (laugh) is it?  Rama:  Ok, so for those trips with the family, may I know the composition of those traveling at that time?  001:  2 children, 1 wife, (pause) by car  Rama:  Oh by car? From?  001:  From Jakarta indeed (passionately)  Rama:  That means how old were the children, sir?  001:  Last year my first child was 10, the second child was 6, boys.  Rama:  Ok. During the trip to Trunyan, how many days were you there, sir?  001:  Hmm, yes, because there really isn't a proper place to stay. So only half a day. Come in the midday, go home in the afternoon.  Rama:  Going back again in the afternoon, that means the accommodation isn't there, right?  001:  No, the accommodation is outside of Trunyan. Lodging in Kuta, elsewhere. It's a bit far. It's a 1-to-2-hour journey to get there.  Rama:  Earlier, you said 3 days, so 3 days you stayed in the city, but there was only half a day trip to the rural area.  001:  (For Trunyan) A week, but 2 nights, we moved around Rama. So 2 nights in Ubud, 2 nights in Nusa Dua, 1 night in Kuta, then 1 more I’m not sure at that time, that's it. Around those areas. So a week there was not in one place, but there were 4 places.  Rama:  You were moving around hotels, weren’t you?  001:  Yes, that’s why I brought my car.  Rama:  That means that the main destination was Bali, but you have a week to travel around  001:  Went to Bali, travel around, that’s right. Even Trunyan's story wasn't actually planned, so it's the last day before returning to Jakarta, “what can we do? going up (north), Lake Batur, until it's a bit midday,” then "where do you go from here? Oh continue to Trunyan, it’s close.” Get there in the midday. Finished in the afternoon, then immediately went back to Jakarta. The main goal is not (Trunyan). I don't know, maybe it depends on the characteristics of the tourist, yes, I'm a conventional tourist. So if you come to one place, I just visit common tourist attractions, tourist places  Rama:  Means just according to the time available there huh  001:  Because from Jakarta, we will have already booked accommodations, where today, where the other day, so I'll just follow that  Rama:  Oh, so the accommodations were already planned from Jakarta  001:  Yes, but Trunyan is really out of nowhere. You know, I just want to, because I like spontaneous things too, Rama. “Where can we go? Oh let’s go here!”  Rama:  But then it can the subject of an interview now  001:  (laugh) Yes, recently, when I go to Bali, I drive like that. Maybe soon the children will be on holiday (school), so they want to go to Bali again, I will drive again.  Rama:  Does that mean that if you are in Jatiasih, Jakarta, you do use a car for commuting, right?  001:  No, I take a Gojek (ride-hailing), Go-car or taxi  Rama:  Oh really?  001:  Because I will be tired, hmm, I rarely drive my car. So early in the morning (pause) because my place is jammed too. In the morning I took a motorcycle taxi to the toll gate, from the toll gate, I either went by Go-car or taxi. On the way home, from the office take a taxi to the toll road exit. From there, take a motorcycle taxi in, 3 km from the toll gate. I rarely drive a car  Rama:  I thought you use your car  001:  No, but it (taxi) will be costly Rama  Rama:  Yes, I used to be like that too, sir, when I worked at Huawei  001:  Yes, it will be very costly  Rama:  But that's for commuting, right, but do you still use the car for shopping?  001:  My car, yes, if there's anything else, I take the car. So the main mode of transport is the car. Because earlier, when I saw public transportation, yes, this is it (laugh), I'm done, I'm not a public transportation connoisseur. I am wrong yeah (laughs)  Rama:  But your research is about transport, yes. At that time, you were (hold a position) in Transjakarta (TJ) too  001:  But yeah, when I was at TJ, I used to go everywhere by car or taxi. (I was) wrong, don't walk the talk  Rama:  Reflecting the quality of public transport  001:  (laugh) True!  Rama:  Before moving on to the next question, sir, are you 41 years old this year, right?  001:  41, last May  Rama:  Ok about Bali itself. What is attractive to you, or what makes you come back almost every year, as you said?  001:  Hmm, the atmosphere is different, yes, because somehow in Bali, it's already the atmosphere for a vacation. What explains it, maybe the culture is different. The places actually just ordinary, it's like a beach, that's just the beach. Then, in my opinion, it is a tourist destination, which makes Bali different. Hmm, (pause) the facilities are facilities that support tourism such as a good hotel, which is by the beach. What makes the villa in Ubud difference? The people are friendly, the food is different, and many are not halal. But yes possibly the difference, out of routine  Rama:  Does that mean you're looking for something different?  001:  Look for something different, the atmosphere is different, totally different  Rama:  But from a travel perspective, it's still the same, right? Only different places?  001:  Yes, for business purposes, I took a plane, I drove my car only for the last 2 visits during this pandemic 2020 & 2021, but before that, I took a plane  Rama:  (took a plane) with the family?  001:  With family. This is because of the pandemic and I happen to like road trips, love to drive, so that's all, and it turns out I have to try it  Rama:  So, if the case is taking a plane, what did you use to travel in Bali?  001:  Eeeh usually, we rarely rent, at most we use Go-Car. Because if I'm not a connoisseur of this, yes, if people are like "Bali, wow, see as many tourist spots as possible." When I get to the hotel, well, the hotel is good, then I will just sleep, play in the hotel with the children to the swimming pool. So, my trip is just become to the hotel. Yes, we have to go out and have a look, but no, maybe we're not as enthusiastic as people like “wow, we have to go to the Bali zoo, what do we have to pursue, Kecak Dance.” I am not.  Rama:  Maybe that's what made the staycation trend, right?  001:  Right  Rama:  Because hotel is what they enjoy, isn't it…  001:  My family is like that, my family arrived, yes, we happened to be looking for a comfortable hotel, yes, one that was comfortable. Oh yes, this is a good hotel, just stay here. We only go out to find food, eat typical Balinese food, or yes visit 1 to 2 tourism spots. But it is more like a beach, a temple, Tanah Lot. But I didn't have to see the famous Kecak Dance.  Rama:  Regarding Ubud or Trunyan, what is the most valuable for you to travel to the two places?  001:  The place or the factor?  Rama:  The journey and the place  001:  Ooh, okay. These 2 places, yes, the first is in the atmosphere, especially Ubud. For Trunyan, it doesn't leave any memorable things, that's in my opinion, "Oh, okay." That’s it. But if it's Ubud, the atmosphere, the location, is like that, cool, comfortable, quiet, peaceful. Then I also enjoy the trip, yes, in the trip I enjoy the surrounding conditions, so while driving I can see the scenery, the beach, trees, people, pass through restaurants, oh this is the pork restaurant. That's what I see. I enjoy the moment more, yes, those moments  Rama:  The moment at that very time  001:  Yes, yes, but if it's memorable from that place, for example Ubud, it's the atmosphere, the air, the location, that was something different and made you feel comfortable.  Rama:  With a car and previously with the Go-Car to travel around Bali, what's the difference, sir? Or the experience is the same as two...  001:  Oh, it's different, if we use a car, Rama, it is more freedom. We are free to decide when we want to go, when we want to go home, then we don't have to wait. Then you can carry a lot of stuff. For example, let's say we want to go to the beach, okay, my children have already brought their belongings, each of them has a swimsuit, etc. It's a hassle if we use Go-Car, right? Then you don't have to worry about how you will return home, especially if for example we come to a rather rural place, right. If you take a car, take it easy, but if you use a Go-Car, you are afraid whether there will be a Go-Car service available, especially at night. The car makes me safe, yes, it's more economical, maybe even more economical. I don't know if it's more economical or not. (pause) It's more economical! It's more efficient, reliable, whenever it's on standby, can load more (goods), and can be flexible as we like. That's what makes me prefer cars  Rama:  It means that compared to Go-Car, you still prefer a car, yes, even though...  001:  Yes  Rama:  Well, later on, the pandemic has gone down a bit. Later, the plan is to go there again on a road trip or …  001:  I am a connoisseur of road trips, Rama. So maybe I will use the car again. Because it's different, Rama, yes, this is not about Bali. If we go on a road trip, we can see the rest of the cities, Cirebon, Semarang, Solo, Surabaya. And when I do it, I usually stop by, my parents are in Klaten, so I will stay the 1 night. After that, I went to stay in Surabaya, went to stay in Brebes, it's been 3 days alone (laugh). Then drive more until I arrived at Denpasar (Bali). So here I enjoyed the moment that I saw, yes, through Probolinggo I saw Paiton Steam Power Plant. It was magnificent. It's very majestic and it's on the side of the road near the sea, it's really magnificent at night. So I enjoyed things like that, through Banyuwangi, Baluran, that's, wow, that's really good. There are monkeys in the tree, yes, that's what I enjoy anyway.  Rama:  Yes sir. Well, apart from what was mentioned earlier, this car, Go-Car -for traveling cases in Bali- then the rental car. Do you think there are any other alternative modes of transportation?  001:  If you're traveling, right?  Rama:  Yes  001:  If I was traveling then I will use car, if I don't have a car, I'll go by Go-Car, but if not, I'll consider renting a car, but if not, taxis are rare. That's it. Or, if I am on a business trip, I will use the car provided by the office, but that's also a rental, right? There will be a driver and car standby, so I will just use that. But mostly using private car  Rama:  If it's a business trip, it means that the driver has been provided too, right?  001:  That's right, (my office have) provided the driver, the car, well, he'll be on standby there. 3 days there. Yes he will standby 3 days there.  Rama:  Do you also hire the driver for traveling purpose (rental car)?  001:  Without a driver, yes, it was because of the freedom that I was looking for in my opinion.  Rama:  Yes, feeling bad to ask the driver to travel around  001:  Yes, sense I can control everything myself, that's what I'm looking for  Rama:  Hmm, never use …, oh wait a minute before I asked that one. Is there any relationship between your purpose of vacation to like Ubud which is more memorable than Trunyan, and the mode of transportation you’ve been used earlier?  001:  Hmm, yes, for example if I know that I will not use my own car, I will not go to Trunyan. I will not go to Mount Batur. Because I know, I can control everything myself, yes, if it is accessible, I finally decided to be able to go there. But if, for example, I only use a rental car or Go-Car, I'll just go to the common tourist spots which are closer  Rama:  The tourist spots in the south huh?  001:  That's right, that's because maybe it's a personal preference. I'm a very conventional person (tourist)  Rama:  Yes, but many people are the same, sir  001:  Yes, I will not go to the North if I don't have my own car  Rama:  Have you ever considered renting a motorbike, sir?  001:  No, never, because usually I'm with my family, or I’ve been provided a car in a business trip, or it's better to use Go-Car. Never consider renting a motorbike  Rama:  By family you mean because of …  001:  Yes, my child is still small, right, if I rent a motorbike, it won't be able to fit much, right. Even if it's to the nearest place, it's better to use a car. So it's not in my list, actually  Rama:  Do you know If there are any buses go further that way to the North?  001:  Wow, I didn't bother to check,  Rama:  Because …  001:  In my opinion, it's complicated, complicated, maybe it's not practical, it takes a long time, yes, and maybe it's not direct, so you have to come here and there (transfer), oh please no! So for me, it's better to just go straight/directly.  Rama:  Same with angkot (microbus public transport) huh?  001:  Yes, that's right, I've never thought about buses, public transportation, or motorbikes, never. And probably I won't.  Rama:  And you don't even know if it exists  001:  I don't know, I don't know  Rama:  From the site itself, are there any modes provided, for example from Ubud itself?  001:  That's for example, if what I notice, yes, if what I notice is if we stay at a hotel, for example in Ubud. There are several hotels that offer pickup from the airport to the hotel and back to the airport. But other than that, I've never really noticed. Maybe there is but I didn't notice. Yes, because most of the time I was driving myself, Rama  Rama:  Have you ever considered bicycle?  001:  No bicycle, no bicycle, what kind of bike is this Rama, for less than 15 minutes, yes, because it is usually provided in hotels, right. They provide bicycles, in Ubud there are hotels that provide bicycles for cycling to the rice fields. But I rarely use it. Less than 15 minutes cycling only  Rama:  Can your children (cycling) too, sir?  001:  Kids can do it too, my kids like it too. But, it's just for walking around and not far and in my opinion not for commuting, but only for vacation, right, like leisure  Rama:  That (bike) is provided, does that mean rent or is it free, sir?  001:  Hmm, some of their hotels provide it for free, but some of them have a fee, but yes, for children they provided it for free, for adults too, it depends, depending on the place, depending on the hotel, some provide facilities for free, but only for people who stay  Rama:  Is that the case for hotels in the city and those in Ubud?  001:  That was the experience in Ubud anyway  Rama:  Oh in Ubud yes, okay.  001:  What hotel was that? Ritz Carlton in Ubud, that's what they provide  Rama:  The one in Ubud isn't local accommodation, is it?  001:  Oh no, it's from the hotel, just for this, just for leisure, to see the sights, but not for local transportation  Rama:  I mean, in Ubud, you didn't stay in a local inn, right?  001:  Oh, at local inns like those in the villas, they don't usually provide it. Only hotel that provide (bicycle). Also, different hotel, different service. Some provide for free, some provide for payment,  Rama:  But it's an open space location, so it's still considered rural?  001:  That's right, okay, really open space, rice fields, close to residents. The landscape is interesting. That's what makes people interested in coming in my opinion  Rama:  So lastly, how about walking, sir?  001:  On foot, I've been doing this lately, but now, Rama, I often jog, right? So yes, it's jogging, walking, walking around, but for sports, in my opinion, for exercise, light exercise.  Rama:  Not as a complement to travel?  001:  No, no. I try that. In every place I will go jogging, I will walk. But yes, for exercise, not for me to go to Indomaret (local shop) where I walk a bit far, I will not.  Rama:  Why, do you find that bicycles and walking are too hard for travel further afield?  001:  Yes yes. If it's far, I won't choose a bicycle, I won't walk, I'll choose a car.  Rama:  Because …  001:  Because it's more practical. For example, 1 km, I want to do groceries, (the options are) 1 kilo by bicycle, 1 kilo by foot, 1 kilo by car, I take a car. Because it can fit (goods) a lot, it can be faster, it's more practical. How about if you ride a bicycle, you can't carry a lot of stuff, for example. So cycling and walking are for exercise, in my opinion, my preference  Rama:  In Ubud … Ok, I'll dig up the one in Ubud later. Well, eee, later there. Sorry, it's been 39 minutes sir. In Bali, it was said that there would be a train and the recent research by Taki had already started to poke around in electric vehicles. Will you consider these two modes, sir, if there are any?  001:  If there is, I'll consider it. If access is easy and practical.  Rama:  It's practical in terms of time and stuff, right?  001:  Can load lots of stuff, yes  Rama:  Because right, EV might not be only a car or a motorbike, but maybe there will be e-bicycles too, right?  001:  Yes, maybe it's good, maybe it's environmentally friendly, right? Now Bali is already crowded in my opinion, yes, it's not comfortable anymore. To this side, to that side, ouch the traffic jam. So it's not comfortable  Rama:  Okay. If I may know, you have already mentioned before that the trip in Bali is not so planned. What is planned is the place to stay, right?  001:  Yes  Rama:  So, how do you plan your trip back then in Jakarta?  001:  You know, I'm a bit more spontaneous, right? That's actually just my wife (laugh). Where to stay on the first day, where to stay on the second day, that's her (decision). If it's me, I like being spontaneous, yes. Sometimes even if I'm alone, yes, I will just come and then look for a place to stay, I'm looking for it on Traveloka (bed and breakfast app). That's me.  Rama:  So, you will just look for it in the D Day?  001:  Maybe for me personally maybe only for the first 2 days. For example a week (trip), (I will book for) the first 2 days. After that, I will just look for it (next accommodation) later. But my wife is different, for her, the first day here, the second day here, the third day here, she must have made the list. For me, ouch it's up to you (laugh)  Rama:  Well, eee, I'm going back and forth from Trunyan and Ubud earlier. Now for the case of Ubud. How many days did you stay there, sir?  001:  That time was 3 Days 2 Nights  Rama:  And it goes back and forth to the city too, or just in Ubud?  001:  No, we stayed there. It's far (from the city)  Rama:  Did you just go to Ubud and directly go back to Jakarta?  001:  Yes, but in the beginning it was here first, where, eee Kuta, Nusa Dua, that's right, in the last days  Rama:  So you moved around too, right?  001:  Because I want to feel a different atmosphere. Those in the Nusa Dua area are crowded, really tourist area. Ubud is quieter.  Rama:  Does that mean you stayed in the city, then Ubud, then continued to be a city again, then returned home?  001:  Yes, it is true  Yes, I'm more in that direction, it's practical, it fits a lot, due to the luggage. If it's only me, I don't need a lot of preconditions to stuff fitting  Rama:  Yes, it's okay, it means the goods that are taken into consideration. Well, the research says that people need knowledge to travel. Regarding your trip to Ubud, what kind of knowledge do you need?  001:  For me, first the ability to read maps, if I go there, yes. Because I'm driving and I don't know the way, so (I should) be able to read Waze or Google Maps. Then knowledge of the location. Where is the location near to, is there groceries nearby? How to go to an ATM (cash machine)? Indomaret (local shops). Those are the knowledges. Then third, knowledge about, yes, if you go to a specific destination, what facilities are there. Like maybe the second knowledge, what kind of restaurant available? If I am hungry at night, where do I go or where do I order it from, I have to know.  Rama:  Yes sir. That means because it has to do with driving, it's more like reading a map  001:  Yes  Rama:  What went well and what were the challenges at the time?  001:  This is specifically for Bali, right?  Rama:  Yes, when you drove to the Ubud area  001:  It's going well, my expectation. So the place is good, as expected. The atmosphere is nice. What didn't go well was the traffic, even to Ubud it was traffic. If you have entered the villages, there is no traffic, but there is traffic on the way. It didn't go well in my opinion. The rest is fine.  Rama:  Traffic jam it is  001:  Jam, jam. Yes, that was, Bali is not fun anymore in my opinion. Do you want to go to Kuta, want to go to Jimbaran, wow, the traffic jam is not fun, so I'm surprised that there are still a lot of tourists coming there, I mean foreign tourists.  Rama:  Yes yes yes, okay sir. I have 5 minutes left  001:  Is the target 1 hour?  Rama:  Do you have another meeting?  001:  Yes, at least after this, I have to do a little work  Rama:  Maybe a bit late, sir. The last two questions. Right now, there is a popular idea about sustainable travel. In your opinion, what is sustainable tourism travel?  001:  Sustainable tourism travel?  Rama:  Yes  001:  How? This is pretentious, how we travel to tourist attractions, but by using environmentally friendly modes or methods. What you said earlier, maybe you can use an electric vehicle or maybe if you have a choice between a motorbike and a bicycle, choose a bicycle. Continue to pay attention to the pollution that is released. Using environmentally friendly materials. That's sustainable tourism travel to destinations that support sustainability, for example. Is it correct?  Rama:  Yes, it's okay, it's just a personal opinion, sir. In your opinion, how can tourism to rural areas in Bali be more sustainable in the future?  001:  The first, that was, yes, this may be related to the question at the beginning, yes, rural, rural tourism relies on local strength, local advantage. Don't let the local advantage disappear just for the sake of commercialization. Do not let the people then be tarnished with a passion for commercial, maintaining local values ​​and heritages that exist there. And there should be also inclusive residents, accepting the presence of these tourists into their place well. Accepting it with open arms, showing no signs of refusing.  Rama:  How about the journey, sir?  001:  How was the question?  Rama:  Travel to rural areas to be more sustainable  001:  People, to be more sustainable, use sustainable modes of transportation, if there is one. But if not, what can you do? If so, I think so. Reduce emission levels  Rama:  What will you personally do, what do you think?  001:  Personally? Maybe yes (lower tension), I don't know. Now I'm thinking about this, buying an electric vehicle, just thinking about it. Maybe in the future it will be like that. Or for now, for short distances that don't require effort, doesn't require a large capacity, I will use a bicycle, that's for realizing sustainability, right, Rama.  Rama:  What's your motivation sir?  001:  Because I, the first one, of course, have already … of course I have been exposed to information about sustainability. Then the second, I saw for myself that from Kuta going to Ubud it was really jammed, not comfortable at all, full of cars, vehicles, motorbikes, and of course pollution. And that's why I thought, oh, this is already like Jakarta, maybe even worse, because the roads in Bali are small, narrow. So it’s not comfortable. And I had this thought that if these cars don't exist, it's a better experience to enjoy the locations. It's a problem, in my opinion, congestion in Bali is already a problem.  Rama:  That's why I'm confident to take this topic sir  001:  Why is that?  Rama:  Yes, because the problem exists  001:  Yes, now the problem is, in my opinion, congestion, the roads are small, transportation is generally not sufficient, so people use cars or rentals. But it's still a car base anyway  Rama:  Ok sir, lastly I want to show you the travel pattern. … In your opinion, what is the pattern for your trip to Ubud?  001:  Single destination or not, enroute? Regional, yes. Regional, so where is the destination, after that what is nearby, after that what is nearby. Moving around like that  Rama:  Moving accommodations, right? Or …  001:  Oh, I see? (pause) Oh yes, that's right, by changing accommodations, yes. That's right  Rama:  So it’s from home to Bali. In Bali, you move around, right, that means number 4?  001:  Right, right, yes  Rama:  Previously, when your family went to Trunyan you changed up to 4 hotels. May I know why did you move around?  001:  That's my wife anyway. She wants to look here, look there. I just enjoy it.  Rama:  See the area around?  001:  Look at Nusa Dua, look at Kuta, see Ubud, see where it is. To get the atmosphere, I think so  Rama:  OK, sir, if that's the case, is there anything you want to ask?  001:  Yes, I just realized it's about sustainable transport tourism, yes, so it's transport tourism but sustainable. Hmm, but do you have to go to rural areas, then?  Rama:  Because the challenge is there anyway. If it's urban, we can just combine them with the commuting facilities. Rural is also not financially (pause), even urban (public transport) is not financially sustainable in our previous study  001:  That's right, maybe it is good too. So it's here, huh, did you see that the challenge in rural areas was limited access, that's right, then awareness for sustainability issues has started to rise because of the problem earlier  Rama:  Yes, I don't know whether with Covid, people want to change (their behaviour) or increase in preference to a private vehicle  001:  Yes, maybe you can, maybe you can change it, because surely people are now getting more and more afraid, right, traveling for a while, maybe you can change, people are more aware of sustainability issues |