

ABSTRAK

Perkembangan indsutri pariwisata di Bali berkembang secara pesat. Salah satu wisata budaya terbesar di Bali adalah Garuda Wisnu Kencana. GWK memiliki *special event* setiap bulan yang bernama *Fullmoon Ceremony*. *Special event* tersebut dilaksanakan untuk memperingati Hari Raya Purnama bagi umat Hindu di Bali. Departemen *Attraction* GWK perlu menyiapkan dengan matang agar pelaksanaan *event Fullmoon Ceremony* berjalan dengan lancar dan tidak mendapat komplain dari wisatawan. Tujuan dilakukanya penelitian ini untuk mengetahui pelaksanaan *special event Fullmoon Ceremony* di GWK. Teknik pengumpulan data yaitu obervasi partisipan, wawancara, dan studi pustaka. Jenis data yang digunakan adalah data primer dan data sekunder. Data primer dikumpulkan melalui observasi tidak terstruktur kepada pihak terkait di GWK sedangkan data sekunder diperoleh melalui studi pustaka. Pembahasan penelitian mengenai pelaksanaan *Fullmoon Ceremony* antara lain; Prosesi dalam pelaksanaan upacara purnama, Pra *event* kemudia pelaksanaan dan pasca *event*, tahap pelaksanaan, dan Tari yang dipentaskan. Hasil penelitian tersebut menunjukan bahwa pelaksanaan *special event Fullmoon Ceremony* sudah sesuai dengan teori yang dipaparkan para ahli.

Kata Kunci: GWK, *Special Event*, Wisata Budaya, Bali

ABSTRACT

The development of tourism industry in Bali is growing rapidly. One of the biggest cultural park in Bali is the Garuda Wisnu Kencana. GWK has a special event every month called the Fullmoon Ceremony. The special event was held to commemorate Purnama Day for Hindus in Bali. GWK's Attraction Department needs to prepare carefully so that the Fullmoon Ceremony event will run smoothly and not get complaints from tourists. The purpose of this research is to find out the implementation of the special Fullmoon Ceremony at GWK. Data collection techniques are participant observation, interviews, and literature book. The types of data used are primary data and secondary data. Primary data is collected through unstructured observations to related parties at GWK while secondary data is obtained through literature book. Discussion of research on the implementation of the Fullmoon Ceremony are; the procession in the full moon ceremony, the pre-event, then the implementation and post-event, the implementation stage, and the dance perform. The results of the research show that the implementation of the Fullmoon Ceremony special event is in accordance with the theories presented by the experts.

Keywords: GWK, Special Event, Cultural Tourism, Bali