

Contribution of Cruise Ship Workers to the Socio-Cultural Dynamics of Indigenous Community in Pitra Village.

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- **Abstract:** This study aims to analyze cruise ship workers' contribution to the indigenous community's socio-cultural dynamics in Pitra Village, Penebel District, Tabanan Regency, Bali. The data were taken from primary and secondary data sources, especially by interviewing 17 key informants. The findings show that there is a contribution of cruise ship workers to the indigenous community's dynamics in implementing sociocultural and religious activities. The dynamic exists in the aspects of Balinese name, artistic and cultural identity, the bond of origin identity, Balinese traditional clothing identity, and Balinese language identity. Cruise ship workers support the discourse of Ajeg Bali. Still, there is also resistance, adjustment, and sometimes even enforcement to be in line with modernization. The roles of cruise ship workers are as follows, first as a catalyst (agent of change) of cultural norms shift. Promoting changes to modern thinking patterns, ways of communicating, how to socialize, behavior changes, social systems changes; and changes in religious cultural material. Second, as a dynamo of the society, cruise ship workers contribute to the development of Desa Adat (Indigenous Community) infrastructure, the neighborhood cleanliness, and improving human resource quality of the Desa Adat. The implications are changes in the orientation of socio-cultural relations according to cost and reward; the emergence of the medana punia motivation; there are transparency and accountability of Desa Adat management; changes in religious attitudes from sympathy to empathy, increasing the economic income of indigenous community; change of work orientation from the agricultural sector to trade and tourism sectors.
- **Keywords:** The contribution of cruise ship workers, social-cultural dynamic