

MULTIPLE PLATFORM IN TRANSFORMATIVE PUBLIC RELATIONS, CULTURAL AND TOURISM

Edited By
Yani Tri Wijayanti
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Preface by

Rahma Santhi Zinaida
(Chairwoman of 1st AICCON)

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PREFACE

The rapid growth of internet use and the use of smartphones today has an impact on the digital technology-based tourism industry revolution. People and businesses connect, exchange and execute transactions in ways never before imagined. The combination of digital platforms, user-generated content and feedback, social media integration, global positioning services, and the use of big data and artificial intelligence, have transformed the way people experience, consume and share information. Public Relations, cultural and tourism are some cases and examples of their growth in many digital base strategies to survive the challenge in disruptive era.

The online travel agency market share increased to IDR 3 trillion in 2015 and is projected to grow 28 percent to IDR 10 trillion in 2020. Digital technology in tourism is used to facilitate tourists in doing seamless customer experience in searching look, book, and pay for tour services. Not only marketing, culture and tourism are also effective with public relations strategies.

Public Relations initially emphasized the function of Public Relations in press agentry activities and publicity. Stepping on the modern era, the function of Public Relations has grown to not only focus on these two things but also focus on the process of engagement and relationship building with the public. In the past, Public Relations faced the public only physically, but now it also has to deal with the public digitally or the so-called invisible public. All this happens because we are entering a new era called Disruption Era.

Disruption Era is an era where everything happens randomly, both positive and negative things can become viral in just seconds. Public Relations 4.0 is the era where artificial intelligent and big data era are present. The impact of this phenomenon has not been felt at this time. However, Public Relations must always be aware of this situation. Public Relations is not competing with cross-country public relations, now competing with artificial intelligent and robots and preventing immediate disruptive innovations.

Disruptive innovation is an innovation that helps create new markets, disrupt or damage existing markets, and ultimately replace the previous technology. Disruptive innovation develops a product or service in a way that is not marketable, generally by creating different types of consumers in new markets and lowering prices in old markets. This era makes it easy for anyone to do anything in cyberspace so easily, but it can also be dangerous. Although it initially sounded bad, disruption era was actually an innovation. This era brings the public to all forms of convenience.

The Landscape of Public Relations has changed, where threats faced are no longer only in the real world but also occur in a digital world that cannot be avoided. When conventional methods no longer apply in this era, the most appropriate step is to follow the innovations and changes that occur. This situation makes it clear that Public Relations is no longer limited to initial functions that only refer to press agents and publicity but also must have a strategy in mastering online media in the process of engagement and relationship building with the public. Along with the development of the function of Public Relations, the challenges it faces are increasingly developing.

Era 4.0 is a combination of PR and marketing on the same platform, which involves a digital revolution and technology in it. For example, someone's profile can be seen from the digital track record of what they do in online media and become a big data, so to compare themselves as a public relations with good quality, use social media are wise, friendly and polite because the digital track record is very difficult to remove, and will stick forever in influencing one's image and branding. A good PR must innovate the branding strategy. Brand strategy is needed to build a brand identity that can eventually create name recognition. That is, wherever people call the brand name that is carried, people immediately know what the brand is like and how.

Not all innovation is technological. Although digital transformation has reached the tourism industry in earnest and is gradually changing jobs and customer relations, it is important to understand that technology is not an end, but a means, and that tourism is an individual experience, often shared on- and offline.

In the world of tourism, one issue that has been simplified is travelling itself. The sharing economy has given rise to platforms, which

has undergone exponential growth in services, profits, and number of users. In this context, we need to consider how humans are evolving in the context of a society deeply impacted by technology and, at the same time, how we, the business world, and, consequently, markets all work.

Tourism, as one of the world's transversal economic sectors, has been both witness to and protagonist of these changes. For both public and private tourism entities, ICT has offered indispensable and very powerful tools for Communication, management, logistics, distribution and marketing. It has brought about a digital tourist that is more autonomous, hyper-connected and increasingly demanding, expecting personalized customer service.

One key to understanding this whole change is that technology permeates the reasoning and experiential part of the brain much more powerfully and markedly in the new generations. In the current era of digital evolution, generations understand their environment and the tourism experience differently: some people live in the moment, interacting with all five senses at an individual level, others share it with their close friends and family, and still others do all that and also share it on social media in real time.

This book covers the entire spectrum of cultural and digital tourism and presents the latest findings, examples and cases, highlighting innovations for the tourism industry from both an academic and a practical point of view. The book invites readers to discover ongoing developments and recent trends in fields like heritage and museum management; sports tourism; tourism economics and policy; e-PR, e-marketing and e-business; and many other fields, making it of value to researchers in tourism management, practitioners and policymakers alike. The authors have conducted a literature review and research in presenting their writings.

Culture + tourism + digital Public Relations are three interesting combinations to examine, especially the tourism sector in Asia which is growing so rapidly and becoming one of the country's constant foreign exchange earnings. As an outcome of 1st AICCON, we produced book chapter written by academics and researchers in the field of communication science. Hopefully what is conveyed by the author can enrich the field of communication science studies, specially cultural, tourism and Public Relations fields. As a closing, this era will

require us to change or become extinct, because disruption will lead to the digitization of the system including tourism and culture and its public relations strategy. With the advent of technological application innovations. this book is expected to be able to produce ideas and actions that can make acceleration in preserving and advancing culture in Asia.

Palembang, November, 12th, 2018

Rahma Santhi Zinaida

Chairwoman of 1st AICCON

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CHAPTER 1.

PUBLIC RELATIONS



Analysis of Marketing Communication and Carrying Capacity of Setu Babakan Cultural Tourism Area, South Jakarta

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ABSTRACT

Setu Babakan Cultural Tourism Area has been designated as a cultural heritage and tourism object for more than 15 years, but the number of tourists visiting Setu Babakan is very low. The low number of tourist visits due to the development of the carrying capacity of tourist destinations and marketing communication programs has not been carried out optimally by the area management unit. The research was conducted to identify the carrying capacity of tourism objects namely, attraction, accessibility, amenity, ancillary and analyze the marketing communication of Setu Babakan cultural tourism area. The research was conducted using descriptive quantitative method by distributing questionnaires to tourists. By using the Slovin formula the number of samples is 100 tourists. The results showed that the tourists expressed satisfaction with the visit to Setu Babakan Cultural Tourism Area tourism objects which amounted to 64%. Setu Babakan cultural tourism area attractions were interesting according respondents were 84%, Setu Babakan cultural tourism area attractions were unique at 74%. Respondents stated that access to Setu Babakan cultural tourism area was adequate at 87%. Amenities and ancillary 60% of respondents said that they were not good and inadequate. Marketing communication has not been done maximally by the Setu Babakan Cultural Tourism area management unit.

Keywords: carrying capacity, tourism objects, marketing communication, cultural tourism

INTRODUCTION

Setu Babakan as the center of the Betawi's cultural village is an area dedicated to preserve the Betawi's cultural heritage. Setu Babakan area consists of Betawi cultural villages, lakes that are used as water

attractions. The park around the lake is planted with various kinds of fruit plants. In Setu Babakan area there are also various Betawi's food, typical Betawi's houses, and art studios. In Setu Babakan, various art attractions and traditional ceremonies of Betawi's are also displayed. In the end Setu Babakan Area did not only function as a place to preserve Betawi's culture but turned into the Setu Babakan Cultural Tourism area which consisted of cultural tourism, nature tourism / water tourism, and agro tourism.

Setu Babakan is designated as Betawi's Cultural Reserve area through Governor's Decree No. 9 of 2000. The inauguration of Setu Babakan as a Betawi Cultural Reserve was carried out by the Governor of The Jakarta Special Capital Region Province in 2004. Setu Babakan Cultural Village was one of the tourism objects chosen by the Pacific Asia Travel Association (PATA) as a tourist visit for PATA conference participants in Jakarta in October 2002.

Setu Babakan is one of the tourism destinations developed in the Jakarta Special Capital Region Provincial Government development program. In accordance with Law No. 29 / 2007- Chapter V / Article 26 paragraph 6, which states: "The Provincial Government of special area of the capital Jakarta preserves and develops the culture of the Betawi people and protects the various cultures of other regional communities in the special area of the Jakarta Special capital region Province"

Setu Babakan Cultural Tourism Area is not well known to the public, Setu Babakan Cultural Tourism Area ranks 20th out of 42 of the most popular tourist attractions in Jakarta (Tripadvisor, 2017). The level of tourist visits will also be low compared to other destinations such as "Kota Tua". The low level of tourist visits and unpopularity the tourist area which has been designated as a tourist attraction for more than 15 years has led researchers to identify the destination carrying capacity and marketing communication conducted by Setu Babakan cultural tourism area management unit. Carrying Capacity and Marketing communication are two factors that determine the level of tourist visits. The results of the study can be used as input for Setu Babakan's cultural tourism area management unit in developing the Setu Babakan cultural tourism area that have the potential to be a leading tourist destination.

LITERATURE REVIEW

Tourism according to Law No. 10 of 2009 concerning Tourism is a travel activity carried out by a person or group of people by visiting certain places for recreational purposes, personal development or learning the uniqueness of tourist attractions that visited in a temporary period. Tourism encompasses various types of tourism activities and is supported by various facilities and services provided by the community, entrepreneurs, government and local governments. Tourism is a whole activity that is related to tourism and is multidimensional and multidisciplinary which emerges as a manifestation of the needs of each person and country as well as the interaction between tourists and the local community, fellow tourists, government, local governments and entrepreneurs.

As an activity, tourism is an activity of changing the temporary place of residence of someone, outside the daily residence for any reason other than doing activities that can generate wages or salaries. Tourism is also a service activity and product produced by the tourism industry which is able to create travel experiences for tourists. Muljadi (2010: 7). According to Soekadijo in Suwena and Widyatmaja (2010: 15) tourism is a complex symptom in society, in which there are hotels, tourism objects, souvenirs, guides, tourist transportation, travel agents, restaurants, and many others.

Cultural tourism according to Sillberberg in Damanik (2013: 118) is the visit of people from outside the destination who are driven by interest in objects or heritage, art, science and lifestyle that are owned by groups, communities, regions or institutions. According to Kristiningrum (2014: 47) cultural tourism is a tourism in which there are cultural aspects / values regarding community customs, religious traditions, and cultural heritage in an area.

Cultural tourism is closely related to cultural tourism attraction. Explanation of Article 14 Paragraph (1) letter b of the National Tourism Development Master Plan explains that cultural tourism attraction is a tourist attraction in the form of human creativity, taste and intentions as cultural beings. Cultural tourism attractions are divided into two cultural tourism objects that are tangible and cultural tourism objects that are intangible.

Tourism Object is everything that attracts people for certain locations. According to Law Number 10 of 2009 concerning Tourism Article 1, paragraph 5, the object of tourism or called tourist attraction is something that has uniqueness, beauty, and value which is a natural wealth, culture, and humane results that are the target or destination of tourist visits. Tourism objects according to Wardiyanta (2006: 52) can be divided into three, namely 1) originating from nature, such as beaches, natural scenery, mountains, forests, and others. 2) cultural results, such as museums, temples and galleries. 3) daily activities of the community, such as dancing, carnival, and others. Tourism is a potential that drives the meeting of tourists towards tourist destinations.

Tourism Object is everything that has attraction, uniqueness and high value, which is the intention for tourists to come to certain areas. Yoeti (2008: 177) explained that tourist objects can be interesting to visit by the tourists must meet the conditions for the development of the area, namely 1) Something to see, in that place there must be attractions, and different from other places. 2) Something to do, in that place many things can be seen and witnessed. 3) Something to buy, in that place there must be facilities for shopping, especially souvenir items and folk crafts as souvenirs

Tourist attraction must be designed, built and managed professionally so that it can become a destination or tourist destination that attracts tourists to come to these attractions. Tourism destination development according to Suwanto (200: 19) involves stakeholders, government, and the general public (locals). The development of a good tourist destination will be able to facilitate the access of tourists to achieve tourist destination. Development of tourist destinations can be done through the approach of demand factors (visitors) and supply namely attraction, accessibility, amenity, ancillary (4A).

Attractions according to Suwena (2010: 88) are a significant component in attracting tourists. Things that can be developed into tourist attractions are called capital or tourism resources. There are three attractions capital that attracts tourists to come, namely 1) Natural Resources such as mountains, lakes, beaches and hills; 2) cultural tourism attractions such as traditional house architecture in the village, archaeological sites, arts and crafts, rituals, festivals, daily community life, hospitality, food; and 3) artificial attractions such as sporting events, shopping, exhibitions, conferences and others.

Tourism capital according to Suwena (2010: 89) can be developed into tourist attractions in places of tourist capital found (on site) and outside its original place (out site). Tourist attractions then is distinguished into anchoring attractions and tourist attracting attractions.

Accessibility according to Sunaryo (2013: 173) is all means that provide convenience to tourists to reach a destination or related tourist destination. Factors related to aspects of tourism accessibility include directions, airports, terminals, time taken, travel costs, frequency of transportation to tourist sites and other devices. Distance and travel time to “accessible” destinations are important factors in attracting tourists to come to a tourist destination.

Amenities according to Sugiana (2011: 17) includes a series of facilities to meet the needs of accommodation (lodging), provision of food and beverages, entertainment venues (entertainment), shopping places (retailing) and other services “. French in Sunaryo (2013: 173) states that amenities is not an attraction for tourists, but with a lack of amenities will make tourists avoid the destination. Facilities needed for tourism activities “amenities” must be prepared to support the comfort of tourists.

Ancillary Service according to Sunaryo (2013: 159) is the availability of public facilities and facilities used by tourists who also support the implementation of tourism activities such as banks, ATMs, telecommunications, hospitals and so on. While Sugiana (2011: 18) explains that ancillary service includes the existence of various organizations to facilitate and encourage the development and marketing of tourist destinations.

Marketing communication according to Kotler (2006: 27) is a communication application that aims to help a company’s marketing activities. Where companies send messages aimed at individuals or certain people, the message will get a response or will affect the individual or audience. Marketing is a social process in which individuals and groups get what they need and want by creating, offering, and freely exchanging valuable products and services with others. Marketing includes the entire system of business activities ranging from planning, pricing, promotion, and distribution of goods and services to meet the needs and desires of consumers with quality services.

Marketing communication contains several elements that support each other, as explained by Shimp (2014: 4) that, if communication

involves the process by which thought and understanding are conveyed to others then marketing is a set of activities where companies and other organizations transfer values between them with its customers. Communication in marketing activities is complex, forms of communication are more complicated so appropriate communication strategies are needed with a mature planning process. Marketing communication is one of the company's efforts to communicate products to customers.

This marketing success is greatly influenced by promotions. Promotion is any form of communication that is used to inform, persuade or remind people of the product produced. Promotion is part of marketing communication. The essence of the marketing process is the exchange from one party to another, both limited and broad and complex exchanges. The exchange process that occurs directly or indirectly requires communication that carries certain messages.

Marketing communication is a means where companies build relationships with consumers. Marketing communication allows companies to connect their brands with people, places, events, brands, experiences, feelings, and other things. They can contribute to brand equity by instilling a brand in memory and creating a brand image and encouraging sales and even influencing shareholder value (Kotler, 2006: 172-173).

Good marketing is the first step for a tourism destination to be known by tourists. Thus through the right marketing communication strategy can be an effort to develop tourism. Marketing communication becomes an important activity and determines the development of a tourism business because marketing communication is a driver to achieve the goal that a tourist area becomes a destination branding for prospective tourists.

McCabe (2009: 6) says tourism marketing communication is a management process in sending and providing information as well as advice on products and ideas to benefit from people who travel or visit an area, so tourists are happy to visit the destination, even suggest the destination to others.

Communication in marketing has a role to support transactions by informing, persuading, reminding, differentiating products, and as a means of exchange. Tourism promotion is also called tourism marketing

communication. Promotion which is the spearhead of the sale of tourist destinations, so far has been done by making brochures, leaflets and exhibitions. However, this effort is less than optimal because there are many other businesses that can be done to attract tourists (Ali Hasan, 2015: 144).

Marketing consists of a marketing mix strategy where the organization or company develops to transfer value through exchange for its customers. Kotler and Armstrong (2009: 62) argue that, "Marketing mix is a collection of controlled tactical marketing tools that companies combine to produce the desired response in the target market". Marketing mix consists of four components usually called "four P (4P)", Product means a combination of goods and services offered by the company to the target market. Price is the amount of money the customer must pay to get the product. Place includes company activities that make products available to target customers. Promotion means activity that conveys the benefits of a product and persuades customers to buy it. Marketing communication represents a combination of all elements in the marketing mix, which facilitates exchanges by targeting brands for a group of customers, a brand position that distinguishes competitor brands by creating a meaning that is disseminated to its customers (Chitty, 2011: 3).

The main focus of integrated marketing communication is promotion. Integrated Marketing Communication is a combination of public relations, advertising and promotion efforts to build brand identity (Ardianto, 2011: 28). Integrated Marketing Communication consists of advertising, personal selling, sales promotion, direct marketing, and Public Relation & Publicity. The right marketing communication is the first step for a tourism destination to be known by tourists. In order for tourists to get a good impression of tourism destinations, effective communication is needed. In marketing tourist destinations as products, tourism marketing communication is a management process in sending and providing information as well as advice on products and ideas to benefit from people who travel or visit an area, so that tourists happily visit the destination, even suggest the destination to others (McCabe, 2009: 6).

RESEARCH METHODS

This study uses descriptive quantitative methods. The study was conducted in Setu Babakan cultural tourism area. The population in this study amounted to 213,277 namely the number of tourists from

January to June 2018. Using the Slovin formula, a sample of 100 tourists was obtained. Data collection was carried out by using accidental sampling technique, which is distributing questionnaires to tourists encountered at in Setu Babakan cultural tourism area. In addition to distributing questionnaires, data collection was also conducted through interview interviews with managers and tourism actors such as traders and studio members.

RESULT AND DISCUSSION

Setu Babakan cultural tourism area's tourism carrying capacity which includes attraction, accessibility, amenity, ancillary is quite good. Tourists expressed satisfaction with the visit to Setu Babakan cultural tourism area tourism object, which was 64%. These results are still not satisfactory, tourist satisfaction needs to be improved. Lack of satisfaction is mainly due to lack of tourist facilities and public facilities at Setu Babakan cultural tourism area. Interesting and unique attractions and good and adequate access can be used as the main capital in the development of Setu Babakan cultural tourism area tourist destination.

Attractions as the main component of Setu Babakan cultural tourism area in attracting tourist arrivals were stated attractive by respondents by 84% and unique by 74%. Setu Babakan cultural tourism area has 3 capital attractions to attract tourist arrivals, namely water tourism in the form of a lake, cultural tourism in the form of Betawi culture village with culture and atmosphere of Betawi village, there are Betawi house architecture, art studios and crafts such as Betawi batik, the making of Betawi ondel-ondel, and food such as dodol, keraktelor, soto Betawi and laksa. Artificial attractions in the form of Saturday and Sunday events with Betawi cultural attractions such as gambangkromong, lenong, keroncong tugu, tanjidor, and traditional theater. The procession of the wedding ritual, sunatan, akekah, hatamqur'an, nujuhbulan, injaktanah and ngederes. Cultural events such as New Year celebrations, selection of abang and none Jakarta, eid Betawi, Jakarta anniversary, Betawi cultural week. Craft making workshops such as making ondel-ondel and batik. Art workshops such as dance, music and theater. Betawi food making workshop such as, dodol, gadogado, keraktelor, birpletok and others. Currently, agro tourism has been developed by utilizing the garden and home yard of Setu Babakan cultural tourism area planted with typical Betawi plants and fruit such as, starfruit, rambutan, buni,

guava, dukuh, menteng, noni, gandaria, namnamgohok, kweni, sawo, durian, nona, srikaya ,rukem, melinjo, miana, aloe vera, brahma, kemuning, kecap, jengkol, pucang etc.

Access to Setu Babakan cultural tourism areas were stated by the respondent as adequate at 87%. Setu Babakan cultural tourism area is located in Srengseng Sawah village, Jagakarsa sub-district, South Jakarta, an area that is easily accessible by tourists. There are various alternative roads and modes of transportation that tourists can use to reach Setu Babakan cultural tourism area. Good road access and can be selected are arterial roads (Raya Pasar Minggu St.) and to get to Setu Babakan cultural tourism area can go through two collector roads, namely Moch. Kahfi II St. and Srengseng Sawah St. Supported by the availability of mass transportation, the train with the nearest stations, namely the Lenteng Agung train station and the University of Indonesia and Pancasila train station University, a distance of 5 km from Setu Babakan cultural tourism area. Finding Setu Babakan cultural tourism area is also easy because there are many signposts leading to the location.

Amenities in the form of accommodation facilities and ancillary in the form of public facilities for tourists 60% said that it was not good and inadequate. Restaurants and drinking places are available but not neatly arranged and less clean. Souvenirs and Gifts shopping place is not managed properly, the shop was there only for display to introduce that there are genuine Betawi products, both food and handicrafts. ATMs and mini markets are not found on Setu Babakan cultural tourism area.

Various organizations and community groups are involved in the development of Setu Babakan cultural tourism area. Art studio involved in Betawi arts events and shows. Traders who sell in the area around the lake in the form of food and drinks, as well as Betawi souvenir traders. Cultural activists who encourage and conduct Betawi cultural activities. Betawi cultural settlement community that also plays a role in preserving buildings, typical Betawi plants. Various community groups and organizations are involved in facilitating and encouraging the development of Setu Babakan cultural tourism area but have not been done optimally.

Tourism marketing communication is carried out by sending and providing information about the tourist attraction, so that tourists are happy to visit the destination, even suggesting that destination to others.

Marketing communication has the role of informing, persuading, reminding, and differentiating products. Tourism promotion is also called tourism marketing communication. Tourism promotion is the spearhead of selling tourist destinations.

The results showed that 60% of respondents knew Setu Babakan cultural tourism area by word of mouth. This is in line with marketing communication conducted by the Setu Babakan cultural tourism areamanagement unit as a non-commercial institution that does not use paid advertising / media. area management unit only provides information material for media that will publish Setu Babakan cultural tourism area. Promotions are carried out by word of mouth through schools and studios. Making information through the Setu Babakan website and other media such as brochures, leaflets, and books distributed to schools and holding large cultural events to get media publications and hold workshops to attract tourists to visit Setu Babakan cultural tourism area.

Discussion

Marketing mix is a collection of controlled tactical marketing tools that are integrated by the company to produce the desired response. Marketing mix consists of four components, namely Product, Price, Place, and Promotion. The products offered by Setu Babakan cultural tourism area are diverse and interesting. Combining natural and cultural tourism. Setu Babakan cultural tourism area based on Jakarta Capital City Governor's Regulation number 151 of 2007 is divided into 5 zones, namely residential zones with houses with Betawi architecture. Art and cultural zone in the form of amenities, art facilities and equipment, art performances, exhibitions, competitions, training and art education and Betawi culture museum. Agro tourism zone is part of Setu Babakan cultural tourism area in the form of activities and agrarian life arrangements of Betawi people, with trees and plants, Betawi's typical fruits and vegetables. Water tourism zones include Setu Babakan and Setu Mangga Bolong that are well maintained, clean and beautiful. The industrial zone is a typical Betawi industrial center (home industry) in the form of food and beverages, handicraft products, Betawi souvenirs. Setu Babakan cultural tourism area as a tourist destination has tourism objects as a good and diverse tourism product that can attract tourists.

Setu Babakan cultural tourism area is a Betawi cultural settlement

area listed in Governor's Decree No. 92 of 2000 and confirmed by Regional Regulation No. 3 of 2005 with the aim of fostering, protecting and growing the life structure and artistic value of Betawi culture. Setu Babakan cultural tourism area is not a commercial area. The ticket price is Rp. 2000 for motorbikes and Rp. 5,000 for cars. It is free for bicycles and pedestrians. The price is only for paying parking fees, which is certainly much cheaper than the parking fees that apply in Jakarta. Setu Babakan cultural tourism area is managed by the Setu Babakan cultural tourism area management unit and is operationally under the Jakarta Special Capital Region Government. In terms of price, the price of Setu Babakan cultural tourism area entrance tickets is very cheap for the price of a tourist destination. Cheap admission prices, prices for food, drinks and various souvenir items and handicrafts are relatively cheap and affordable because Setu Babakan cultural tourism area is not a commercial area where traders do not have to pay rent at high prices. Cheap prices are one of the attractions of tourists visiting Setu Babakan cultural tourism area.

The location of Setu Babakan cultural tourism area is easily accessible by tourists, there are various alternative roads and modes of transportation that tourists can use to reach Setu Babakan cultural tourism area. Easy to reach locations can increase the number of tourists. Facilities for accommodation needs and public needs are poor and inadequate. Need to be improved such as the establishment of places to eat and drink, places to shop for genuine Betawi products, both food and handicrafts. ATMs and health clinics need to be provided at Setu Babakan cultural tourism area. Inadequate facilities can cause tourists to avoid Setu Babakan cultural tourism area.

Setu Babakan cultural tourism area has not made an optimal promotion, the area management unit only does how to maintain the Jakarta Government's assets as good as possible. Setu Babakan is not a commercial area, UPK does not market, but introduces and informs that Setu Babakan cultural tourism area is a center of Betawi culture. Promotion is done through collaboration with partners, such as with TVRI on the Bingkai Kota Program. Where in this collaboration the Setu Babakan cultural tourism area management unit does not pay. Promotions are carried out by word of mouth through school schools and studios. Making information through Setu Babakan website and other media such as brochures, leaflets, and books distributed to schools. Invite and involve

the studio of Betawi culture and Betawi communities in Betawi cultural activities. Make big events such as the Betawi culture week, eid Betawi and offer various workshops to attract visitors.

Promotions that are not done well cause low tourist visits in Setu Babakan cultural tourism area and there is a downward trend every year. Most visitors are students and come with friends who visit because they get assignments from school. Promotion needs to be done to expand the segmentation of tourists. The increase in public tourists visiting with family will increase the number of tourist shopping in Setu Babakan cultural tourism area which only ranges from 100 thousand per tourist. An increase in tourist spending will increase the welfare of tour operators in Setu Babakan cultural tourism area.

In terms of marketing communication aspects, Setu Babakan cultural tourism area has products that can sell because it has a complete tourism product of nature and culture with interesting and unique products. While from the price side, ticket prices and various tourism needs are sold at cheap and affordable prices that support market expansion. Place that is easily accessible with various modes of transportation attracts people to come. Promotions that still have to be looked for creative ways for tourists to come but do not violate the rules as an area designated as a non-commercial area.

CONCLUSION

Attractions as a carrying capacity of Setu Babakan's cultural tourism area strongly support Setu Babakan cultural tourism area tourism because more than 70% of tourists say Setu Babakan cultural tourism area is interesting and unique. The attraction and uniqueness of Setu Babakan cultural tourism area include cultural tourism, water and agro can be used as capital to attract tourists to visit Setu Babakan cultural tourism area. Access to Setu Babakan cultural tourism area is very adequate, easily accessible with various transportation modes. The location of the capital was found because there were many signposts to the location. Facilities for tourist accommodation needs / public facilities / ancillary facilities are not good and inadequate.

Setu Babakan cultural tourism area promotion has not been done optimally because area management unit as the manager of Setu Babakan cultural tourism area is a non-commercial institution. As a non-commercial institution, area management unit does not use paid

advertising on the media. area management unit as a publication only provides information to the media who need and hold large cultural event events and workshops. Promotion is carried out by word of mouth through schools and studios. Making information through Setu Babakan website and other media such as brochures, leaflets, and books distributed to schools.

Suggestion

1. area management unit organizes food and drink places to be clean and meet with health standards so that it can become a good culinary tourism area. Providing ATMs, mini markets, merchandise center of Betawi souvenirs and gifts and health facilities at Setu Babakan cultural tourism area.
2. To attract wider tourists, not only students, area management unit needs to promote the general public and foreign tourists, especially those who are interested in learning and knowing Betawi culture.
3. Setu Babakan cultural tourism area needs to review the price of admission tickets, ticket prices can be increased to support the operational costs of Setu Babakan cultural tourism area.

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