



## Branding strategy for the tourism attraction potential of Pura Pengelukatan Tirta Sudamala Wanagiri Buleleng

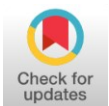
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### Abstract:

Tourism branding strategies are crucial for creating a unique and compelling identity for destinations to attract visitors. This study focuses on Pura Pengelukatan Tirta Sudamala, a spiritual temple located in Wanagiri Village, Bali, which holds significant potential as a religious and healing tourism destination. Despite its historical and cultural importance, the temple's potential remains underdeveloped and underexplored. The research objectives are to analyze the temple's spiritual, cultural, and natural appeal and to propose an effective branding strategy to elevate its recognition as a healing tourism site. The study adopts a qualitative research methodology with a descriptive approach, utilizing in-depth interviews, field observations, and document analysis. Key stakeholders, including temple caretakers, local residents, and visitors, provided critical insights. Field observations highlighted the temple's purification rituals rooted in Tri Kaya Parisudha and Panca Maha Bhuta concepts, combining spirituality, natural elements, and therapeutic experiences. The findings demonstrate that Pura Pengelukatan Tirta Sudamala possesses unique attributes for spiritual healing, including traditional purification practices, serene natural surroundings, and cultural heritage. However, challenges such as limited accessibility, inadequate promotion, and low visitor awareness hinder its development. To address these issues, the proposed branding strategy focuses on the 4A framework: Awareness, Attitude, Action, and Accessibility. Key strategies include increasing online visibility through social media, engaging with wellness tourism influencers, improving visitor facilities, and developing infrastructure. Collaborative efforts with travel agencies and local stakeholders are also recommended to enhance accessibility and sustainability. Pura Pengelukatan Tirta Sudamala has immense potential as a premier destination for spiritual and healing tourism. A well-structured branding strategy can position the temple as a sought-after site for domestic and international visitors seeking cultural, natural, and spiritual rejuvenation while contributing to the local community's sustainable development.

**Keyword:** Spiritual Tourism, Healing Tourism, Branding Strategy



## INTRODUCTION

Branding strategy for tourism is a deliberate approach to creating a unique and compelling identity for a destination to attract visitors (Aaker, 2012; Blain et al., 2005; Fletcher et al., 2018). It involves defining the destination's core values, culture,

attractions, and unique selling points, then communicating these effectively through visual design, storytelling, and targeted marketing campaigns (Scorrano et al., 2019; Seric & Perisic, 2012). A successful strategy establishes emotional connections with tourists by highlighting experiences, such as natural beauty, cultural heritage, local traditions, or adventure opportunities (Kotler et al., 2017; Lew, 2017; Tabatabaei et al., 2024). Consistency across platforms like social media, websites, and advertisements reinforces this image, ensuring the destination stands out in a competitive global tourism market (Pike, 2005; Siswantoro & Ikhwan, 2024).

According to local stories and elders in the area, Wanagiri Village in Buleleng, Bali, is a culturally rich area that has recently gained recognition as one of the officially designated Tourism Villages in the region. Historically, Wanagiri Village was formed in 1973 through the merger of three smaller hamlets from surrounding villages (Nugraha et al., 2022). These hamlets were originally part of Banjar Dinas Asah Panji (formerly part of Panji Village), Banjar Alas Ambengan (now known as Banjar Dinas Bhuanasari), and others. Situated at an elevation of 1,220 meters above sea level, the village is blessed with a unique combination of natural beauty, including lush forests and panoramic views, as well as deep cultural and spiritual traditions (Balsalobre-Lorente et al., 2020; Budayana & Adi, 2021; Dwyer et al., 2020). One of the village's most significant sites is Pura Pengelukatan Tirta Sudamala, a religious temple where Hindus come to engage in spiritual purification through sacred water rituals.

Pura Pengelukatan Tirta Sudamala stands out as a temple with great spiritual significance in the area. For centuries, it has served as a place of pilgrimage for individuals seeking purification of the body and soul through holy water, which is believed to cleanse negative energy and bring peace (Hall, 2010; Hall & Page, 2014; Sustacha et al., 2023). Despite its deep spiritual importance, the temple's potential as a healing tourism destination has not been fully explored or developed. Healing tourism, as described (Hikmah et al., 2022), merges recreation and entertainment with spiritual wellness, allowing tourists to rejuvenate mentally, physically, and spiritually (Simpson, 1993). Given the temple's historical role as a place of spiritual cleansing, it holds immense promise as a destination for tourists interested in both religious and healing experiences (Hussin et al., 2009; Sharpley, 2018).

This article addresses the primary issue of how Pura Pengelukatan Tirta Sudamala can be developed into a recognized and attractive destination for both religious and healing tourism. The research explores the importance of establishing an effective branding strategy that will not only highlight the temple's religious significance but also emphasize its potential for healing tourism. Such a strategy is crucial for elevating the temple's profile and attracting a broader audience, including both domestic and international visitors. By strategically branding the temple, it can be positioned as a key site for individuals seeking to balance their mind, body, and spirit through spiritual rituals and therapeutic experiences.

The primary goal of this paper is to analyze and propose a branding strategy that will enhance the tourism potential of Pura Pengelukatan Tirta Sudamala. This study is grounded in the context of previous research on religious and healing tourism, particularly in Bali, where such destinations are becoming increasingly popular. This article aims to build upon existing studies by exploring how branding can be used to make religious sites more accessible and appealing to tourists interested in healing. It

highlights the gap in current tourism offerings in Bali and argues that there is an urgent need for a clear and unique brand identity for Pura Pengelukatan Tirta Sudamala, which would allow it to stand out amidst other tourist destinations in the region.

Research are expected to provide practical recommendations for developing a successful branding strategy for Pura Pengelukatan Tirta Sudamala. These recommendations will focus on enhancing the temple's cultural appeal while also promoting its potential as a healing destination. By emphasizing the unique combination of spirituality, natural beauty, and wellness that the temple offers, the proposed branding strategy aims to increase the temple's visibility and recognition, thereby positioning it as a sought-after destination for healing tourism. Additionally, the branding strategy will seek to ensure that the economic benefits of tourism flow back to the local community, contributing to the sustainable development of Wanagiri Village.

## **RESEARCH METHOD**

This study employs a qualitative approach with a descriptive design to gather data on the tourism potential of Pura Pengelukatan Tirta Sudamala in Wanagiri Village, Buleleng, Bali. The qualitative approach is well-suited for this research as it allows for an in-depth exploration of the temple's cultural, spiritual, and tourism significance. This approach emphasizes understanding phenomena from the perspectives of those who experience them, in this case, the temple's caretakers (pengempon), local residents, and tourists. The research design aims to provide a comprehensive description of the site and its potential for healing tourism, which is a key focus of the study.

The primary data for this study is collected through in-depth interviews, field observations, and document analysis. Explains that the descriptive qualitative method is particularly useful for obtaining a detailed and accurate understanding of a specific situation, setting, or phenomenon (Sugiyono, 2016). Through this method, the researcher can explore the various dimensions of Pura Pengelukatan Tirta Sudamala, its role in the local community, and its potential as a religious and healing tourism destination. The interviews provide firsthand insights from key informants, including the temple caretakers, who offer valuable knowledge about the temple's historical and spiritual significance, as well as local residents who can share their perspectives on the temple's current role in the community.

In addition to interviews, the researcher conducts field observations at the temple to better understand its physical characteristics, spiritual practices, and any ongoing tourist activities. These observations are crucial for assessing how the temple's environment and practices align with the principles of healing tourism. Field notes are taken during visits to capture details about the temple's ambiance, accessibility, and any signs of growing tourism interest. These observations are analyzed alongside the interview data to identify patterns and themes related to the temple's potential as a tourist destination.

The study utilizes purposive sampling, a non-probability sampling method that focuses on selecting individuals with specific knowledge or experience relevant to the research. In this case, participants are chosen based on their in-depth knowledge of Pura Pengelukatan Tirta Sudamala, such as the temple caretakers, community leaders, and other local stakeholders. This approach ensures that the data collected is rich in detail

and directly related to the temple's role in the local community and its potential as a tourist attraction.

To ensure the reliability and validity of the data, the study incorporates multiple data collection methods, including document review to gather existing information about the temple's history, rituals, and tourism potential. This document analysis includes reviewing local government reports, historical records, and tourism statistics related to the area. Participatory observation is also employed, where the researcher actively engages with the local community and visitors to better understand their perceptions of the temple's significance and tourism potential.

The data analysis process follows the principles of thematic coding, which involves identifying key themes or patterns in the data. After transcribing interviews and reviewing observation notes, the researcher codes the data based on recurring themes, such as the temple's cultural value, the spiritual practices associated with it, and the perceptions of local residents and tourists about its potential for healing tourism. This thematic analysis helps to provide a clear understanding of the factors that contribute to the temple's appeal and the strategies needed to develop its tourism potential.

One potential limitation of this study is researcher bias, which may arise from the researcher's subjective interpretation of the data, particularly during interviews and field observations. To mitigate this, the researcher ensures that data collection is conducted systematically, and multiple data sources are triangulated to cross-check findings (Thurmond, 2001). Additionally, the study acknowledges that social desirability bias may occur if participants provide responses that they think are more socially acceptable, especially when discussing tourism potential. To minimize these biases, the researcher fosters an open and neutral atmosphere during interviews and observations, allowing participants to express their genuine opinions.

Ultimately, this methodology is designed to provide transparent, replicable, and valid findings that contribute to the development of a branding strategy for Pura Pengelukatan Tirta Sudamala. By clearly outlining the research design, data collection procedures, and analysis techniques, this study ensures that the research process is rigorous and that the conclusions drawn are based on reliable and well-supported data. The findings will offer practical recommendations for leveraging the temple's unique cultural and spiritual resources to attract tourists while preserving its heritage and promoting sustainable tourism development (Liu, 2003; Weaver, 2007).

## **RESULT AND DISCUSSION**

### **1. Healing Tourism Potential of Pura Tirta Sudamala**

According to Jro Dasaran Ketut Suwirda, the caretaker of the temple, Pura Pengelukatan Tirta Sudamala was originally called Puser, though its exact history remains unclear. However, according to the elders, the temple's history is closely related to Panji, due to its connection with the Panji legend, which is still being researched. Jro Dasaran Ketut Suwirda further explains that he received a spiritual message (pawisik) in 2007, during which holy water was discovered flowing from a jackfruit tree. This tree is said to have three layers: the outer skin, the middle layer, and the inner part. It was at that time that the temple site adopted the concept of Tri Pramana—Sabda (speech), Bayu (wind), and Idep (thoughts). This Tri Pramana concept has since been applied to several locations within the Panca Tirtha Sudamala area. The first area is the Campuhan (a

confluence), which takes one of the Tri Pramana concepts, Sabda. The area is divided into three pancoran (fountains), each embodying the concept of Tri Kaya Parisudha, which consists of Kayika (physical actions), Wacika (speech), and Manacika (thoughts). The easternmost fountain is for kayika purification, where visitors cleanse their hands and feet, as these represent physical actions. The second purification is wacika, related to words (wak), where visitors rinse their mouths and face. The westernmost fountain is manacika, for the purification of the mind, which starts from the crown of the head (siwadwara) and flows throughout the body (angga sarira). After undergoing purification at this confluence, it is hoped that visitors will be spiritually cleansed according to Tri Kaya Parisudha.

According to Jro Dasaran Ketut Suwirda, the deity worshipped at the Campuhan is Ida Ratu Gede. After the purification at the Campuhan, visitors proceed to the Panca Tirta Sudamala for further cleansing, which adopts the Panca Maha Bhuta concept. This area is divided into five pancoran, each representing one of the five elements of the Panca Maha Bhuta: Apah (water), Teja (fire), Akasa (ether), Bayu (air), and Pertiwi (earth). After cleansing in the pancoran, the next step is the purification using bungkok gadang (young green coconuts), symbolizing the panyudamalaan or final cleansing, with Ida Dewa Ayu Manik Klenting Sari presiding over this purification.

The final stage takes place in the Parahyangan (holy site), embodying the concept of Idep, where worshipers conduct their prayers individually, according to their personal desires and intentions. Since every visitor's thoughts and desires are unique, the prayers are not led by a priest. According to the temple caretakers, the temple has existed for a long time but was officially developed starting in 2022, specifically on Buda Kliwon Pegatwakan, coinciding with the full moon (purnama kasa), when a pemelaspasan (ceremonial purification) was performed. The water source here flows into a river known as Tukad Banyumala, which eventually reaches Penimbangan Beach. Several other water sources originate from this area, including Banyumala Waterfall, Tirta Kuning (Yellow Water), Pancaka Tirta, Tembuku Selaka, and Aling-Aling Waterfall.

Currently, there are 72 households (KK) in the community around Panca Tirta Sudamala. The Piodalan (temple ceremony) or Pujawali at Panca Tirta Sudamala is held during Tumpek Wariga, beginning with Pamaspas, followed by offerings of Sayut Siddha Purna after 12 days, and after one month and 7 days, offerings of Pekelem Suci Ireng. The ceremony continues with Guru Piduka (offering for spiritual guides), as the site had previously been rebuilt. The offerings include chickens and ducks, with no use of four-legged animals.

Visitors typically come during Purnama (full moon), Tilem (dark moon), and Kajeng Kliwon. Long-term plans for the development of Pura Panca Tirta Sudamala include adding other forms of tourism to Wanagiri Village, such as tracking and a camping ground, as the area is close to a waterfall. These plans will ensure that the development is far from the sacred temple area. In the short term, the priority is to establish a Yoga center. The overall concept of Pura Panca Tirta Sudamala is Siwa Durga, as in Hindu belief, the body is a meeting place between Siwa (the father) and Durga (the mother). The five pancoran are flanked by Lingga (Siwa) and Yoni (Durga). Additionally, the temple embraces the concept of birth and time, symbolized by the purification process. The process begins with the cleansing at the Campuhan to purify the Tri Kaya Parisudha spiritually, followed by cleansing at the Panca Tirta Sudamala, and finishing at the

Parahyangan (holy site). This sequence holds the philosophical idea that what we experience here will never be the same again.



Figure 1. Tourism Potential of Pura Tirta Sudamala  
Source: Observation Documentation, 2024

The ceremonies at Panca Tirta Sudamala are performed according to human life rituals, beginning with Pamblasas (Buda Kliwon Pahang), followed by Tutug Solas Dina (12 days) with offerings of Sayut Siddha Purna, then Tutug Abulan Pitung Dina (7 months) with Pakelem offerings, Guru Piduka, and offerings for the beings in the Panca Tirta Sudamala area. The ceremony continues with Tutug 3 Bulan (3 months) and Tutug 6 Bulan (6 months), and after 6 months, the Piodalan is held again, which is then followed by the Tumpek Wariga ceremony.

## 2. Branding Strategy for Tourism Potential

Pura Pengelukatan Tirta Sudamala is a spiritual tourism destination in Bali that offers an experience of self-purification with holy water from a natural spring. The

branding strategy for this tourism destination uses the 4A Theory approach, focusing on creating an authentic, sacred, and spiritually calming image (Yuliardi et al., 2021). Below is a description of the branding efforts that can be undertaken:

a. Awareness

Local awareness of the tourism potential of Pura Pengelukatan Tirta Sudamala has started to grow, particularly within the community of Wanagiri Village. This increased awareness is largely focused on preserving the temple's cultural and spiritual significance rather than pushing for commercialization (Li, 2012; Richards, 2018). The local community has expressed interest in attracting tourists while maintaining the authenticity of the temple's practices and rituals. However, while there is growing recognition of the temple's value as a healing tourism destination, efforts to promote it have been relatively limited. Current promotional activities, such as those on the Wanagiri Village website, are insufficient to establish the temple as a widely recognized tourist destination. As a result, despite its potential, the temple is still relatively unknown, especially when compared to more established healing tourism sites in Bali, such as Tirta Empul or Holy Spring Water Temple.

One of the key challenges facing the promotion of Pura Pengelukatan Tirta Sudamala is the lack of visibility in the broader tourism market. While Wanagiri Village's website and word-of-mouth within the local community have helped raise some awareness, these efforts are not enough to make the temple a notable destination for both domestic and international tourists. Given the current competition within Bali's tourism industry, it is essential for Pura Pengelukatan Tirta Sudamala to adopt more active and targeted promotional strategies. In particular, social media platforms present an excellent opportunity to showcase the temple's unique offerings, such as its spiritual purification rituals, beautiful location, and the potential for healing tourism experiences. By creating a compelling online presence, the temple can reach a broader audience, especially among tourists looking for alternative wellness experiences that go beyond traditional spas and resorts (Smith & Puczko, 2009).

To effectively increase the visibility and attractiveness of Pura Pengelukatan Tirta Sudamala, a more collaborative marketing approach is needed. This includes engaging with travel agencies, particularly those specializing in wellness tourism, to incorporate the temple as part of curated travel packages. Collaboration with influencers, especially those focused on spirituality, wellness, or eco-tourism, could also help raise awareness and attract younger, more environmentally conscious travelers. Additionally, the temple could partner with local media outlets to feature stories, interviews with temple caretakers, and testimonials from visitors who have experienced the spiritual benefits of the temple. By utilizing these channels, the temple's profile could be significantly raised, bringing in tourists seeking meaningful, transformative travel experiences while ensuring that the integrity of the temple's spiritual and cultural practices remains intact.

b. Attitude

Visitor attitudes towards Pura Pengelukatan Tirta Sudamala play a crucial role in the temple's overall tourism development, especially considering the growing interest in spiritual tourism and healing destinations in Bali. For tourists who are already familiar with the temple's significance and its spiritual offerings, the experience is likely to be

more meaningful and aligned with their expectations. However, for those who are visiting the temple for the first time or are only vaguely aware of its purpose, the initial impression may not fully reflect the temple's unique offerings. Without proper context or sufficient information, these first-time visitors may miss out on understanding the depth of the spiritual experiences the temple offers, which could affect their overall perception of the site. Therefore, addressing this gap in knowledge is vital for shaping a positive and enriching experience for all visitors, regardless of their familiarity with the temple (Martínez-Martínez et al., 2023).

To improve visitor engagement and create a more informed experience, it is crucial to enhance the quality of information provided through various communication channels. The official website of the temple, for instance, can be updated with detailed content that explains the temple's history, significance, and the spiritual benefits of visiting. This can include not just text, but also high-quality images and videos that visually depict the purification rituals, the temple's serene environment, and the healing aspects of the site. Additionally, the temple's social media presence should be strengthened by providing regular posts, stories, and updates about events, ceremonies, or special offerings at the temple. By doing so, tourists can gain a deeper understanding of what they can expect and prepare for a more meaningful visit. Engaging with potential visitors via travel apps also allows for real-time information, such as temple hours, visitor guidelines, and even testimonials from past visitors, which further enhances the decision-making process for tourists considering the temple as a destination.

In addition to online communication, providing informative signage at the temple site itself is essential for creating a respectful and organized visitor experience. Clear and concise signs should be installed at strategic locations, especially at the temple's entrance and around the purification areas, to guide visitors on temple etiquette, such as appropriate attire, the need for quiet and respectful behavior, and prohibited actions within sacred spaces (Xie et al., 2024). These signs can also inform visitors about the spiritual significance of certain rituals, helping them understand the customs and practices they may witness or participate in. By integrating these educational elements, the temple can foster a more respectful environment for visitors, ensuring that they feel welcomed while also honoring the sacredness of the site. Properly informing visitors not only enhances their experience but also supports the temple's preservation efforts by encouraging respectful behavior and minimizing the risk of disrespectful actions that could harm its cultural and spiritual integrity.

c. Action

Tourists' decisions to visit Pura Pengelukatan Tirta Sudamala are significantly influenced by the availability of information and the accessibility of the location. In particular, the temple's relatively remote location, requiring visitors to travel through local plantations and navigate winding roads, presents a logistical challenge that could deter some potential visitors. Additionally, the time constraints faced by tourists, especially those on tight schedules, make it even more difficult for them to justify a trip to a more out-of-the-way destination like Pura Pengelukatan. For tourists unfamiliar with the temple, the lack of clear, accessible information about the temple's offerings and how to reach it can create hesitation, as they may not fully understand the value of the experience compared to other more easily accessible attractions in Bali. Therefore, it is



essential to address both the informational and logistical barriers to make the temple more appealing to a broader audience.

To address these challenges, a targeted promotional strategy is required to enhance awareness of the temple's unique offerings and to overcome the obstacles of accessibility. Highlighting the temple's self-purification rituals, which are central to its appeal as a spiritual and healing destination, can serve as a powerful draw for tourists interested in wellness and personal growth. The ritual itself is a unique aspect of the temple that distinguishes it from other tourist sites in Bali. By marketing the experience as a transformative and culturally rich activity, promotional materials can encourage tourists to prioritize the visit despite its location. Additionally, the cultural significance of the temple, along with stories about its historical and spiritual importance, can be emphasized in promotional content to pique tourists' curiosity. The more tourists understand the deeper cultural and spiritual benefits of the temple, the more likely they will feel motivated to make the effort to visit.

Another key factor in improving accessibility is to provide tourists with comprehensive information about the facilities and services available around the temple. Detailing the amenities, such as parking, guided tours, food options, and nearby attractions, will help alleviate concerns about the convenience and comfort of visiting the site. Travelers are more likely to consider visiting a destination if they know that the practical aspects, such as access to refreshments and rest areas, are well taken care of. Additionally, promoting the surrounding natural beauty and the opportunity for a peaceful retreat in the scenic surroundings can enhance the appeal of the temple. By showcasing the temple as part of a holistic experience that combines spiritual healing, cultural enrichment, and a tranquil environment, tourists will be more inclined to make the effort to visit (Pitana, 2008). The key is to present Pura Pengelukatan Tirta Sudamala not just as a destination but as a complete experience that offers something rare and valuable in Bali's diverse tourism landscape.

#### d. Accessibility

Accessibility remains one of the primary challenges in the branding strategy for Pura Pengelukatan Tirta Sudamala, particularly due to the temple's relatively isolated location. Although the temple is nestled in a beautiful and serene area, the access roads leading to it are not well connected to the major transportation routes, making it difficult for tourists to reach the site easily. This lack of accessibility is a significant barrier to attracting a diverse range of visitors, especially those who do not have their own means of transportation or are unfamiliar with the region. Furthermore, the absence of public transport options adds to the challenge, as tourists typically rely on accessible transport services to explore remote areas. As a result, despite the temple's potential as a unique tourism destination, it remains a hidden gem, underappreciated by many travelers who might otherwise be interested in visiting. This logistical hurdle is one of the key factors limiting the temple's broader appeal and growth as a tourist destination.

To address these accessibility issues, infrastructure development becomes a crucial component of the branding strategy for Pura Pengelukatan Tirta Sudamala. Improving the roads leading to the temple is essential to ensure that tourists can navigate the area more easily, whether they are driving themselves or relying on local transport. Road improvements could include better signage, better road maintenance, and

possibly expanding routes to accommodate larger tourist vehicles. Additionally, providing local transport options such as shuttle buses, taxis, or even bicycles could help overcome the barrier for visitors who do not have their own vehicles. By collaborating with local transportation providers, the temple could offer affordable, convenient transport packages for tourists, thus reducing the stress of finding a way to reach the temple. These transportation options would help bridge the gap between the temple's remote location and the wider tourism infrastructure of Bali, making the site more accessible to a larger audience .

Moreover, one of the simplest but most effective ways to improve accessibility is by installing clear directional signage throughout key areas that lead to the temple. These signs would not only guide visitors along the path but also inform them of nearby attractions, services, and essential information such as operating hours, temple etiquette, and points of interest. By improving the overall navigability of the area, these signs would reduce confusion and help visitors feel more confident in their ability to reach the temple. This would also create a more professional and organized atmosphere, signaling to visitors that the temple is prepared for tourism and that their experience is a priority. In the long term, investing in transport solutions and infrastructure development would not only increase visitor numbers but also help boost the sustainability of the temple's tourism efforts. As access improves, more tourists would be drawn to the temple, leading to greater awareness, positive word-of-mouth, and ultimately, the development of Pura Pengelukatan Tirta Sudamala as a prominent healing and spiritual tourism destination in Bali.

## **CONCLUSIONS**

Pura Pengelukatan Tirta Sudamala holds significant potential as a destination for spiritual and healing tourism due to its rich cultural heritage, traditional purification rituals, and serene natural surroundings. The temple's unique offerings, such as rituals based on the Tri Kaya Parisudha and Panca Maha Bhuta concepts, present a transformative experience for visitors seeking spiritual rejuvenation. However, despite these attributes, the temple's current status remains underdeveloped due to a lack of proper branding, limited accessibility, and insufficient promotional efforts. Addressing these challenges is critical to position the temple as a prominent destination for tourists seeking holistic wellness, while also preserving its spiritual and cultural integrity.

To unlock its full potential, a comprehensive branding strategy based on the 4A framework Awareness, Attitude, Action, and Accessibility needs to be implemented. Enhancing awareness through targeted promotional efforts, such as leveraging social media, collaborating with wellness tourism influencers, and developing engaging digital content, can significantly improve the temple's visibility. Providing tourists with clear information, educational signage, and immersive storytelling can enhance their understanding and appreciation of the temple's spiritual significance. Improving accessibility by developing infrastructure, transportation options, and supporting visitor amenities is equally crucial to attract both domestic and international tourists. These measures can help bridge the gap between the temple's offerings and its current visibility in the competitive tourism market.

Finally, the branding strategy must emphasize sustainability by balancing tourism development with the preservation of the temple's cultural and spiritual essence. By

collaborating with local stakeholders, including the community and government, the economic benefits of tourism can flow back to the Wanagiri Village community. The proposed strategy not only positions Pura Pengelukatan Tirta Sudamala as a leading spiritual tourism destination but also ensures its long-term sustainability. With a clear and unique identity, the temple can stand out amidst Bali's diverse tourism offerings, attracting visitors seeking a harmonious blend of cultural, natural, and spiritual experiences.

## ACKNOWLEDGEMENT

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