

Vines of Resilience: A Sociological Framework for Sustainable Viticulture and the Culinary Living Museum in Bali

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Abstract

This research explores the conceptualization of sustainable viticulture in Bali as a "fluid narrator" within a Culinary Living Museum framework. Moving beyond viewing wine as a mere commodity, this sociological approach frames the beverage as a medium through which history, labour, and ecological values are performed and consumed. Central to this model is the tripartite philosophy of Tri Hita Karana, which structures a curated "Menu Experience" to foster spiritual, social, and environmental harmonies. The framework is implemented through three distinct pillars: Parhyangan is realized through ritual libations that acknowledge the spiritual source of life; Pawongan highlights the human labor of the Banjar community and local family farms to restore human connections; and Palmahan emphasizes hyper-local terroir and zero-waste circular economies. Just as contemporary Balinese social structures negotiate themes of constraint and liberation, sustainable wine agriculture acts as a site of cultural resistance against the homogenization of globalized tourism. By utilizing local red and green grape varieties cultivated in North Bali and other regions of Indonesia, the model advocates for a "preservation through consumption" approach. This effectively transforms the vineyard into a "living" archive where traditional labor roles and modern sustainability mandates coalesce, empowering local actors within the tourism value chain. Ultimately, the Culinary Living Museum offers a resilient, harmonious alternative to industrial tourism models, ensuring that the essence of Balinese identity is sustained through the social table.

Index Terms

Sociology of Food, Sustainable Viticulture, Culinary Living Museum, Bali Tourism, Cultural Capital, Tri Hita Karana.