

25  
TAHAP  
1999-2024  
UTM SEBUAH UNIVERSITI



Issue #4 | Oct. 2024

# RISE

Catalysing Global Research Excellence

magazine

*Changing Lives*  
and **Empowering  
Humanities**

eISSN 2805-5683



JPI UTM

#bevisible

Pemangkin Idea



# Sustainable Salt Farming in Kusamba Bali: A Green Project Management Perspective

Source: <https://balijoy.wordpress.com/>

## Introduction:

The recent collaboration between the Institute of Business Excellence (IBE) and Warmadewa University marks a significant milestone in the pursuit of sustainability in Kusamba, Bali. This programme sought to investigate sustainable salt farming processes in Kusamba from a green project management standpoint. It was spearheaded by distinguished professionals from IBE, such as Associate Professor Dr Wan Edura Wan Rashid, Dr Shamsul Baharin Saihani, and Dr Raziff Jamaluddin.

## Background:

Located on the beautiful Balinese coastline, Kusamba village in South Bali has been making salt for centuries. This ancient tradition, passed down from one generation to the next, has made Kusamba sea salt famous for its pure quality and sweet taste. People love it, from locals to those who appreciate fine flavors. In Kusamba, making salt is a beautiful blend of nature and human skill. First, seawater naturally evaporates in the special black volcanic sands along the coast, leaving behind clean brine. This brine is then collected and left to turn into crystals inside containers

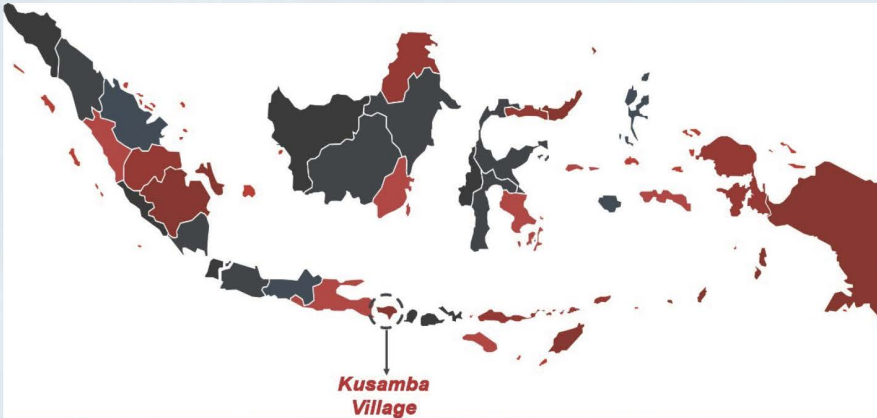
made from coconut tree logs, under the skilled hands of salt-masters who have honed their techniques over centuries. The outcome is an exceptionally high-quality product, known for its mineral-rich content and traditional making techniques.



**Assoc. Prof. Dr Wan Edura Wan Rashid**  
Institute of Business Excellence,  
UiTM Shah Alam

**Dr Shamsul Baharin Saihani,  
Dr Mohd Raziff Jamaluddin &  
Muhammad Haziq Jaffri**

Institute of Business Excellence,  
UiTM Shah Alam



Map of Kusamba, Bali

knowledge passed down through generations. Empowering local communities and preserving indigenous knowledge are integral aspects of sustainable development.

**4. Planet:** Sustainable salt farming in Kusamba contributes to environmental conservation by reducing reliance on energy-intensive industrial production methods and promoting responsible land use practices.

**5. Prosperity:** Sustaining the Kusamba salt-making tradition not only fosters economic prosperity for local families but also enhances cultural resilience and social cohesion within the community.

Despite its esteemed heritage, the Kusamba salt making tradition faces formidable challenges in the modern era. The rise of corporate-mass scale salt production, coupled with government initiatives promoting iodine-fortified salts, has threatened the viability of Kusamba sea salt. Furthermore, the burgeoning tourism industry has led to a decline in the number of families engaged in salt production, jeopardizing the continuity of this ancient tradition.

Yet, amidst these challenges, the allure of Kusamba salt remains undiminished. Its unique flavor profile and cultural significance continue to captivate both locals and visitors. The salt-making process itself has become a tourist attraction, drawing inquisitive travelers eager to witness how the salt is crafted by skilled artisans.

In this context, the sustainability of salt farming in Kusamba gains greater importance. It is not merely a matter of preserving a tradition, but also safeguarding a vital aspect of Balinese cultural heritage and promoting environmental conservation. Through a green project management perspective, there is an opportunity to establish sustainable salt farming practices that ensure the tradition endures for future generations.



### Relating to the United Nations Sustainable Development Goals (SDGs):

**1. SDG 8: Decent Work and Economic Growth:** Preserving the Kusamba salt-making tradition provides sustainable livelihoods for local communities, aligning with the goal of fostering inclusive economic growth and decent work for all.

**2. SDG 11: Sustainable Cities and Communities:** The decline of the Kusamba salt-making tradition underscores broader challenges faced by rural communities in maintaining their cultural heritage and economic sustainability. Supporting sustainable salt farming initiatives can contribute to building resilient and inclusive communities that are connected to their cultural roots.

**3. SDG 12: Responsible Consumption and Production:** By promoting traditional, artisanal salt production methods, Kusamba exemplifies sustainable consumption and production practices that minimize waste and environmental degradation.

**4. SDG 13: Climate Action:** The environmentally friendly salt-making process in Kusamba mitigates climate impact by reducing carbon emissions associated with industrial salt production and promoting sustainable land use.

**5. SDG 15: Life on Land:** The unique ecosystem of Kusamba's coastline, characterized by black volcanic sands and mineral-rich seawater, supports diverse flora and fauna. By promoting sustainable salt farming practices, there is an opportunity to preserve and protect terrestrial ecosystems and biodiversity in the region.

**Conclusion:** The sustainability of salt farming in Kusamba is imperative for the preservation of a cherished cultural heritage. By embracing green project management principles and aligning with the UN SDGs, stakeholders can collaborate to ensure the viability and vitality of this ancient tradition. It is essential to address the multifaceted challenges facing Kusamba salt farmers and foster an environment conducive to their sustainable growth and prosperity. Through collective efforts, we can safeguard the legacy of Kusamba sea salt for generations to come.



### The Five Ps of Green Project Management (GPM):

Salt Farming in Kusamba Bali demonstrates a comprehensive alignment with the five key elements of Green Project Management (GPM), showcasing a holistic commitment to sustainability:

**1. Product:** Kusamba sea salt represents more than just a commodity; it embodies a cultural heritage deeply rooted in the identity of Balinese coastline villages. Its unique qualities, derived from mineral-rich seawater and traditional production techniques, set it apart from mass-produced salts. Its preservation is essential for safeguarding this heritage for future generations.

**2. Process:** The salt-making process in Kusamba emphasizes sustainability, utilizing natural resources such as seawater and volcanic sands while minimizing environmental impact. Adherence to eco-friendly practices ensures the longevity of this ancient craft.

**3. People:** At the core of Kusamba's salt-making tradition are the salt-masters and their families, who possess invaluable

# RISE

*Catalysing Global Research Excellence*

Published by

**Unit of Research Communication & Visibility**

Department of Research & Innovation,  
Level 5, Bangunan Canseleri Tuanku Syed Sirajuddin,  
Universiti Teknologi MARA, 40450 Shah Alam, Selangor



اوسها تقوى موليا



JPI UITM

| #bevisible

| Pemangkin Idea