

ABSTRACT

The Sanggulan subak museum is a special museum about the agricultural system in the Sanggulan village of Bali, known as “Subak” which consists of the main museum building and an open-air museum. The objectives of the subak museum are (1) to explore and collect various objects and data related to subak including those that have historical value and to present them as a means of study or research. (2) save, secure, and maintain as objects related to subak. (3) presenting as information material, documentation of educational media about subak as an institution and irrigation system. (4) as a place of recreation or a tourist attraction. The purpose of the study entitled "The Role of the Subak Museum in Preserving the Subak World Cultural Heritage in Bali" is to determine the role of the Subak museum in preserving it as a world cultural heritage. This research was conducted in July-September 2019. The research location was determined by the purposive method while the sample of respondents was determined by the purposive sampling technique with a total of 80 respondents consisting of 7 internal and 73 external. The method of analysis in this study uses SWOT analysis. The results showed that the role of the Subak museum was very strong in documenting the history of Subak in Bali, educating the younger generation about subak, storing traditional subak agricultural tools and disseminating information through the web and brochures. On the other hand, it has a very weak role in the information on world cultural heritage obtained at the subak museum and the subak museum is weak in cooperating with subak in the world cultural heritage area.

Keywords: The Role of Museums as World Cultural Heritage