

JOURNEY

Journal of Tourismpreneurship, Culinary, Hospitality, Convention, and Event Management

POLITEKNIK INTERNASIONAL BALI



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PREFACE

Om Swastiastu,

Praise to the God, the Almighty (Ida Sang Hyang Widhi Wasa) Because of his blessings and through the truly efforts of the editorial staff, the JOURNEY Scientific Journal Volume 6 Issue 2, December 2023 has been published according to plan. I, as the Director of the Politeknik Internasional Bali (PIB) proudly welcome the publication of this scientific journal, as the implementation of one part of the Three Pillars of Higher Education on the scientific research pillars.

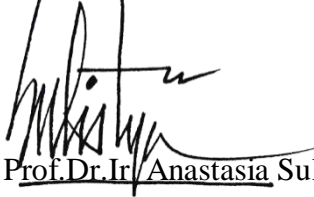
As a private higher educational institution, having a scientific journal is mandatory, as a tool to publish research results and/or scientific thoughts from members of the academic's community, in order to participate in spreading this knowledge to the wider community. These scientific studies can later be used by students, lecturers and other parties in order to develop ideas and advance the world of education and tourism.

Through this opportunity, I really hope that the Lecturers at PIB can carry out one of the dharma (obligations) in the Tri Dharma function of Higher Education in accordance with what is required by Law no. 12 of 2005 and Law no. 14 of 2005.

At last, I would like to express my highest appreciation and deepest gratitude to all the editorial board who have worked hard in the publishing process of this PIB scientific journal. Likewise to all academicians who have contributed their scientific work.

Om Shanti Shanti Shanti Om

Tanah Lot, December 29th, 2023
Politeknik Internasional Bali
Director,



Prof. Dr. Ir. Anastasia Sulistyawati, M.S., M.M., M.Mis., D.Th., Ph.D., D.Ag.



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TOURIST COMFORT AND SAFETY STUDY CASE STUDY: OGAN KOMERING ILIR DISTRICT

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Abstract

The tourism development in South Sumatra Province, particularly in Ogan Komering Regency, has excellent potential. Ogan Komering Ilir Regency is a supporting district of Palembang City, with its main attractions being natural, cultural, and creative economy tourism. However, the growth of the tourism industry is separate from physical and non-physical infrastructure development. The physical infrastructure is seen in the inadequate access to tourist destinations. In contrast, the non-physical infrastructure still faces high crime levels due to the lack of physical infrastructure such as street lighting and electricity. This research aims to identify the factors that affect the comfort and safety of tourists visiting Ogan Komering Ilir Regency and to evaluate the efforts made by related stakeholders in addressing these issues. The methodology used in this research is a mixed methodology with descriptive analysis through relevant literature sources. The results of this research show that the level of comfort and safety is the top priority for tourists when visiting a destination. The role of related stakeholders in making and implementing policies is essential.

Keywords: Tourism Infrastructure, Tourism Development, Tourist Comfort and Safety

1. INTRODUCTION

Ogan Komering Ilir Regency (OIC) is one of the districts in South Sumatra province that has very attractive natural tourism potential. This district has several popular tourist destinations both natural, cultural, and artificial tourism. The famous natural attractions are Lake Ranau, Curup Tenang Waterfall, and Kayuagung Old Town Area. The only Regency that has beaches and islands. Maspari Island at the end of Ogan Komering Ilir Regency has a good exotic charm. However, despite having a lot of tourism potential, OIC Regency still has challenges in maintaining the safety and comfort of visiting tourists.

From the comfort factor, accessibility to the location from one destination to another can be penetrated with a travel time record of approximately 1 to 2 hours by road,

due to bumpy road infrastructure and potholes. Likewise, with street lighting sources, not all have a decent source of street lighting. Meanwhile, from the tourist safety factor, a report from the Central Bureau of Statistics (BPS) of South Sumatra states that crime is quite high and increases significantly from year to year.

Research on the safety and comfort of tourists is one of the important factors for tourism success (Giusti; Raya, 2019; Khalik, 2014; Zou; Yu, 2022). Travelers who feel safe and comfortable during their trip will be more likely to return to the place and recommend the destination to others. Conversely, if the safety and comfort of tourists is not guaranteed, this can have a negative impact on the tourism industry and endanger the safety of tourists. Therefore, this study aims to examine the factors that affect the comfort and safety of tourists in Ogan Komering Ilir Regency. through the identification of aspects of comfort and safety that travelers consider important, and analysis of potential risks and security challenges that may be faced by visitors. This research is expected to provide deeper insights for local governments and tourism industry players on efforts to improve tourism quality, as well as identify strategic steps to enhance the positive experience of tourists and ensure their safety while at the destination. The benefits of this research are to increase the tourist attractiveness of Ogan Komering Ilir Regency, support regional economic growth through the tourism sector, and encourage various related parties to work together in creating a safe and comfortable tourism environment for tourists.

2. LITERATURE REVIEW

Comfort according to Tourism and Creative Economy Policy is contained in the explanation of tourism facilities which are part of all forms of facilities provided by a destination in order to be able to support tourists at the destination (Government Regulation of the Republic of Indonesia No.50 of 2011 concerning the National Tourism Development Master Plan 2010-2025). In addition, the Ministry of Tourism and Creative Economy also issued a Cleanliness, Health, Safety, and Environment Sustainability (CHSE) policy by implementing SNI 9042:2021 in businesses engaged in tourism, tourism destinations, and other tourism products. By providing CHSE certification, it can provide comfort guarantees to tourists in their activities in tourism destinations so that tourists will remain at home and comfortable.

The security concept of "Tourism Crime Cycle" by Prideaux (1996) in (Mataković & Cunjak Mataković, 2019) explains the beginning of discomfort starting with the increasingly massive development of tourism, opening up opportunities for foreigners to enter an area, in this case it is a tourist destination. Prideaux believes that as each stage of a destination's development increases, the crime rate also increases and that the crime rate is also related to the destination's marketing and the destination's public image, which will coincide with a high crime rate. Tourism facilities are contributing to the increase in crime. A destination considered a hedonic destination, frequented mostly by young travelers and known for fun, adventure, casual sex, and uncontrolled use of alcohol and drugs. These destinations use low-wage seasonal workers who, faced with poor seasonal job opportunities, tend to use drugs, and the funds to acquire those drugs come from theft and sale of stolen goods.

UNWTO in its report entitled "*International Code for the Protection of Tourist*" also states that it is the duty of government authorities and tourism service providers to provide assistance to international tourists in emergency situations, including the unlimited information or information that is easily accessible, timely, objective, honest, and relevant in a clear, prominent and understandable way, and safety and measures,

accident prevention, health protection, and food safety. The content and method of providing information shall be consulted with the authorities of the destination country and shall respect the privacy of individuals and be in harmony with personal data protection and other applicable laws. The information should be strictly proportionate to the gravity of the situation and limited to the geographic area in which the emergency situation has arisen.

Traveler safety in a destination is a related global issue affecting both travelers and destinations. Tourism and safety are linked in the modern tourism era, with various safety-related events including war, terrorism, crime, and civil/political unrest occurring under highly uncertain circumstances (Zou & Meng, 2019). Safety and security are considered as the foundation for building prosperous tourism because those related to the tourism industry include unexpected events such as earthquakes, floods, riots, terrorism, crime, sexual violence, pollution, food safety, acts of war and others, so any loss due to safety and security not only challenges the image of vacation places and destinations but also the tourism industry as a whole (Preko, 2021). It is not surprising that tourists do not want to travel to places they feel they do not so measure the extent to which political instability, civil conflict or terrorism, real or perceived, affecting tourism has long been part of the study of tourism demand (Santana-Gallego & Fourie 2020).

Aspects that can also be created and can be managed such as activities, special events, entertainment, shopping, hotels, restaurants, general infrastructure, security and safety, facilitation of resources such as visas and education, destination management, and marketing are determinants of destination competitiveness, therefore the above aspects need to be considered comfort and safety Thanks to emerging infrastructure, tourist resources are developed, their attractiveness and accessibility for tourists increase, and tourist capacity in the region is increasing. The existence of accommodation facilities that provide comfort and security for tourists will also make tourists feel at home staying in a destination (Provotorina, Kazmina, Petrenko, & Ekinil, 2020). The physical infrastructure of other tourist destinations, such as highways, also affects the comfort and safety of tourists in traveling, so the quality of highways and toll roads also automatically affects the selection of destinations (Rahman, 2021). If the quality is poor, tourists will reconsider visiting a destination because they are worried about their comfort and safety during the trip.

3. RESEARCH METHODS

Insights from authentic experience studies and intercultural migration studies, suggest that adaptation activities can play an important role in understanding how enduring recreational visitors become comfortable with their new environment (Anantamongkolkul, Butcher & Wang, 2019). This research was conducted using qualitative methodology, and the approach used in data collection is called literature study. Literature study is a method that includes a series of tasks related to collecting library data, reading and recording, and reviewing research materials (Zed, 2008). This study lasted for 6 months in 2022. Studies on comfort and safety (Malleka et al., 2022; Mataković & Cunjak Mataković, 2019; Santana-Gallego & Fourie, 2022; Suharto, 202; Hsu & Sharma, 2023)). Data sources are obtained from various sources, such as books, journals, and previous research. In this study, descriptive analysis with an inductive approach was used (Sugiyono, 2014). Data was analyzed using matrix analysis (Dewa et al., 2020; Klopper, 2012) The supporting dimensions of security and comfort are the components of tourism.

4. FINDINGS AND DISCUSSION

This stage presents original research analysis and findings. Discussion is highly recommended to discuss between theories, regulations or references used by dialoguing the results of the research obtained, so as to obtain new findings.

4.1 Components of Tourism Potential of OIC District

4.1.1 OIC District Accessibility

The accessibility of OIC Regency can be seen in the picture below, there are potholes and lack of street lighting sources. There is also a good condition for the pedestrian bridge, but it needs to be reviewed to minimize damage because it is often traversed.



Figure 1. Accessibility to OIC Regency Tourism Attractions
Source: Researcher, 2022

A complete explanation can be found in the 2021 OIC Regency BPS report which details the length of roads in OIC Regency from 2019-2020, with a total of 2,037.11 km. In 2020, as many as 19.94 percent of roads were in good condition, 51.66 percent were in moderate condition, and 28.39 percent had minor or moderate damage.

Road Length According to Road Conditions in
OKI Regency

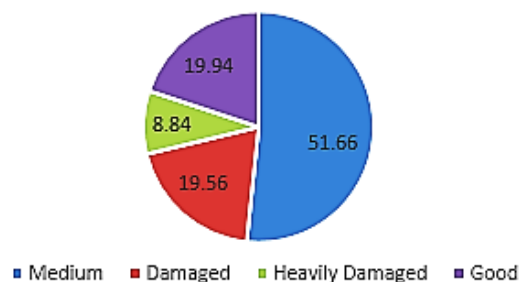


Figure 2. Road Length according to Road Conditions in OIC District
Source: RTRW and RDTL OKI Regency, 2022

Based on the picture in the field, researchers found that some road access leading to tourist destinations did have heavily damaged road access. The road is still dirt so that if there is rain, there will be puddles and can hamper the journey to the destination, as well as the condition of the pedestrian bridge which is arguably not feasible even though it is functionally able to represent. As can be seen in the picture above.

In Government Regulation No. 50 of 2011 concerning the National Tourism Development Master Plan for 2010-2025 explained that tourism accessibility is all types of transportation facilities and infrastructure that can support the movement of tourists from the area of origin of tourists to tourism destinations and movements within the tourism destination area in relation to the motivation of tourist visits. Accessibility in Ogan Komering Ilir Regency is in the form of land routes and waterways.

4.1.2 Tourist Attractions of OIC District

In Government Regulation Number 50 of 2011 concerning the Master Plan for National Tourism Development, what is meant by Tourism Attraction is everything that has uniqueness, beauty, and value in the form of a diversity of natural wealth, culture, and man-made products that are the target or destination of tourist visits.

Tourism Destinations based on Law No. 10 of 2009 are defined as geographical areas located in one or more administrative areas in which there are tourist attractions, public facilities, tourism facilities, accessibility, and communities that are interrelated and complement the realization of tourism.

The Ogan Komering Ilir Regency Government plans to carry out development to realize tourism as one of the mainstays that is expected to be able to create the welfare of the people of Ogan Komering Ilir Regency, both through increasing tourist visits, increasing local original income and increasing tourism business activities. As one of the districts in South Sumatra Province. Ogan Komering Ilir Regency is faced with opportunities and challenges to build its tourism and cultural assets and potential. Tourism in OIC Regency can be classified into 3 types of tourism, namely natural tourism, cultural tourism, and artificial tourism.

4.1.3 OIC District Amenities

Amenities are facilities that are quite important in tourism, as stated in Government Regulation No. 50 of 2011 concerning the 2010-2025 National Tourism Development Master Plan explaining that tourism facilities are all types of facilities specifically intended to facilitate the creation of convenience, comfort, safety of tourists in visiting tourism destinations. Tourism facilities and businesses in OIC Regency are facilities for accommodation needs, food and beverage provision facilities, tourist travel facilities, and entertainment and recreation facilities.

4.1.4 Ancillary of Ogan Komering Ilir District

Ancillary is a support provided by organizations, local governments, groups or managers of tourist destinations to organize tourist activities. In Ogan Komering Ilir the existing organizations are the Association of The Indonesian Tours and Travel Agencies (ASITA), the Indonesian Hotel and Restaurant Association (PHRI), the Indonesian Tourist Association (HPI), and the Tourism Awareness Group (POKDARWIS) which are organizations at the community level whose members consist of tourism actors who have care, responsibility, and play a role as a driving force in supporting the conducive climate of tourism and the realization of “*Sapta Pesona*”, therefore it can increase regional

development and benefits for community welfare, and has the aim of being able to increase the development of village tourism while succeeding regional or national tourism development.

4.2 Existing Conditions Supporting Tourism

4.2.1 Public Infrastructure

One of the actors that need to be the focus in the development of tourist areas is public infrastructure, public infrastructure is one of the main needs in tourism activities, as stated in Government Regulation No. 50 of 2011 concerning the 2010-2025 National Tourism Development Master Plan explaining that public infrastructure is a basic physical completeness in an environment whose procurement allows an environment to operate and function as It should be. The main public infrastructure that supports tourism includes clean water, electricity, and telecommunications. Ogan Komering Ilir Regency has electricity networks and street lighting lamps, but the condition of street lighting in OIC Regency is still very limited. The distribution of street lighting is uneven and tends to be centered only in the city center of Kayu Agung, while roads to other areas are still very minimal plus road conditions in some sections that have potholes will be dangerous for drivers passing at night. OIC district has clean water networks, telecommunications, and waste management systems.

4.2.2 Public Facilities

Public facilities supporting tourism means public facilities needed by tourists during a visit to tourism destinations. Public facilities that are most needed by tourists for tourist visits are financial facilities, health facilities, and worship facilities. Public facilities in OIC Regency include firefighting security facilities but do not yet have an early warning system for early warning of disasters. In addition, there are also security and banking facilities such as banks, ATMs, money changers. There are also business facilities such as pharmacies, supermarkets, and grocery stores. There are health facilities in the form of hospitals, clinics, and health centers. Sanitation and hygiene facilities including public toilets, trash cans and laundry services have been spread in OIC Regency. Recreational facilities, parking facilities, and worship facilities are available. Special facilities intended for people with disabilities, children and people with elderly age are not yet available at the tourist attraction of OIC Regency.

Tourism facilities and infrastructure are complementary elements and aim to be able to simplify the process of tourism activities so that they run smoothly. Infrastructure in a tourist destination is a natural and man-made resource that is definitely needed by tourists when carrying out tourist travel activities in a tourist destination. An important factor to realize an area with a good tourism industry is the realization of visitor comfort. The comfort of visitors will be realized if two variables, namely the existence of tourism-friendly culture and community behavior and the existence of mutually sustainable infrastructure between tourism destinations can be fulfilled (Hesna, 2017). Government Regulation No. 50 of 2011 concerning the National Tourism Development Master Plan for 2010-2025 explains that tourism accessibility is all types of transportation facilities and infrastructure that support the movement of tourists from the area of origin of tourists to the destination of tourism as well as movements within the tourism destination area in relation to the motivation of tourist visits. Accessibility in Ogan Komering Ilir Regency is in the form of land routes and waterways. For other supporting infrastructure facilities such as terminals in Ogan Komering Ilir regency itself has 4 terminals including the Kayu

Agung terminal which is a type A, terminal SP. Sadang, Teluk Gelam and Mesuji are included in the type C terminal category.

Table 1. OIC District Terminal Data

No	Terminal name	Type	Information
1	Kayuagung	Type A	Ministry of Transportation of the Republic of Indonesia
2	SP. Field	Type C	Terminal Plan
3	Gelam Bay	Type C	Terminal Plan
4	Mesuji	Type C	Terminal Plan

Source: LLAJ Field, Ogan Komering Ilir District Transportation Office, 2022

Waterway transportation facilities in Ogan Komering Ilir district are quite important facilities as well as facilities and accessibility of local community activities. There are 32 piers in Ogan Komering Ilir Regency with good conditions which are piers owned by the Ogan Komering Ilir Regional Government.

Food and beverage facilities are the main facilities most needed by tourists. In the OIC district itself, eating and drinking facilities for tourists are quite a lot in the form of restaurants, restaurants, and food stalls that provide a variety of food offerings, both OIC regional specialties and other archipelago foods. In the scope of food business activities or other food services in the tourist area itself has been regulated in the Regulation of the Minister of Culture and Tourism number PM. 87/HK. 501/MKP/2010 concerning Procedures for Food and Beverage Service Business Registration, food and beverage service business include restaurants, bars or drinking houses, cafes, and food services.

Another supporting facility is a souvenir shop is an aspect that is closely related to tourism. Tourists tend to want typical items from a tourist spot to be taken home as proof or memories that he has traveled to the place. In Ogan Komering Ilir Regency itself, there are several souvenir shops that sell souvenirs from local MSMEs with the characteristics of the Ogan Komering Ilir Regency itself.

Tourism information facilities and services are very important for the development of tourism in an area. Furthermore, regarding Tourism information facilities and services in the Regulation of the Minister of Tourism No. 1 of 2017 concerning Operational Guidelines for the Management of Physical Special Location Funds in the Tourism Sector known as the Tourism Information Center (TIC), which is a supporting facility that can assist tourists in receiving information about the tourist destinations they will visit. The construction of Tourism Information Centers in each regency/city area is stated in Law No. 10 Th. 2009 concerning Tourism article 23 paragraph (1) letter a which state that the central and regional governments have the obligation to provide tourism information, legal protection, and provide security and safety to tourists. In Ogan Komering Ilir Regency itself already has a digital information service in the form of a tourism website launched by the OIC Regency Culture and Tourism Office, namely "itsoki.kaboki.go.id". This website contains all tourism information in OIC Regency with information that can be accessed including tourist destinations, publications, promotions, investigations, relationship licenses, references, and documentation. Comfort and safety of Ogan Komering Ilir tourists.

4.2.3 Electricity and Lighting Networks

All the facilities described earlier will not function properly if they are not balanced with the availability of energy sources that support them, the following are the conditions of electrical energy supply, especially in street lighting and vital places in Ogan Komering Ilir Regency.

PLN uses diesel power as a source of power generation. The number of electricity customers in Ogan Komering Ilir Regency continues to increase, where in 2020 it was 85,017. Electricity Availability in Ogan Komering Ilir Regency. The availability of electricity in OIC Regency is quite adequate, specifically to meet household needs. Likewise, for the fulfillment of electrical energy outside household needs, it has been fulfilled properly. The OIC branch of PLN office is located in Tugu Mulyo Village, Jl. Lintas Timur RT.009 Hamlet 006 Tebing Suluh Village, Lempuing District, Ogan Komering Ilir District. The number of PLN customers in the last 5 years has shown an increase every year, at least there has been an increase in the number of PLN customers by 18,587 from the 2017-2021 period, with a total installed power in 2020 of 80,343,850.00 KW.

The condition of street lighting in OIC Regency is still very limited. The distribution of street lighting is uneven and tends to be centered only in the city center of Kayuagung, while roads to other areas are still very minimal plus road conditions in some sections that have potholes will be dangerous for drivers passing at night.

Table 2. OIC District Electricity Distribution Data

Year	Installed Electricity Power (KW)	Electricity Production (KWh)	Electricity Sold (KWh)	Own Used (KWh)	Shrinkage/Lost (KWh)
2014	52,215,100		100,579,527		
2015	56,051,050		103,851,676		
2016	60,295,600		105,806,458		
2017	64,509,850		111,830,419		
2018	69,780,050		120,956,848		
2019	74,879,850	143,361,802.41	131,763,267	143,569.85	12,633,421.00
2020	80,343,850	1,199,485,322	143,552,777	1,083,706.00	139,942,226.00

Source: PLN Ranting Kayuagung, 2022

The need for electrical energy from year to year has increased as listed in the table above. This condition has been minimized by relevant stakeholders, in this case PLN as the acting authority, in 2019 and 2020 PLN OIC Regency has been able to produce electrical energy to supply energy needs. The increase in the amount of installed power is not proportional to the coverage of electricity in every village in OIC Regency. A total of 29 villages have not been electrified. (<https://news.kaboki.go.id/index.php/press-release/pemkab-okl-pln-kejar-target-rasio-desa-berlistrik.html>, accessed May 2023)

4.3 Crime

Comfort and the safety of tourists in tourist activities are very important, according to (Khalik, 2014) in his research stated that factors that affect comfort and safety in traveling include environmental factors, economic activity factors and tourism road access factors, besides that the low public understanding of tourism awareness can also have implications for the discomfort and insecurity of tourists. The insecurity of tourists in tourist activities is not only insecurity that comes from nature such as accidents in tourist attractions or caused by natural factors, but there are also other safety factors caused by criminal acts such as theft, theft, and fraud.

According to BPS data, the crime rate in Ogan Komering Ilir Regency (Figure 1.) over the last 5 years has been quite fluctuating, from 2017 to 2022 data the highest crime rate was recorded in 2017 with 983 criminal acts while the lowest figure was in 2020 with 391 criminal acts. According to Soni (2022) in his research stated that the level of

economic development of tourism affects crime, the higher the economic development in tourism, the lower the crime in tourism.

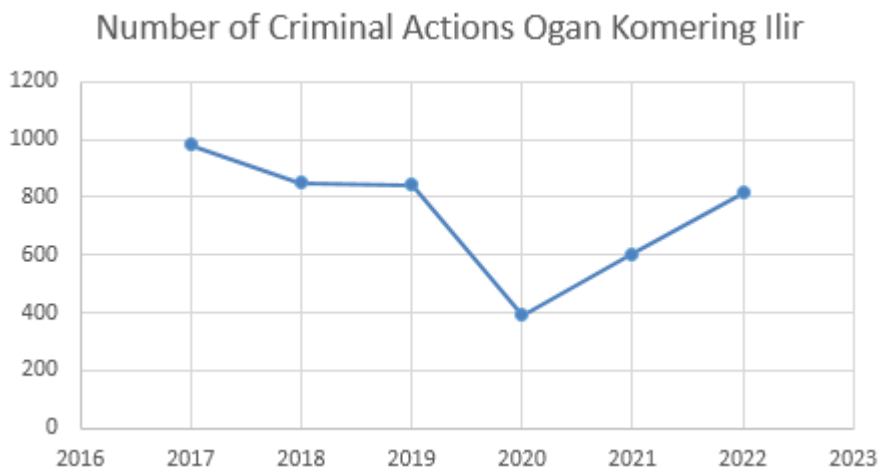


Figure 3. Graph of the number of crimes in Ogan Komering Ilir from 2017-2022
Source: <https://sumsel.bps.go.id/indicator/34/246/1/jumlah-tindak-pidana.html>

In the Tourism Law No. 10 of 2009 article 20 explains that tourists have the right to get detailed information related to the tourist area to be visited, information about attractiveness, services that are in accordance with standards, legal protection and security, health services, protection of personal rights, to insurance. Local communities play an important role in maintaining the comfort and safety of tourists (Ridwanudin, O. & Saputra, N. A., 2016). The creation of a comfortable and safe environment for tourists is the participation of relevant stakeholders, including local communities. In addition, the planning of security institutions such as the National Police or in terms of tourism can strive for the formation of tourism policing (Sharma & Hassan, 2021) plays an important role in building the image of the destination. The government makes many efforts with tourism policies to be able to protect the safety and security of foreign tourists as well as domestic tourists.

5. CONCLUSION

Ogan Komering Ilir Regency in South Sumatra Province has the potential for tourism development with its natural, cultural, and creative economy attractions. However, the growth of the tourism industry is hampered by the lack of adequate physical infrastructure, such as poor access to tourist attractions, as well as high crime rates caused by the lack of non-physical infrastructure, such as street lighting and electricity. This research aims to be able to identify factors that have an impact on the comfort and safety of tourists visiting Ogan Komering Ilir, as well as evaluate the efforts made by stakeholders to overcome this problem. The results show that ensuring the comfort and safety of tourists is crucial, and that stakeholders have an important role to play in developing and implementing policies to resolve these issues.

Based on research on the comfort and safety of tourists in Ogan Komering Ilir Regency (OIC), several research suggestions can be submitted for local governments and the tourism industry:

- a. The government should conduct a thorough assessment of existing tourism infrastructure and facilities to identify areas that need improvement to improve tourist comfort. Investment in the development of security measures and emergency response

- systems is essential to ensure travelers feel safe during their visit. Cooperation with relevant parties to address potential security risks and challenges is also fundamental.
- b. The government should also encourage public participation in tourism activities, foster a sense of belonging among the local population, and welcome tourists warmly.
 - c. For the tourism industry, training and education for the workforce on customer service and safety protocols is crucial, so that they can address the needs and concerns of travelers effectively.
 - d. Conducting regular surveys to assess travellers' satisfaction and perceived safety will provide valuable insights for continuous improvement.

By applying these research suggestions, local governments and the tourism industry can create a more comfortable and safer environment for tourists, which will ultimately increase the attractiveness of Ogan Komering Ilir Regency as a preferred tourist destination.

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ANALYSIS OF THE APPLICATION OF FRUIT AND VEGETABLE STORAGE AT THE GRAND ISTANA RAMA HOTEL BALI

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Abstract

Hotel operations are not only about room rentals. Customer satisfaction with the services provided is also assessed from the cuisine served at the hotel restaurant. Fulfilment of customer satisfaction, especially in the food sector, is supported by qualified storage infrastructure. This study aims to determine the important role of cold storage in fruit and vegetable storage at Grand Istana Rama Hotel Bali. Data collection techniques using the interview method of resource persons, namely food management and beverages department. In addition, research is carried out through direct observation of activities, and literature and literature studies as secondary data. Data analysis is carried out in a qualitative descriptive manner by summarizing, describing, and analysing the condition of the situation at the hotel. Based on the results of the study, it was found that cold storage is considered very important in restaurant operations, especially when food ingredients arrive at the hotel but are not immediately processed. Cold storage has benefits for maintaining the quality and freshness of fruit raw materials, avoiding viral and bacterial contamination, and reducing the use of preservatives in fruits and vegetables. This research will provide information related to the process of storing fruits and vegetables using cold storage to maintain freshness.

Keywords: Storage, Freshness of Groceries, Cold Storage, Hotel Bali, Distribution Distance

1. INTRODUCTION

Bali is a province in Indonesia with tourist attractions that have been known to the international world. Based on data from the National Central Statistics Agency in March 2023, the number of tourists visiting Bali reached 377,276 people. (Central Bureau of Statistics, 2023) This potential needs to be supported in terms of adequate facilities and infrastructure, to continue to generate tourist growth. These facilities and infrastructure such as facilities that are a means of fulfilling the needs of tourists when visiting tourist destinations, access which is a way to tourist attractions, and additional services in the form of facilities that are important in supporting tourists who come to Bali One of the most important facilities needed by domestic and foreign tourists is a hotel because it is used as infrastructure for resting or temporary stay (Sri Aryanti, 2019).

In addition to being tasked with providing lodging facilities, the hotel is also obliged to provide consumption needs, in the form of food and drinks during the guest's stay at the hotel or outside guests who are visiting the hotel. Having the task of preparing consumption in the form of food and beverages certainly requires the right effort, so that you can obtain quality processed products. The quality of processed food depends on the basic ingredients of the process. Therefore, good and proper storage of foodstuffs is needed. This aims to maintain the taste of a food or drink to remain delicious in the condition of fresh basic ingredients (Sri Aryanti, 2019).

The type of basic ingredients that often experience problems in food quality, namely with the type of perishable. Perishable is a food that is not perishable, easily damaged, and wilted, so it requires special treatment and attention in handling (Mokodongan et al., 2021). Foods that are categorized as perishable, one of which is fruits and vegetables. The above food ingredients are commonly consumed by humans and become staples in a hotel restaurant. In the process of delivering fruits and vegetables to the hotel, of course, you must pay attention to the distance traveled to determine the proper handling of goods using a cooling machine. This is because, because the delivery of vegetables and fruits over long distances without using a cooling machine, it will reduce the quality and nutrition owned by the fruit (Muh. Arhim, 2017).

In the hotel business, especially restaurants related to food and beverages, there is a tendency of spoilage and loss in trimming in its operational activities. Spoilage is a problem with damaged materials due to jammed storage machines, while loss in trimming is the process of selecting materials to be cleaned and sorting between good and bad material conditions (Siaputra et al., 2019). Often, spoilage is one of the factors causing cost differences in restaurants because damaged materials are simply thrown away without data collection and supervision. As a result, the restaurant gets the impact and affects the financial recording at the end of the match due to decaying processed materials.

From the description of the problem, the basis of this research was carried out to be able to look deeper into technological and scientific advances in the positive impact given in the business world by analyzing the application of fruit and vegetable storage at the grand palace rama hotel Bali. The right method of storing perishable food to reduce losses due to rotting processed basic materials. This resulted in a decrease in the level of consumer confidence in the taste of hotel cuisine. In addition, it is also to determine the role of cold storage in the process of storing food ingredients in restaurant operational activities. Therefore, it is necessary to need information related to the importance of using cold storage in the process of storing food ingredients carried out by restaurants.

2. LITERATURE REVIEW

Cold Storage is a cooling device that is able to store objects that require a cooling process in terms of storage (Grace, 2015). Cold storage units are indispensable in everyday life to carry out the process of cooling and preserving perishable foods, such as vegetables, fruits, and meat. In the industrial world, cold storage is used to cool food that is used as raw materials or finished materials. One industry that uses cold storage, namely restaurants and hotels.

Food can be defined as products that are used as food ingredients that are safe, have nutritional content, and are healthy for the human body. Food will cause a deviation that can be dangerous for humans if the management is not done properly. Procedures for managing food from beginning to end will greatly determine the condition of food that

has perishable properties. Therefore, it is necessary to pay attention in terms of available food storage methods (Umanailo, 2019).

Food delivery is a process carried out to distribute food from suppliers (farmers) to hotels. Delivery of food with the type of fruit and vegetables needs to be considered in terms of distance to determine the use of cold storage (Muh. Arhim, 2017). Delivery of fruits and vegetables in close distances does not require cold storage, even fruits and vegetables can be harvested when ripe so that the nutritional content is maximized, while in long distances delivery requires cold storage to store ripe vegetables and fruits, and if you do not use them, fruits and vegetables must be in immature condition (Muh. Arhim, 2017).

On the other hand, in terms of storage is a method of managing goods that is useful for carrying out the process of structuring, storing, and maintaining foodstuffs. The implementation procedure, namely if the food received has met the requirements, it will be taken to the storage room in the form of a warehouse or refrigeration room. Storage has an important role in the framework of processing (Sarni, 2017) perishable foods that are not durable, easily damaged, and wilted.

As for one hotel that has implemented a storage method, namely Lv8 Resort Hotel, the application process is by classifying food ingredients to meet standards and temperatures, recording food ingredients received in accordance with SOPs, and food ingredients such as fruits and vegetables are given storage date labels to apply the First In First Out (FIFO) concept (Diana, 2022).

Fruits and vegetables are food ingredients derived from plants. Fruit is a food that contains optimal nutrition consisting of protein, fat and small carbohydrate content. Vegetables are the end result of plants that have good nutritional needs for the body, so they are suitable for consumption (Nurainy, 2018).

Therefore, this study made observations related to the use of cold storage as a means of storing food in hotels. This is because the hotel certainly needs fresh food to provide food for visitors.

3. RESEARCH METHODS

This research was conducted using qualitative methods. The data will be presented in a descriptive analytical manner, which is to describe an existing phenomenon by giving an objective picture of the actual state of the object under investigation and presenting the results of the study. The type of data that the author uses is in the form of primary data derived from in-depth interviews. In addition, this research is also supported by secondary data derived from theses, journals, theses, and others as research support (Yanita, 2016).

The location of this research was conducted at Grand Istana Rama Hotel Bali, which is located on Jalan Pantai Kuta, Kuta District, Badung Regency, Bali Province. The hotel provides full-scale hotel facilities. The hotel is not only limited to holiday guests, but can also incorporate corporate meetings. The hotel also provides business facilities, including meeting rooms, ball rooms and meeting packages. Therefore, this hotel really maintains the quality of food, especially from fruits and vegetables to provide satisfaction to customers. The location of the study as shown in figure 1.

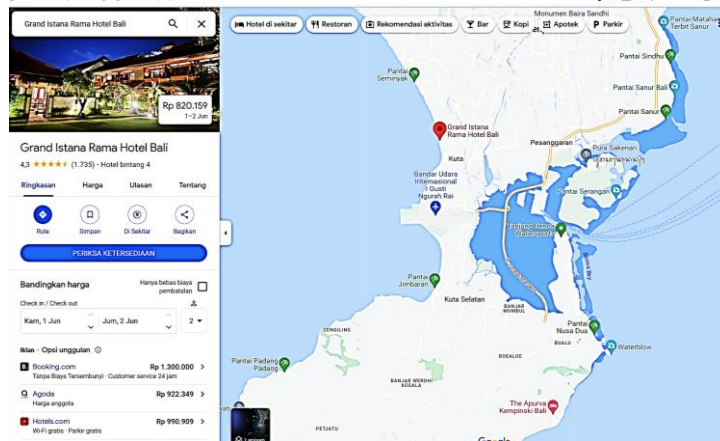


Figure 1. Research Location of Grand Istana Rama Hotel Bali
Source: Google Map

The implementation of this research was carried out during office working hours, namely on Wednesday, 10 August 2022 and Monday, 15 August 2022 with primary data collection starting at 09.00 -15.00 WITA.

In this study, the data collection techniques used, namely:

a. Qualitative: interview

The main technique of qualitative data collection is an in-depth interview guided by an interview guide. The interview aims to obtain in-depth, open, and free information based on problems and research focus directed at the research center. In this case the in-depth interview method is carried out with the presence of guidance through a list of questions that have been prepared in advance (Rosaliza, 2015).

Interviews were conducted with important resource persons who were in the research location determined by purposive sampling, namely sampling techniques by representing related groups in the research problem. In-depth interviews were conducted to obtain information related to research problems. Therefore, in this case the author conducted an interview with the hotel's Food and Beverage Manager, as the party responsible for handling the food used.

b. Observation

In addition to interviews, researchers also conducted observations carried out at the Grand Istana Rama Hotel Bali. This is so that researchers can observe and record things that occur at the location according to actual conditions. In addition, through this, the author will get more information related to the process of storing fruits and vegetables carried out by the hotel to maintain its quality.

c. Literature Studies and Literature Studies

In addition, as secondary data the author uses documents in the form of archives. This technique aims to collect data from documents owned by related agencies, articles and archives from mass media and literature books as secondary data in terms of supporting primary data obtained in the field.

In conducting the data analysis process, the author uses qualitative descriptive. In qualitative research, data analysis activities include analyzing, describing, and summarizing various conditions, situations from various data collected in the form of interviews and observations about problems studied in the field. The choice of this method is based on, because the results of the research obtained are able to describe a realistic view of the social world that has been experienced by the source, where this cannot be measured numerically (Rijal Fadli, 2021).

4. FINDINGS AND DISCUSSION

4.1 Profile of Interview Respondents

In this study, the author interviewed Mr. I Ketut Darmayasa, S.I., Pem., M.M., CHT, as Food and Beverage Manager at Grand Istana Rama Hotel Bali. In terms of determining the location of the study, the criteria used, namely located in tourist areas and often serve local and foreign tourists. In addition, the company is also very dependent on the supply of fruits and vegetables to support the performance of service quality to tourists in providing food.

4.2 Types of Foodstuffs

In terms of obtaining data on the types of fruits and vegetables used by the company, the author conducted an interview with Mr. I Ketut Darmayasa, S.I., Pem., M.M., CHT, as Food and Beverage Manager. Based on the results of the interview, in general, fruits and vegetables are needed by the hotel to make dishes for tourists. The criteria for fruits and vegetables used must meet the criteria of demand from foreign and domestic tourists. These criteria have been set based on the hotel's experience in serving food to tourists. Through this, the hotel can find out what fruits and vegetables are preferred by foreign and domestic tourists. Types of fruits used, namely:

Table 1. Types of Fruit Used by The Hotel

No	Types of Fruits
1	Banana
2	Pineapple
3	Mango
4	Papaya
5	Watermelon
6	Melon
7	Avocado
8	Red and white onions and bombay
9	Corn
10	Chili
11	Tomato
12	Salak
13	Wine
14	Orange
15	Apple

Source: Analysis Results

Meanwhile, the dominant types of vegetables are used, namely:

Table 2. Types of Vegetables Used by The Hotel

No	Types of Vegetables
1	Carrot
2	Broccoli
3	Water spinach
4	Cabbage
5	Mustard
6	Spinach
7	Green beans
8	Sprouts
9	Cabbage
10	Lettuce
11	Eggplant
12	Siamese pumpkin
13	String beans

Source: Analysis Results

Judging from the needs of fruits and vegetables used by the hotel, the company really needs cold storage to carry out the storage process to maintain its quality and immediacy.

4.3 Benefits of Cold Storage

Looking at the use of fruits and vegetables for the provision of menus for hotel visitors, cold storage is needed. As for the benefits of its use, namely:

- a. Able to maintain the quality of fruits and vegetables stored, so that it will avoid decay that will lead to losses.
- b. Able to extend the shelf life of fruits and vegetables used, so as to avoid repeated orders, which will create cost savings.
- c. Providing satisfaction to customers, because they are able to provide food with good quality and fresh.
- d. Make it easier for chefs to process the raw materials provided.
- e. Able to control the desired temperature for storing fruits and vegetables.
- f. Reduce repeated purchases of fruit and vegetable raw materials, thus saving distribution costs.

4.4 Type of Cold Storage used

- a. Freezer



Figure 2. Freezer
Source: Briliofood, 2021

Freezer is a cooling device that has a temperature ranging from -20C to -70C. This tool is used by the company to maintain the quality of food raw materials, especially meat raw materials that must remain frozen as long as they have not been processed by the company's kitchen. Through this tool, it will be able to prevent damage from stored materials, so that it can last for a long time.

- b. Chiller



Figure 3. Chiller
Source: Briliofood, 2021

Chiller is a cooling device that has a temperature ranging from 0°C to 8°C used to store food raw materials in the form of fruits and vegetables that must be maintained freshness, so that it will improve the quality of the food served by the hotel. Through this tool, it can prevent rotteness in fruits and vegetables, so as to avoid repeated orders.

c. Refrigerator



Figure 4. Refrigerator
Source: Briliofood, 2021

Refrigerators are also needed in the storage of fruits and vegetables in the hotel. This cabinet is usually used in storage for a short period of time. This is because the refrigerator only has a temperature of 3°C. Refrigerators are usually placed on Kitchen/ hotel main kitchen. This aims to avoid the influence of excessive temperature in the processing of fruits and vegetables that will soon be processed to be served to tourists.

4.5 Storage Concept

In the application of the storage concept that has been obtained from the results of interviews and analysis carried out the design of the existing storage at the Grand Istana Rama Hotel as shown in figure 5.



Figure 5. Fruit and Vegetable Storage Process at Grand Istana Rama Hotel
Source: Analysis Results

Based on the results of interviews and observations conducted, it was found related to fruit and vegetable storage procedures carried out by Grand Istana Rama Hotel using cold storage. This is done starting from the mode of transportation that brings fruits and vegetables from suppliers to arrive at the hotel. After that, raw materials must be immediately unloaded and checked the quality of raw materials, it is done because in shipping does not use cold storage.

The inspection is directly supervised by parties involved in the procurement of raw materials, namely purchasing management, kitchen, and suppliers. This aims to avoid fraud committed by one party. If the inspection has been carried out and defective or damaged raw materials are found, the supplier will replace them in accordance with the agreement. After that, raw materials with good quality will be sorted according to type and will be cleaned to maintain cleanliness. Furthermore, the fruits and vegetables will soon be moved to cold storage to maintain the quality of raw materials.

The fruit and vegetable storage warehouse are divided into 2 parts, namely the central warehouse and the daily warehouse. The central warehouse contains a large amount of fruit and vegetables that will not yet be used in the hotel kitchen. This warehouse aims to carry out large-scale storage that is not directly used in the company's operational activities. In general, the location of the central warehouse tends to be far from the location of the company's operational activities. While the daily warehouse is a storage warehouse containing fruits and vegetables brought from the central warehouse which will then be processed immediately by kitchen.

The daily warehouse aims to store fruits and vegetables that will soon be processed by the hotel. The location of the daily warehouse tends to be close to the kitchen, this aims to maintain the temperature of the warehouse and reduce movement in and out of the warehouse which can cause contamination or temperature changes that can cause a decrease in the quality of food raw materials.

4.6 Origin of Food

Based on the results of the interview, information was obtained that all fruits and vegetables came from the Bedugul area, especially those located in the Yellow Temple Market. Fruit and vegetable supplies will be sent by suppliers to customer locations, which are carried out regularly every day, especially in the morning with a distance of 61.1 Km.



Figure 6. Yellow Temple Market
Source: Detik.com, 2020

Based on the results of the interview, with these conditions the supplier and company do not need a cold box on the way, but still need cold storage immediately in storing after arriving at the destination location. Deliveries made every day in the morning aim to ensure the quality of fruits and vegetables delivered in optimal conditions. This is because the harvest process is carried out in the morning. The supplier that provides fruits and vegetables for the hotel has gone through a work contract, it aims to be committed to providing the needed supplies.

4.7 Determination of Distance and Distribution Time

The length of the distance traveled from suppliers located in the Yellow Temple Market, Bedugul to the Grand Istana Rama Hotel Bali, which has been determined through the use of applications Google Maps as in figure 7.

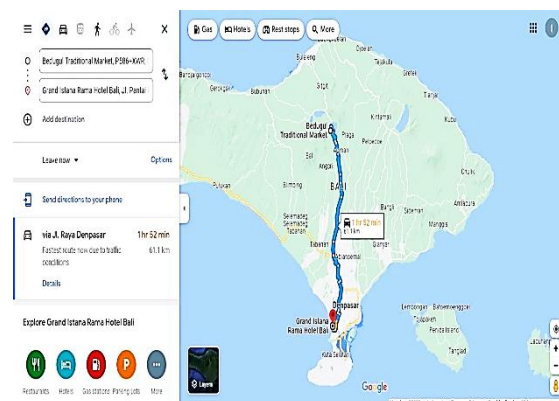


Figure 7. Results of Distributive Distance Analysis Using the Google Maps Application
Source: Analysis Results

Based on figure 7, the determination of distance and travel time is done using the Google Maps application. The determination was made starting from the supplier in the Bedugul Yellow Temple Market to the location of the Grand Istana Rama Hotel Bali. The results obtained, namely with a distance of 61,1 Km with a travel time of 1 hour 52 minutes. Looking at this, the supplier does not need cold box facilities to deliver fruits and vegetables to the hotel because the delivery time is done in under 2 hours.

5. CONCLUSION

Based on the research above, it can be concluded that cold storage in restaurant operational activities plays an important role. Broadly speaking, cold storage plays an important role in maintaining and extending the shelf life of fruits and vegetables used by the hotel. This will certainly provide optimal customer satisfaction through the availability of fresh food and reduce the company's operational costs for making repeat orders. The use of cold storage can be adjusted from the raw materials to be sent, when shipping, until arriving at the restaurant. The time needed in the delivery of fruit and vegetable ingredients made from the supplier to the Grand Istana Rama Hotel Kuta takes less than 2 hours, it indicates that cold storage is not needed in the distribution process from the supplier to the same company in Bali Province. The results of the analysis were carried out through the use of the Google Maps application, that the distance from the supplier to the hotel was only found with a distance of 61.1 Km.

On the other hand, when fruits and vegetables arrive at the hotel, these items will not be directly processed into food, therefore the use of cold storage is very necessary to

store raw materials from arrival to when they will be processed into ready-to-eat food. Cold storage has benefits for maintaining the quality and freshness of fruit raw materials, avoiding viral and bacterial contamination, and reducing the use of preservatives in fruits and vegetables. Food raw materials that have good quality and freshness, will be easy to process, so that it will increase the marketability of food to customers and optimize hotel revenue.

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LIFESTYLES THAT IMPACT THE CHOICE TO VISIT A CAFÉ IN THE NORTHERN AREA OF BANDUNG CITY AT WEST JAVA PROVINCE

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Abstract

The trend of the growth of café in the North Bandung City Area is increasing, along with increasing mobility and the need for people to enjoy coffee in beautiful nature. The growth of the café is also in line with the growth of nature-based tourist destinations, which are increasingly attractive to visit. This study analyses how lifestyle influences the decision to visit café in North Bandung City, West Java Province. The research method used qualitative with a descriptive survey approach of 100 respondents who visited café in North Bandung City, West Java Province. Simple linear analysis is the data analysis method employed. The results showed that lifestyle positively and significantly affected the decision to visit café in North Bandung City, West Java Province. This influence is in a robust classification. Thus, the implication of this research is the need for café in the North Bandung City area of West Java Province to organize café oriented towards visitors' needs and lifestyle desires, mainly when associated with social media. This research needs to be continued by involving other aspects as variables studied, for example, social media.

Keywords: Lifestyles and Decision of Customers

1. INTRODUCTION

Due to its potential to be an alternative economic movement, the tourism industry is one that plays a significant part in economic growth. One of the main industries for generating foreign exchange, national income, jobs, and eliminating poverty is tourism. After the exports of coal and palm oil (CPO), the tourist industry now ranks among the third largest contributors of national foreign exchange (Elistia, 2021). Along with these developments, Indonesia's coffee shops have tripled from 1,083 outlets in 2016 to more than 2,937 outlets in 2019, which will continue to grow. With the current number of outlets, Toffin estimates that the total profit of coffee shops in Indonesia will reach IDR 4.8 trillion! To achieve this, the government and tourism business managers must understand the behaviour and preferences of tourists in order to provide maximum service (Vu et al., 2016).

In recent years, Bandung's corporate community has grown incredibly quickly. That Phenomenon shows that more and more types of businesses and industries are

popping up in Indonesia. Human life is impacted by industrial and technological advancements, particularly in the modern commercial environment. One of the developments in the business world is marked by the many business people trying the culinary business. The development of the culinary business is a fascinating phenomenon for us to study, especially in the current era of globalization. Competition in the culinary business world is getting more challenging, so each type of culinary business also competes to attract consumers in Indonesia to win the competition. One of the developments in the business world is marked by the many business people trying the culinary business. The culinary business, which includes food and beverage service businesses, is regulated in the Regional Regulation of the City of Bandung Number 7 of 2012 concerning the implementation of tourism. The regulation is contained in Article 18, it says that a firm providing food and drinks equipped with tools and equipment for manufacturing, storing, and serving them is a food and beverage service business.

Restaurants and cafes are thus classified as food and beverage service businesses by Law 10/2009, which states that a food and beverage service business is a food and beverage supply service business that is equipped with tools and equipment for the manufacturing process and can be in the form of restaurants, cafes, catering services, and bars/ taverns. The increasing opportunity in the culinary business has encouraged intense competition in the culinary business, especially in gaining market share. This condition certainly influences companies to develop appropriate marketing strategies as a form of corporate solutions in dealing with the competition. In this case, the company focuses more on its marketing activities, given its orientation to providing value to consumers.

Bandung is one of the cities with relatively high appeal in the field of food and drink or culinary. Bandung Culinary is also an icon for culinary hunters inside and outside the city. The rotation of the culinary business in Bandung has contributed to the regional tourism industry. Bekraf's Deputy for Research, Education and Development, Abdur Rohim Boy, said that Bandung is currently home to many creative activists who contribute to improving the city's economy.

Table 1. Number of Café in Bandung City

Subdistrict	Number of Café	Subdistrict	Number of Café
Andir	9	Cidadap	17
Antapani	18	Cinambo	3
Arcamanik	2	Coblong	27
Babakan Ciparay	9	Gede Bage	14
Bandung Kidul	8	Kiara Condong	9
Bandung Kulon	11	Lengkong	20
Bandung Wetan	17	Mandalajati	2
Batununggal	17	Panyileukan	3
Bojongloa Kaler	15	Rancasari	6
Bojongloa Kidul	21	Regol	5
Buah Batu	25	Sukajadi	11
Cibeunying Kaler	12	Sukasari	10
Cibeunying Kidul	10	Sumur Bandung	39
Cibiru	8	Ujung Berung	19
Cicendo	15		
Total Number of Café = 341			

Source: BPS Jabar, 2020

Competition in the cafe business in Bandung is very tight as shown in table 1. Many entrepreneurs start restaurant and cafe businesses in Bandung due to the growing view that Bandung is a culinary center. Currently, many consumers spend their time in

cafes. It is also a good business opportunity to make a profit, marked by the increasing number of cafes and restaurants in Bandung every year.

The more cafes, the more intense the competition in this business, which requires each cafe to have an exciting concept to attract customers because cafes have become a place where people can gather with friends just to kill time. Alternatively, it can be used as a place for meetings with business partners. Especially nowadays, people come to cafes not only to eat or drink but want to find a place to relax and relieve fatigue from college assignments and work assignments. Moreover, teenagers who come to the cafe see the food and drink menu and the concept of the place.

The cafe trend is also happening, especially in café in the city of Bandung, the number of which is increasing every year; with a large number of cafes in the city of Bandung, consumers have to choose a cafe according to their wishes, especially at this time many applications make it easier for consumers to find a cafe according to their wishes. In this extremely competitive market, businesses are successful in seizing chances and pinpointing specific activities in order to acquire or utilize goods and services; subsequently, consumers gain experience and react to the use of these goods and services. Business actors must continually improve and take advantage of the strengths and opportunities in their business by highlighting factors that differentiate or are unique to competitors to create a sense of consumer interest.

Based on this phenomenon, this research aims to explore the lifestyle that influences the decision to go to a cafe in the northern area of Bandung City, West Java province, the results of which can be used in decision-making regarding cafe development in the north region of Bandung City, West Java province, as well as being a source of information, for further research.

2. LITERATURE REVIEW

2.1 Lifestyles

The definition of lifestyle needs to be well understood, although not all scientists are unanimous about what lifestyle means. According to a psychologist by the name of Adler (1929), a lifestyle is a collection of behaviors, such as social interactions, consumption of commodities, entertainment, and wearing styles, that have significance for both individuals and other people at a particular time and location. Lifestyle behaviors are a mix of habits, customs that are accepted by everybody, and deliberate actions (Darma & Japariato, 2014).

According to Assael (2012), a person's lifestyle can be determined by the things they do with their free time (activities), the things they find interesting in their surroundings (interests), and the opinions they have about themselves and the people they interact with. Lifestyle, according to Mowen & Minor (2002), demonstrates how people choose to live their lives, allocate their resources, and spend their time. A person's daily routine, as exhibited through their activities, interests, and attitudes, is referred to as their lifestyle by Kotler & Amstrong (2019).

Based on some of these interpretations, the term "consumer lifestyle" refers to a person's way of living, handling his finances, and spending his free time. Different from consumer personality is consumer lifestyle. Characteristics of customers are referred to as having a personality. The consumer lifestyle and personality are associated even if the two notions are distinct. Consumers' personalities are reflected in their internal traits, while their lifestyles, or the way they behave, are the outward expression of those traits (Widokarti and Priansa, 2019).

Consumer lifestyle consists of various types, which differ from one another. In general, the types of consumer lifestyles (Widokarti and Priansa, 2019), consist of:

- a. **Independent Lifestyle.** Independent Lifestyle is a widespread phenomenon in urban life. Companies must understand the needs and desires of consumers with an independent lifestyle. Consumers with this type are usually consumers with an adequate level of education with adequate financial support as well. An independent lifestyle can escape the consumerism culture because these consumers make their choices responsibly and can think innovatively and creatively to support this independence. This type of consumer usually likes products that describe his independence in society.
- b. **Modern Lifestyle.** In this modern and practical era, people must be included in everything, including technology. Many consumers compete to be the best and first in understanding the technology, including gadgets. Modern Lifestyle is closely related to digital Lifestyle. Digital Lifestyle is a term often used to describe the modern Lifestyle of consumers where their lives are full of digital technology and information. This type of consumer is often literate with new technology, and price is not the primary consideration for meeting these needs and desires.
- c. **Healthy Lifestyle.** A straightforward decision that is ideal for running is to have a healthy lifestyle. Maintain a healthy environment, way of thinking, and way of living. Everything that can be done to produce good and positive consequences is what is meant by the word "healthy" in its most fundamental definition. Consumers with a healthy lifestyle enjoy using fitness and exercise equipment. Consumers like this like to consume healthy food and are critical when consuming products.
- d. **Hedonic Lifestyle.** Spending more time outside of the home, playing more, having fun in the city population, purchasing expensive items they adore, and always wanting to be the center of attention are all examples of the hedonic lifestyle. Consumers with a lifestyle like this have become the latest trend in the lives of young people.
- e. **Frugal Lifestyle.** Consumers with a frugal lifestyle can think strictly about their financial management. Before consuming the product, he compares the price in one place with another. He considers that the price difference is essential. Consumers like this can think about where to consume

2.2 Decision of Customers

Purchasing is one of the buying decision processes in which consumers ultimately buy a product. In making purchasing decisions, many consumers are influenced by various factors. Producers and marketers should be more observant in identifying who makes purchasing decisions, the types of decisions involved and the steps in the buying process (Widokarti and Priansa, 2019).

Buying behavior suggests that individual actions directly contribute to the decision-making process that determines these actions as well as the exchange of money for products and services. Physical activity (in the form of direct consumer actions throughout the stages of the purchasing decision-making process) and mental activity—specifically, when consumers evaluate products in accordance with predetermined criteria—are always involved in consumer decisions to purchase a product (Setiadi, 2015, p. 15). The choice, purchase, usage, and nonuse of products or services by people, groups, and organizations is included in the understanding of consumer purchasing choices. Because each customer makes unique and varied purchasing decisions, it is difficult to

understand consumers. According to Kotler & Armstrong (2012), customers go through a number of decision-making stages before making a purchase.

Consumer purchasing decisions are when consumers form tendencies to choose the most preferred brand (Kotler & Keller, 2018, p. 192). Schiffman & Kanuk (2018, p. 13) state that consumer behaviour studies how an individual allocates existing resources.

Research Hypothesis

Lifestyles has positif and significant impact to the choice of visit a café in the northern area of Bandung City in West Java Province

3. RESEARCH METHODS

By examining the phenomena that occur, quantitative research methodology was employed. The goal of quantitative research is to test hypotheses that have already been established. A positivist-based research methodology called quantitative analysis is used to study certain populations or groups (Sujarweni & Endrayanto, 2020). Research tools are used to collect data, sampling strategies are frequently random, and statistical or quantitative methods are employed to analyze the findings (Sugiyono, 2021). Consumers of café in the northern part of Bandung City in the West Java Province make up the study's demographic. Since the size of the populations is unknown, 100 samples are taken (Sugiyono, 2019).

The spread test results can be used to perform validity and reliability checks before being processed using the traditional assumption test. Once the lift has been collected, analyze the data using statistical techniques like simple regression analysis.

4. FINDINGS AND DISCUSSION

4.1 Result

The data tabulation results are then tested for the validity of the question instrument related to lifestyle with valid results (R_{count} is greater than r_{table}). The data is presented as follows:

Table 2. Lifestyle Validity

	Item-Total Statistics			Cronbach's Alpha if Item Deleted
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	
VAR00001	47.3667	23.275	.619	.819
VAR00002	47.8000	20.786	.571	.813
VAR00003	47.8000	20.717	.581	.812
VAR00004	48.1000	21.886	.542	.816
VAR00005	47.8000	22.579	.413	.826
VAR00006	48.2333	22.461	.335	.834
VAR00007	48.1333	22.189	.512	.819
VAR00008	47.7000	19.045	.785	.791
VAR00009	47.6000	23.214	.448	.830
VAR00010	47.6667	23.126	.406	.826
VAR00011	48.1000	21.266	.445	.826
VAR00012	47.9000	22.369	.469	.822

Source: Results of Data Processing, 2023

After testing the validity of the lifestyle instrument, it is known that the validity of the decision to visit the instrument is tested with valid results (R_{count} is greater than r_{table}). The data is presented as follows:

Table 3. Visiting Decisions Validity

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00001	52.7667	34.185	.438	.839
VAR00002	53.2000	30.166	.684	.822
VAR00003	53.3000	32.631	.450	.838
VAR00004	53.2333	35.289	.443	.848
VAR00005	53.2667	31.306	.586	.829
VAR00006	53.3000	33.528	.409	.840
VAR00007	52.7667	34.185	.438	.839
VAR00008	53.2000	30.166	.684	.822
VAR00009	52.9667	33.275	.498	.835
VAR00010	53.2667	32.823	.520	.834
VAR00011	53.4333	30.392	.512	.836
VAR00012	52.7333	34.271	.425	.840
VAR00013	53.2667	31.720	.538	.832
VAR00014	53.7667	33.426	.380	.842

Source: Results of Data Processing, 2023

After the research instrument is known to be valid, then the next step is to look at the reliability of the lifestyle variables presented in the following table:

Table 4. Reliability of Lifestyle

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.832	.839	12

Source: Results of Data Processing, 2023

Visit decision reliability is presented as follows:

Table 5. Reliability of Visiting Decisions

Reliability Statistics	
Cronbach's Alpha	N of Items
.846	14

Source: Results of Data Processing, 2023

These results indicate the reliability of lifestyle variables and visiting decisions has a Cronbach Alpha value higher than 0.60; thus, the variable instrument is reliable.

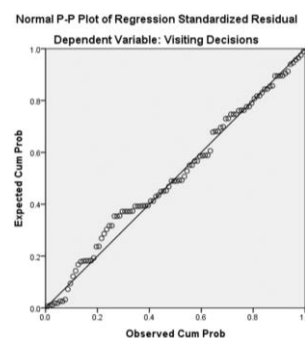


Figure 1. Normality Test

Source: Results of Data Processing, 2023

Figure 1 explains that the distribution pattern is regular because it spreads and follows around the diagonal line. After the normality test results are known, the next test is carried out on the coefficient of determination.

Table 6. Coefficient of Determination
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.715 ^a	.512	.507	4.05151

a. Predictors: (Constant), Lifestyle

b. Dependent Variable: Visiting Decisions

Source: Results of Data Processing, 2023

The value of the R (correlation) square is 0.715. Thus, lifestyle influences the decision to visit by 0.715 or 71.5%, and the remaining 28.5% is influenced by various factors not examined.

Simple linear regression is used to test the hypothesis of the influence of lifestyle on the decision to visit consumers of café in the northern part of Bandung City in the West Java Province. The research hypothesis used is narrated as follows:

- a. $H_1 = \beta_1 = 0$; Lifestyle has no positive and significant effect on consumers' decision to visit café in the northern part of Bandung City in the West Java Province.
- b. $H_1 = \beta_1 \neq 0$; Lifestyle has positive and significant effect on consumers' decision to visit café in the northern part of Bandung City in the West Java Province.

The results of testing the hypothesis appear in the following figure:

Table 6. Hypothesis Testing Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
		1	(Constant)	20.139		
	Lifestyle	.803	.079	.715	10.135	.000

a. Dependent Variable: Visiting Decisions

Source: Results of Data Processing, 2023

The table value with the count value is more significant and positive. Thus, the hypothesis is accepted. In other words, lifestyle positively and significantly affects consumers' decision to visit café in the northern part of Bandung City in the West Java Province. The linear regression equation in this study is: $\hat{Y} = 20,139 + 0,803 X$. The equation explains that the constant \hat{Y} is 20.139, then the decision to use this shows a positive thing. If lifestyle has increased by 1 then the decision to visit will increase by 0.803. These results explain that lifestyle has an influence on consumers' decision to visit café in the northern part of Bandung City in the West Java Province

4.2 Discussion

The discussion findings show a relationship between the study's lifestyle indicators and consumer visitation decisions. In addition, consumers' decisions to visit a café in the northern portion of Bandung City in the West Java Province are significantly influenced by their way of life.

According to previous research described by Lazer (1963) as a systematic concept representing the living characteristics of a particular society or group of people, which

also differ from those of other societies and groups of people, the results of this study are consistent with this definition, which was subsequently supported by Andersone and Gaile-Sarkane's (2009) findings that consumer behavioral factors influenced lifestyle factors and their role in consumer behavior. Consumer purchase decisions are influenced by numerous variables, including age, sex, marital status, occupation, purchasing capacity, educational level, family size, consumption pattern, location of the store, consumers' interest in the product's features, and lifestyle. Among these variables, lifestyle is the most influential.

5. CONCLUSION

Considering the outcomes of this study, it is explained that lifestyle has a high average score, and the decision to visit has a moderate average score. Additionally, this research discovered that lifestyle has a good and significant impact on the decision to visit café in the northern part of Bandung City in the west Java Province is 71.5%, and the remaining 28.5% is influenced by various factors not examined. The magnitude of the influence is in a potent category. Café visitors feel that they come to café not only to consume coffee and enjoy nature, but they also think that visiting café is an inseparable lifestyle from actual society. The research's implication is that café in the North Bandung City area of West Java Province should set up café that are focused on visitors' needs and lifestyle preferences, especially those that are related to social media. The study needs to be expanded by including additional factors as research variables, such as social media.

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EFFECTIVENESS OF EMPLOYEE ENGAGEMENT ON HOTEL STAFF PERFORMANCE

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Abstract

Employee engagement is the attachment of employees to the company. Employees who are tied to actively engaged companies tend to have higher levels of productivity. There are many elements that affect employee performance, including the interaction between the workforce and the workplace environment. The objective of this study is to ascertain how employee involvement affects hotel staff's performance. The population of this study was made up of employees of the hotel, with 65 respondents. Data collection techniques using Google Form Questionnaires This research method is a descriptive analysis with a quantitative approach. The methods used are the validity test, reality test, descriptive statistical analysis, mean test, and Spearman rank correlation test. The findings indicated that the correlation of 0.969 shows a very strong relationship between the variables of employee engagement and performance. It can therefore be concluded that raising employee engagement will also raise employee performance. There is a very strong and unidirectionally significant association between staff engagement and performance at Hotel Jakarta if it can be determined that H₀ is rejected and H₁ is approved.

Keywords: Employee Engagement, Employee Performance, Human Resources, Hospitality

1. INTRODUCTION

The tourism industry plays a crucial role in the economy, specifically in nations where tourism serves as the primary source of income. The company's human resources are one of its assets, considering how service-oriented the hospitality industry is. The reputation and success of a hotel are greatly impacted by the quality of the services offered to guests; as a result, professional and amiable human resources are needed to interact with guests in order to generate a positive experience, raise guest satisfaction, and support maintaining guest loyalty. Specialized human resources are particularly important assets for the business because they contribute significantly to daily operations at the hotel, can reduce expenses, and boost productivity. As a result, for businesses to succeed over the long term, human resources in the hospitality sector need to be retained and appropriately developed.

In order to give customers a great experience, hotel staff performance is essential. It can affect clients' pleasure and faith in the establishment. The company will also benefit

significantly from the existence of human resources because they are a company's most valuable asset for expansion and to compete with competitors.

Employee performance is influenced by several factors, such as the relationship with the workforce itself and the relationship with the company environment. (Dessler, 2015) said that performance is work performance, namely the ratio between work results and established standards. According to (Dwiyanto, 2021) employee performance means that the work of employees is good in quality as well as quantity. Performance can be achieved well if there is involvement from all employees. Employee lump sums or employee involvement are important factors in increasing the performance of employees. Employees who are actively involved in using their jobs tend to have higher levels of productivity, thus experiencing lower turnover, but in the hotel industry, employee engagement is becoming a challenge, especially because their job is directly involved with guests and the nature of their work causes pressure and stress.

This study intends to measure employee performance, assess employee engagement, and examine the relationship between employee achievement and employee engagement. This study will aid hotels in comprehending the relationship between staff engagement and performance as well as the benefits that engagement may have on output, client contentment, long-term success, and sustainability of the hotel industry. In other words, research on the relationship between employee dedication and performance has important ramifications for enhancing hotel productivity, fostering a healthy workplace culture, and boosting competition in the cutthroat hospitality industry. The findings of this study can help management make better choices about organizational development and human resource strategy.

The weakness in this research is that the majority of contract workers in some departments are the source of employee turnover since they don't perform to management's expectations. Permanent employees often struggle with diminishing performance because of a variety of reasons, including delay, feeling disengaged from the organization, unwillingness to complete the job according to the agreed-upon job objective, lack of concentration, and a delay in starting the job. Another flaw is that contextual circumstances can have a significant impact on how employee involvement affects performance. For instance, disparities in research findings between large and small hotels or between hotels located in various regions may be caused by external factors such as regional economies, industry competition, or other company policies that can affect employee performance.

2. LITERATURE REVIEW

Effectiveness in this research refers to the extent to which this research is successful in achieving research objectives and the extent to which the findings of this research have a significant or relevant impact. This research can be seen in several aspects, namely the selection of a representative sample, appropriate measurement instruments, and appropriate statistical analysis methods, so that this research can make a meaningful contribution to our understanding and provide useful guidance for stakeholders in human resource management in the hotel industry.

2.1 Employee Engagement

Institutions or organizations working in the human resources industry frequently utilize the word "employee engagement" in their work. Employee engagement is characterized as a personal attachment and excitement for the task being done (Judge &

P. Robbins, 2019) Employee engagement is crucial for a company's performance in areas including customer happiness, innovation, profit, productivity, loyalty, and quality. According to Marciano, employee involvement results in greater output, improved efficiency, less absenteeism, happier customers, and fewer staff complaints (Siddhanta & Roy, 2010).

In order to measure the level of positive employee engagement, indicators that represent the degree of achieving a target or goal must be established. Experts have identified the following as a sign of employee engagement. Schaufeli & Bakker in the journal (Fauziah, 2016) define work engagement as positivity, the fulfillment of the work of the mind center. There are 3 indicators of employee engagement, which are: First is Vigor (spirit). A situation in which one has lots of energy and mental endurance while working, such as:

- a. Having high spirits.
- b. Having a strong mentality.
- c. Giving the best effort.

The second one is Dedication (dedication): Significant feelings toward work and concern and interest in work, such as: a) High enthusiasm; b) Feeling proud; c) liking challenges. The third is absorption, a description of employee behavior that pays full attention to work and is visible at work, such as: a) concentrating fully; and b) being happy to be involved in work.

Each of these dimensions is described below along with examples of how they can be used in the hospitality industry.

- a. Vigor is a term used to describe a worker's high level of vigor and excitement. High vigor employees will feel motivated, energetic, and passionate about their work. They frequently have a strong desire to overcome obstacles and seek out chances to advance and improve. Its use in the hospitality industry is when staff members who deal with clients directly, such waiters or receptionists, need to remain upbeat and able to maintain high energy levels throughout the day in order to give customers friendly and effective service.
- b. Dedication: A worker's level of commitment to their position and company is referred to as dedication. High-dedication workers will experience a sense of purpose and commitment in their work. They typically work hard to attain success as a team since they are proud to be a part of the business. Its applicability in the hotel industry is that staff members will deliver dependable service to ensure high levels of customer satisfaction.
- c. Absorption describes a worker's capacity to become so engrossed in their task that they become unaware of the passing of time and their surroundings. When used in the hospitality industry, it entails completely immersing personnel in offering services to visitors.

In the hospitality sector, the application of this concept can help management understand the level of employee engagement in order to take appropriate action to motivate and support employees. This can be done by developing training programs, recognizing employee achievements, and planning tasks and a balanced workload to ensure that employees remain enthusiastic, dedicated, and fully involved in their work. In this way, hotels can improve the quality of service to guests and increase customer satisfaction.

2.2 Employee Performance

Performance is real behavior shown by all individuals as work performance made by employees in the context of their work in a company, according to (Sumardjo & Priansa, 2018). Employee performance, according to Dessler, refers to a person's ability to complete their work in both quality and quantity while reaching the objective criteria and determining how well they perform as employees (Jessica & Rosiana, 2017).

According to Marwansyah (2010:228) in Wawan Prahiawan, Nopiyan Simbolon (2014) defines "performance is a person's achievement or achievement regarding the tasks assigned to him or her; it can also be seen as a combination of work results (what a person must achieve) and competency (how someone achieves it)."

Based on Andi Hasbi and Ahmad Ab (2020), employee success is a personal concern (Timpe, 1993). Every worker has a unique set of skills. Performance is the result of a person's skill, effort, and opportunity combined.

Wibowo (2009), in Rahmat Solling Hamid, Saharuddin, and M. Arif Andi Manrang, 2022 Operational operations within an organization can be influenced by performance; the better an organization performs, the better its workers perform.

Performance research is described as an evaluation of previous or current employee performance in comparison to expected performance by (Dessler, 2015). In order to address performance deficiencies, it is necessary to adopt work standards, which calls to provide intense coaching and providing training for each employee's feedback in order to understand its performance.

Employee performance can be impacted by a number of factors, some of which are listed below (Dessler, 2015):

- a. The level of precision, thoroughness, and comprehension of the work determines its quality.
- b. The amount of work completed in a given amount of time is measured by its productivity and efficiency.
- c. Technical and practical knowledge and abilities are known as work knowledge.
- d. Employee trustworthiness is measured by trust.

Experts state that theoretically, employee performance can be deduced from an employee's accomplishments in their work based on specific standards that are relevant to a given employment.

A hypothesis is an initial, provisional, and research-tested assumption on the influence link between the independent variable (X1) and the dependent variable (Y1) before to the conduct of the study.

- a. H0: At the Grandkemang Hotel Jakarta, worker engagement has no discernible impact on worker performance.
- b. H1: At the Grandkemang Hotel Jakarta, employee engagement has a partially significant effect on worker performance.

3. RESEARCH METHODS

The authors of this study, using descriptive quantitative methods, adopt non-probability sampling, which is intentional sampling in which the sample chosen is based on predetermined criteria established by the researcher. The number of sampled permanent and contract employees will serve as the study's criteria. Employees of a hotel in Jakarta are those who have contracts that are permanent and provide examples. In order to collect field data, the observation technique, which involves going directly to the research location and making direct observations of the thing under study, is used. Face-to-face interviewing methods were used with hotel staff to gather essential information to

complement research findings. Technique to apply surveys: presenting respondents with a questionnaire to complete.

There are 136 permanent employees and 47 contract employees, so there are 183 informants who have been specifically determined as research samples. Data was collected using the questionnaire technique by providing statements arranged in questions.

4. FINDINGS AND DISCUSSION

4.1 Employee Engagement Overview

Table 1. Mean Value of Employee Engagement (X)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
X_VIGOR1	65	3	5	4.51	.534
X_VIGOR2	65	3	5	4.37	.675
X_VIGOR3	65	4	5	4.38	.490
X_DEDICATION1	65	3	5	4.42	.556
X_DEDICATION2	65	3	5	4.63	.547
X_DEDICATION3	65	3	5	4.40	.524
X_ABSORPTION1	65	3	5	4.45	.560
X_ABSORPTION2	65	2	5	4.40	.632
X_ABSORPTION3	65	3	5	4.38	.550
X_TOTAL	65	34	45	39.94	2.297
Valid N (listwise)	65				

Source: SPSS 25 Primary Data Processing, 2023

According to the findings of the data processing test for the questionnaire, the employee engagement variable has an assessment range of 4.21 to 5.00. Therefore, it could possibly be said that employee engagement belongs within this strong category. The average employee engagement score (X) of the respondents was 4.43. Dedication, with the indicator "I feel proud to be part of the company," is the sub-variable with the highest score. Highly committed workers will have a significant impact on the development and efficient management of the hotel, as is well recognized. This is demonstrated by the volume of permanent employees who stay with the business and resist changing jobs. This is supported by a perspective (Wahyuni, 2019) that claims if workers have a high sense of dedication when carrying out teamwork, they are more creative and productive when doing work.

4.2 Overview of Employee Performance

Table 2. Mean Value of Employee Performance Variable (Y)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Y_KUALITAS1	65	3	5	4.45	.531
Y_KUALITAS2	65	2	5	4.31	.705
Y_KUALITAS3	65	3	5	4.48	.562
Y_KUANTITAS1	65	3	5	4.31	.610
Y_KUANTITAS2	65	3	5	4.35	.571
Y_PENGETAHUAN1	65	3	5	4.34	.509
Y_PENGETAHUAN2	65	3	5	4.32	.503
Y_PENGETAHUAN3	65	2	5	4.40	.632
Y_KEPERCAYAAN1	65	3	5	4.54	.533
Y_KEPERCAYAAN2	65	3	5	4.45	.531
Y_KEPERCAYAAN3	65	3	5	4.45	.531
Y_TOTAL	65	41	54	48.38	2.479
Valid N (listwise)	65				

Source: SPSS 25 Primary Data Processing, 2023

Based on the findings of the questionnaire data processing test, employee performance indicators are evaluated at intervals between 4.21 and 5.00. In light of this, it may be said that employee performance belongs within the extremely strong group. The average respondents' response value to employee performance (Y) was 4.39. With the indicator "I Have Responsibility for the Work I Have Done" (Y_TRUSTED1), trust is the highest sub-variable. As we all know, in order to finish their work on time, employees must feel very responsible. Compliance with current rules within the organization is a sign of awareness. This shows that Grandkemang staff take great care in their job and possess a strong sense of commitment.

This is supported by Mangkunegara's viewpoint, which is stated in (Sembiring, 2019) according to which the notion of performance is the end result of quality and quantity of work completed by employees while carrying out their duties.
 Spearman Rank Analysis.

Tabel 3. Spearman Rank Analysis Results

Correlations				
			Employee Engagement	Performance Employee
Spearman's rho	Employee Engagement	Correlation Coefficient	1.000	.969**
		Sig. (2-tailed)	.	.000
		N	65	65
	Performance Employee	Correlation Coefficient	.969**	1.000
		Sig. (2-tailed)	.000	.
		N	65	65

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS 25 Primary Data Processing, 2023

Based on the results of the questionnaire data processing test, it can be concluded that there is a significant relationship between the variables of employee engagement and employee performance because the significance value, or sig 2 tailed, is 0.00 because the sig 0.000 value is less than 0.05. Employee engagement and performance are closely correlated, with a correlation coefficient of 0.969 indicating a very high relationship between the two. The aforementioned results show a positive direction of association between the coefficient numbers, which is 0.969. Since the link between the 2 variables is unidirectional, it can be inferred that employee engagement is rising while performance is also rising.

Therefore, it can be determined that H0 is rejected and H1 is approved. This means that employee engagement and performance at the hotel in Jakarta are significantly influenced by one another.

These results are in line with research conducted by Jessica Natalia and Elvin Rosiana (2017) entitled "Analysis of the Influence of Employee Engagement on Employee Performance and Turnover Intention at Hotel D'Season Surabaya," which found that employee engagement created at Hotel d'Season Surabaya has a positive influence. positive and significant impact on employee performance.

The results of this research and data processing show individual predictions related to variable employee engagement and employee performance. The aim of this research is to find out the impact of employee engagement on the performance of employees in hotel. This study uses employee engagement theory according to Schaufeli & Bakker (2004) and employee performance theory according to (Dessler, 2015) The reason for choosing these theories is due to the numerous pieces of literature and previous studies using them. In addition, these theories relate to the situation Hotel in Jakarta.

5. CONCLUSION

According to the discussion's findings, it may be said that:

The most significant sub-variable, dedication, has the indicator "I feel proud to be part of the company" and has an average value of X, which is in the very strong category. This is proven by the volume of permanent employees who stay with the business and resist from changing jobs.

Respondent's average ratings of staff performance (Y) come into the very strong category. With the indicator "I Have Responsibility for the Work I've Done," trust is the highest sub-variable. This indicates that workers are highly responsible and careful in their work.

The correlation test findings show that there is a significant relationship between the variables of employee engagement and employee performance since the significance value, or sig 2 tailed, is 0.00 because the sig 0.000 value is less than 0.05. The correlation value of 0.969 shows how closely the variables are related. Employee performance and engagement both appear to be quite strong. The previous findings are favorable (0.969), indicating a direct link between the two variables, which can be read as raising employee engagement, which will also boost productivity. In relation to the fact that H0 is disregarded and H1 is accepted, it can be said that a strong impact exists.

The study's findings demonstrate the beneficial relationship between employee engagement and performance, so in order to maximize employee performance, the HR department must keep employees engaged through refresher and product knowledge training, as well as by hiring new employees who can work more efficiently and updating permanent staff. in good condition.

According to the findings, analysis, and conclusions presented above, the following recommendations are advised in the hopes that this research will benefit the business and serve as a model for similar research on a larger and more in-depth scale in the future:

- a. It is anticipated that the department head will be able to assemble a cohesive team because the research results show that the employee engagement variable, the lowest subvariable, is vigor, with the indicator "I feel that I don't get tired easily and have a strong mentality when facing problems at work" of 4.37. in order for workers to assist one another.
- b. The quantity sub-variable with the indicator "I can complete more cycles of my work than others" has the lowest value for employee performance (4.31), according to the research results. It is hoped that the human resources department will be able to replace permanent staff members whose performance has declined with younger, more productive daily workers so they can finish the work more quickly.

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ANALYSIS OF THE LEVEL OF INTEGRATION AND SPATIAL CONNECTIVITY IN THE SPACE CONFIGURATION OF BONGKASA PERTIWI TOURISM VILLAGE BASED ON SPACE SYNTAX

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Abstract

As a quite popular Tourism Village, Bongkasa Pertiwi Village, located in Badung Regency, Bali Province, has experienced many spatial developments within its territory. The development was based on the findings of prior investigations show the phenomenon of spatial transformation of residents' houses both as a place for tourist accommodation and the economy. The spatial transformation that occurs increases the density of buildings and changes the spatial layout of the village area, so that in the future as a tourism village that will continue to grow, To find out, more research is require to measure the optimal level of spatial configuration in terms of inter-spatial connectivity and integrity in village spatial planning. The importance of this research is that the findings can be utilized as guidelines for village spatial design, making it more efficient and improving the quality of interaction between space users (residents and tourists). This study uses a Quantitative - Experimental method based on Space Syntax analysis. The results showed that the average level of connectivity was 2.19407 (highest "5"), integrity 0.286216 (highest "2.11"), and intelligibility at R2: 0.0107275 (best close to "1"), The analysis' findings reveal a limited amount of connection between locations (space / area), so that social interaction that occurs between actors in village spatial planning is also low. These results indicate that the development of interaction center points is very much needed in the current Village Spatial Planning. The development must be based on the highest spatial connectivity-integration points based on space syntax analysis (found 4 area points) in order to obtain optimal results.

Keywords: Tourism Village, Transformation, Spatial Planning, Optimality, Spatial Configuration

1. INTRODUCTION

Tourism is the largest sector that provides income for the province of Bali. The field of Bali tourism can be said to be very developed, if you look at the statistical data of tourist visits to Bali in the last 4 years (2016-2019) it was found that the average increase was 8.60% and after the opening of flights after the Covid-19 pandemic (2022) there was an increase of 4226854.90% because in 2021 there were only 51 foreign tourist visits.

(Central Bureau of Statistics Bali Province, 2023) *The* trend of increasing tourist visits after the pandemic is expected to continue to increase. The tourism sector in Bali is a sector that is able to bring many jobs to the local community, these jobs are in the field of goods and services. Bongkasa Pertiwi Village (BP) certainly enjoys part of the increase in foreign tourist visits.

BP Village is one of the villages designated as a Tourism Village, in Badung Regent Regulation Number 47 of 2010 concerning the Determination of Tourism Village Areas in Badung Regency. In addition, BP Village is also quite popular as a tourist spot. The popularity of BP Village is shown by the embedding of BP Village as (Badung, 2010) *"Tourist Attraction"* on Google search pages. Bongkasa Pertiwi Village even has a rating on Google of 4.4 stars (the highest "5"). Other facts also show the bustle of tourism news in Bongkasa Pertiwi Village on the Google search engine platform. The increase in popularity of the village with its tourism activities through existing tourist attractions also encourages the emergence of tourism services in the surrounding area. This visible phenomenon can have an influence on the development of the surrounding built environment, which includes local community residential areas as residential areas supporting tourism (Widhijanto & Tisnaningtyas, 2018).

The phenomenon of the popularity of BP Village has led to spatial transformation. Based on the results of previous studies, it is known that in the BP Village Settlements there is a house complex that has an additional function as Tourism Accommodation (Prabawa & Nurwarsih, 2022). The Tourism Accommodation in question is conventional and community-based tourist accommodation (AWBM) with a typology of Homestay / Guesthouse / Villa buildings. Tourism Accommodation in the form of AWBM there are a total of 10 Areas / Locations spread across the Banjar Tegal Kuning, Banjar Karang Dalem I, and Banjar Karang Dalem II areas. In addition to the transformation of the spatial layout of the house as a container of tourist accommodation functions, there is also a transformation of the spatial layout of the house as a container of economic activities such as shops, stalls, restaurants, offices, etc. The forms of spatial transformation that occur cause an increase in building mass, so that in the village layout some areas become densely built.

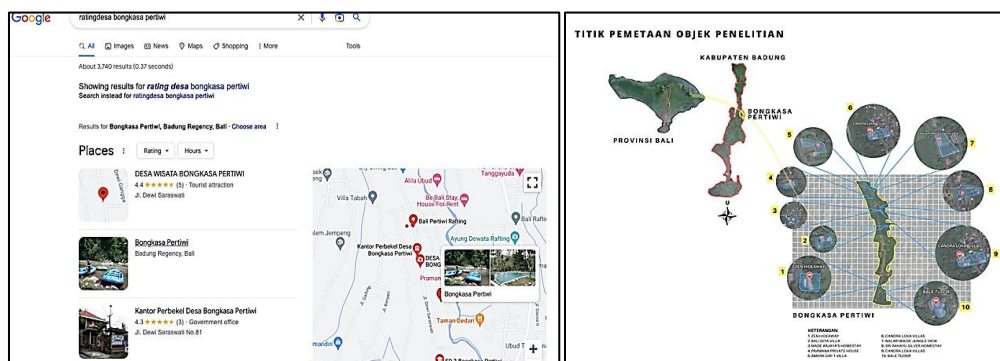


Figure 1. The Popularity of Bongkasa Pertiwi Tourism Village and the Distribution of Tourist Accommodation in Residents' Homes
Source: Google Image Search, 2021

In the future, Bongkasa Pertiwi Village as a village that is already known for its tourism, and already has a title as a Tourism Village according to Perbup, will need to know the characteristics of the current (existing) Village Typical Space Configuration. This spatial configuration is related to the connectedness and integration between spaces.

With the knowledge of spatial configurations related to connectivity and integration, in the future BP Village will be able to formulate optimal and efficient development as a tourist destination as well as optimal residential areas. The formulation of the development can certainly be done by first carrying out a spatial configuration study to look for the current spatial configuration characteristics of Bongkasa Pertiwi Village, the findings are analyzed and aligned to find what kind of spatial configuration characteristics and what Development Recommendations in the future can be proposed to the Village as Design Guidelines for improving the quality of Village Spatial Planning. The urgency of this study is to find the characteristics of Village Tourism Space Configuration in terms of spatial organization within the Bongkasa Pertiwi Village area based on space syntax. Finding the characteristics of the spatial configuration of Bongkasa Pertiwi Village, which in the future can be a reference for the development of village space (design guidelines), especially related to village tourism.

2. LITERATURE REVIEW

2.1 Room Configuration

Village spatial configuration is the process of planning and spatial arrangement related to the management of natural resources, infrastructure and services available in the village. This process involves physical village regulation, territorial regulation, natural resource regulation, infrastructure arrangement, spatial arrangement, social and economic service arrangement, and village regulation. The purpose of village space configuration is to ensure that the village can utilize the natural resources, infrastructure and services available effectively and efficiently. Efficient spatial configuration is closely related to the aspect of Connectivity. Connectivity can be understood as a parameter in measuring the level of spaces that are directly related in a spatial configuration (Sarma, 2006) . Connectivity is also used to measure how much circulation / paths / roads are interconnected so that it leads to the finding of the magnitude of the level of spatial interaction in terms of access connectivity parameters. The level of connectivity of a spatial configuration is very important to measure the level of integration. If in the observation found many rooms that are interconnected with the room that is the object of observation, it can also be concluded that the level of integration is also good. The high level of connectivity and integration in Space Syntax theory can be understood as a composition of space that has high accessibility because it is easy to reach from various points / areas (Ramadan et al., 2018) . The high level of accessibility is then an indicator in finding the most suitable titik / area for the construction of infrastructure and social / public facilities, because it is classified as an area that has high circulation attractiveness. In ensuring the level of accessibility of a room in more detail, you can use Intelligibility analysis. Intelligibility is the final stage in measuring the degree of space integration in space syntax theory. The level of the results of the intelligence analysis shows the level of relationship between the value of local scale measurement (connectivity) and the value of global scale measurement (integrity). So, it is understandable that intelligibility is a measurement of a spatial configuration structure. Unlike connectivity and integrity, the results of intelligibility measurements will be a component of the spatial configuration system (comprehensive), while the results of connectivity and integrity measurements will be measurements on aspects of microcirculation and spatial connectedness in a spatial configuration composition.

2.2 Space Syntax

To find the characteristics of the most optimal spatial configuration related to space organization, movement patterns, and the meaning of space (function) requires a deep understanding of Space Syntax. Space syntax is a theory of space concerned with a set of analytical tools, which are both quantitative and descriptive to analyze spatial formations in different forms: buildings, cities, interior spaces or landscapes. The main purpose of (Sarma, 2006) Space syntax is to find the relationship between humans and the space in which they live. It is believed that special characteristics of man exist in spatial systems and their information is transmitted through space itself and spatial organization. (Dursun, 2007) . Space syntax calls the relational nature of that spatial configuration, and states that those properties shape human behavior to contain social information. The goal of space syntax research is to develop descriptive strategies for configuring inhabited spaces so that underlying social meanings can be realized. This, in turn, may allow the development of secondary theories, or often practical explanations, of the influence of spatial configurations on various social or cultural variables. The subject of space syntax research is an understanding of configured space itself, specifically its formation process and social meaning. (Bafna, 2016) . Space syntax theory can also be used as a research instrument to understand space with depth measurement at the level of organizing space, movement patterns in space, and even knowing the social meaning of a spatial composition. Basically, the design of a space produced is not static, but has a life that can be felt by its users. This basic thing is the reason for the analysis of space configuration, and the most appropriate instrument is to use Space syntax. Space syntax analysis can be done with the help of the DepthMapX application, this application was developed to facilitate the analysis of the movement of individual's / space users in a composition of space configurations.

3. RESEARCH METHODS

The method used in this study is quantitative based on measurable simulation, so this research is experimental (Groat & Wang, 2013). The Bongkasa Pertiwi Village area is designated as a case study in this study to examine the optimality of connectivity and integration in village spatial planning based on spatial configuration tests. This experimental study-based research is carried out with the help of simulations, researchers propose plans by going through simulation studies and trying problem-solving planning models (Prasasti Barada & Mutiari, 2013). This simulation study uses existing data in case studies. Intervention is carried out only on the boundaries of the area of the case studied and then simulated. Research with quantitative-experimental methods is carried out in stages: 1) Survey & Simulation; 2) Data Tabulation; 3) Simulation-Based Analysis; 4) Research Conclusions. The research carried out is included in quantitative grounded research. The grounded research analysis method is the zigzag process (Lewis, 2015). The zigzag process is the process of going to the field to make observations / interviews / research on a computer, then returning to the workspace for data analysis, then returning to the field to carry out the same process and returning to the workspace, this process continues until the most appropriate and complete data is found to answer the research question. Space Syntax is a way to analyze the relationship between spatial configuration and humans as users of space, both on a small scale and in urban areas. Space Syntax deals with relationships between spatial configurations and people in a measurable way, using graphical and mathematical languages. (Lesmana, 2022) Space Syntax uses graphs to model the way spaces relate to each other in multiple graphs. As a method of measured

analysis, Space Syntax uses some mathematical actions in its application. In this study, axial line analysis will be used to find the value of the level of connectivity, integration, and intelligibility between existing spaces.

4. FINDINGS AND DISCUSSION

In finding the characteristics of the spatial configuration of Bongkasa Pertiwi Village, an Axial Map analysis was carried out through the DepthmapX software. The variables analyzed are the axials of roads in the area of Bongkasa Pertiwi Village. The streets in question are like Main Road, Neighborhood Road, and Footpath. The results of this axial analysis show that there are several points that have high / low connectivity which can further provide an overview of central location points and those that are not connected at all.

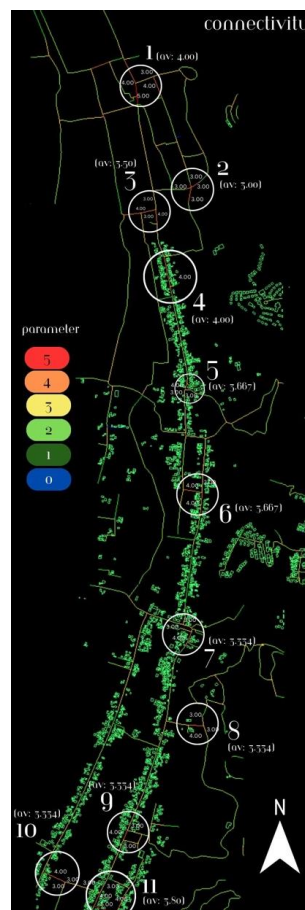


Figure 2. Analysis Results (*Connection Attributes*)
Source: Researcher, 2023

Table 1. Tabulation of Level Analysis Results *Connectivity* (Top Score)

AREA	1	2	3	4	5	6	7	8	9	10	11
	3,00	3,00	3,00	4,00	4,00	3,00	3,00	3,00	3,00	4,00	3,00
	4,00	3,00	4,00		3,00	4,00	3,00	3,00	4,00	3,00	3,00
	4,00	3,00	4,00		3,00	4,00	4,00	4,00	3,00	3,00	4,00
	5,00	3,00	3,00								4,00
											5,00
Average	4,00	3,00	3,50	4,00	3,33	3,67	3,33	3,33	3,33	3,33	3,80

Source: Researcher, 2023

Based on the results of axial map analysis, 11 points / areas were found in the Bongkasa Pertiwi Tourism Village area that have a high level of connectivity / connectivity in terms of circulation access, so that these 11 points / areas can be referred to as central locations. 11 This central location with high connectivity value is characterized by a crossroads area (T-junction / intersection). Overall, there are only 1-2 axial lines that are blue (value 0), so it can be concluded that the entire circulation access in the area of Bongkasa Pertiwi Village has been interconnected even though it is still dominant on the green line (value 2) which is formed outside the circulation intersection (road). The point or area with the highest connectivity, which has an average of 4, is at the points of areas 1 and 4. Based on the results of connectivity analysis, it is known that the value of overall circulation access connectivity if averaged at 2.19407 is still in the range of 2-3, so that connectivity between spaces in Bongkasa Pertiwi Village is included in low-medium connectivity. This low-medium connectivity characteristic shows that the Spatial Configuration of Bongkasa Pertiwi Village has a rare level of spatial relations, so that the mobility of residents who encourage the occurrence of a wide scope of social interaction between villagers within the area tends to be difficult.

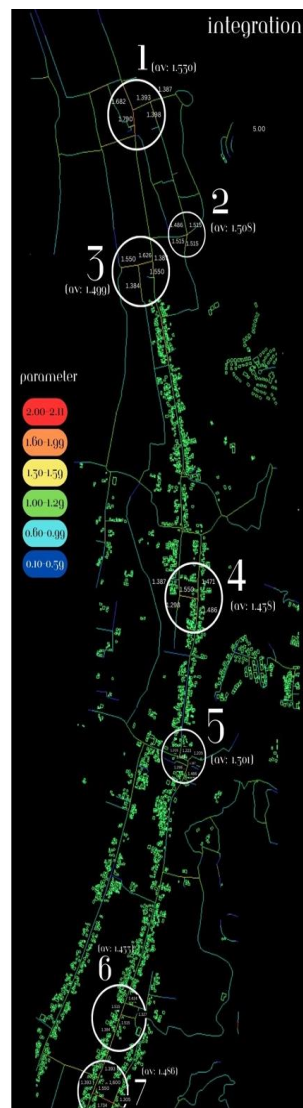


Figure 3. Analysis Results (*Integration Attributes*)
Source: Researcher, 2023

Table 2. Tabulation of Integration Analysis Results (Highest Value)

AREA	1	2	3	4	5	6	7
	1.682	1.486	1.550	1.387	1.205	1.424	1.393
	1.790	1.515	1.626	1.298	1.223	1.515	1.393
	1.393	1.515	1.387	1.550	1.305	1.515	1.550
	1.398	1.515	1.550	1.471	1.205	1.327	1.600
	1.387		1.384	1.486	1.387	1.384	1.734
					1.298		1.305
					1.486		1.424
Average	1.530	1.508	1.499	1.438	1.301	1.433	1.486

Source: Researcher, 2023

Based on the results of axial map integration analysis, 7 points were found to have a fairly high level of integration between spaces. The level of permeability and accessibility is included in the low group with an average value of 0.286216. The integration analysis shows the complexity of physical spaces formed in the area of Bongkasa Pertiwi Village. The complexity of the space formed shows the 7 highest integration points which can then be identified as the 7 best integration center points in the village area. These points are areas that are very suitable for the function of the Community Activity Center because high spatial integration points are able to produce a good level of social interaction. This good level of social interaction is assessed from the level of integration and connectivity related to increasing the efficiency of the movement of space users (village communities).

Table 3. Summary of DepthmapX (Integration & Connectivity) Analysis Results

No	Attributes	Minimum	Average	Maximum
1	Connectivity	0	2,19407	5
2	Integration [HH] / Global Integration	0,103414	0,286216	2,11196

Source: Researcher, 2023

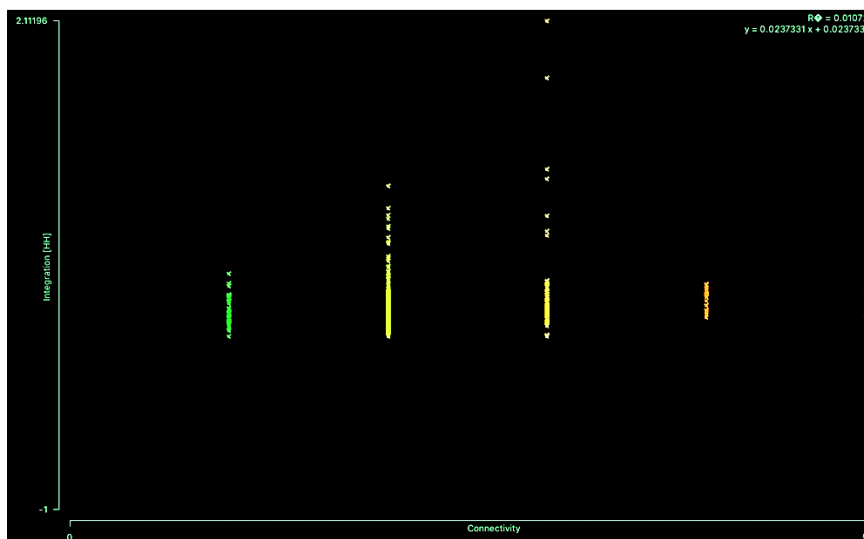



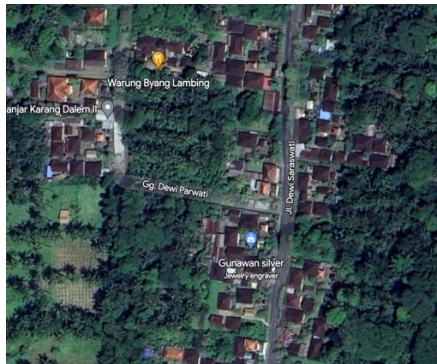
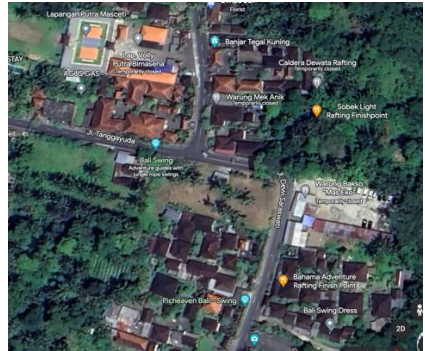
Figure 4. Analysis Results *Intelligibility*


Source: Researcher, 2023

The findings in connectivity and integrity analysis are then analyzed again in the final stage of intelligibility analysis. intelligibility analysis (clarity value) is an analysis of the relationship between the level of connectivity and the level of spatial integrity. A space will be easier to recognize if it has a relationship between the two variables that are also strong (Setyaningrum et al., 2022). In the results of processing using Space Syntax

(Connectivity & Integrity), it can be seen that the spatial pattern of Bongkasa Pertiwi Village forms a linear pattern with a network of roads and spaces that are already interconnected but at a low-medium level. The level of intelligibility is determined by the magnitude of the correlation value (R2) which indicates the level of reliability of the resulting regression model. By compiling the connectivity diagram as variable x and integration as variable y in the Depthmapx application, we found the correlation value R2: 0.0107275. The magnitude indicates a very low correlation level because it is very far from the value of "1" / "0.5". High integrity values cause spaces in the regional structure to tend to be easily accessible (natural movement theory) (Hillier, 2007). Based on the correlation value and theory, it can be concluded that the level of ease of individuals (village communities) in understanding the structure of building space is very low. The level of understanding also affects the level of ease of access / mobility of the community to move within the village area which is also very low.

Table 4. Area Point with the Highest Connectivity and Integration Value (same point)

No	Road (Circulation)	Area Point Ultimate Connectivity	Highest Integration Area Point	Image/Photo
1	Crossroads of Jalan Dewi Saraswati (Utama) with Jalan Dewi Sri The location is in the neighborhood of Br. Karang Dalem I Average Connectivity Level: 3.50 Average Integrity Level: 1.499	3	3	
2	Crossroads of Jalan Dewi Saraswati (Main) with Gang Dewi Parvati. Bale Banjar Karang Dalem II nearby The location is in the neighborhood of Br. Karang Dalem II Average Connectivity Level: 3,667 Average Integrity Level: 1.438	6	4	
3	Crossroads of Jalan Dewi Saraswati (Main) with Jalan Tanga Yudha The location is in the neighborhood of Br. Tegal Kuning Average Connectivity Level: 3,334 Average Integrity Level: 1.438	7	5	

No	Road (Circulation)	Area Point Ultimate Connectivity	Highest Integration Area Point	Image/Photo
4	<p>Jalan Tangga Yudha area in the "Olas Asih" Multipurpose Cooperative area</p> <p>The location is in the neighborhood of Br. Tegal Kuning</p> <p>Average Connectivity Level: 3,334</p> <p>Average Integrity Level: 1.433</p>	9	6	

Source: Researcher, 2023

Based on the results of connectivity and integration analysis that has been carried out, it was found that there are several highest area points in each category that have the same point / area position (table 4). The point of the area can then be understood as the most suitable area point to be placed any building / facility that functions publicly that is able to increase social interaction between space users (residents / tourists / tourism actors) within the BP Tourism Village area.

5. CONCLUSION

Based on the results of the overall analysis previously described, the spatial configuration characteristics of BP Tourism Village have a low level of Connectivity (Average Value: 2.19407) and Integrity (Average Value: 0.286216). So it can be concluded that the level of spatial connectedness and interintegration of space in the village area is also very low. The Hasl is reinforced by the results of Intelligibility analysis (R2 value: 0.0107275). The very low level of intelligibility causes social interaction between village communities within the scope of the Bongkasa Pertiwi Tourism Village area to also be low. Looking also from the axial analysis in depthmapX, Bongkasa Pertiwi Village has a linear circulation pattern and a very vertical geographical shape, and the spaces formed follow this circulation pattern so that they tend to be far apart between banjar areas (groups / settlement centers). Based on the pattern of circulation, the geographical shape of the area, it strengthens why the level of social interaction is low, because the distance between the points of integration / connectivity of settlements is high enough far apart. However, behind these findings, there are several points of area that in connectivity and integrity analysis both have the highest value, namely Point 1 (Intersection of Jl. Dewi Saraswati-Jl. Dewi); Point 2 (Jl. Dewi Saraswati-Gg Dewi Parwati Area Br. Karang Dalem II); Point 3 (Intersection Jl. Dewi Saraswati-Jl. Yudha's Ladder); and Point 4 (Jl. Tangga Yudha area near KSU "Olas Asih"). These 4 points in the future are very suitable to build a public / tourism facility that can increase the level of mobilization of tourists/villagers to increase the level of social interaction within the Bongkasa Pertiwi Tourism Village area.

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IDENTIFICATION OF ECOTHERAPY DESIGN CRITERIA IN PUBLIC OPEN SPACES AS AN EFFORT TO IMPROVE VISITOR'S MENTAL HEALTH

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Abstract

All activities that occur in public open spaces are basically forms of human expression as social beings who always have a deep relationship with the environment in meeting physical, psychological and social needs. Referring to mental health, the role of public open space is very important nowadays considering the number of teenagers with mental disorders in Indonesia, especially in Bali is very high. The role of public open spaces in improving the mental health of visitors is needed to reduce the prevalence of depression. The concept of ecotherapy in public open spaces can be implemented to promote mental health through human interaction with green spaces. This study aims to formulate ecotherapy design criteria in public open spaces and find out the design elements of public open spaces in Denpasar City and Klungkung Regency that need to be adjusted to be able to implement the ecotherapy concept. A synthesis of various ecotherapy theories and the link between public open spaces and mental health, as well as various studies or studies that have been conducted previously were carried out to formulate ecotherapy design indicators and sub-indicators in public open spaces. The research method used is mixed methods, by applying qualitative and quantitative approaches. The results of the study concluded that the two public open spaces which are the objects of study need to adjust the accessibility criteria, location, zoning, parking, furniture, facilities, and sign systems.

Keywords: Ecotherapy, Mental Health, Public Open Spaces, Bali

1. INTRODUCTION

Apart from being the lungs of the city and a binder in the structure of the city, public open spaces also play an important role as the center of interaction and social society both formal and informal, both individuals and groups. Public open space must actually be used by the community for various activities. According to (Mehta, 2013) the types of social behavior that can occur in public spaces are classified into three, namely relaxation, interaction, and affiliation. All types of social behavior that occur in public open spaces are basically forms of human expression as social beings who always have a deep relationship with the environment and nature in meeting physical, psychological (mental), and social needs.

In an effort to meet physical needs, open space always provides a place of physical activity that can be used by the public to improve physical health (Rutherford, 2012). Public open spaces with all the features they have are very related to human psychological (mental) health, by spending time in natural areas can help humans overcome mental problems (Kara and Oruç, 2021). Public green open spaces have also been shown to amplify human pro-social experiences that can help support social health such as reducing loneliness (Astell-Burt et al, 2021).

Referring to psychological health, interacting activities carried out on public green open spaces can cause positive changes in various psychological parameters including stress, concentration, depression, and aggression (Wilson et al, 2009). The role of public open space is very important today considering the number of people with mental disorders suffered by Indonesian adolescents is very high, recorded at 2.45 million adolescents in the country (results of the Indonesia National Adolescent Mental Health survey).

Moreover, the prolonged Covid-19 pandemic has a direct impact on all aspects of human life, including changing the way of interacting and how to use public spaces (Sepe, 2021). All restrictions and adaptations that must be carried out related to the pandemic cause limited space for humans as social creatures which results in new problems for individuals such as mental depression (Sulis, 2020). Bali itself is ranked fourth in the number of people with severe mental disorders in Indonesia according to the Basic Health Research of the Ministry of Health, after DIY Yogyakarta, Aceh, and South Sulawesi (Tribunnews.com, 2018). Denpasar City (3,348 people), Badung Regency (2,346 people), and Buleleng Regency (2,276 people), are the three highest cities/regencies in Bali with the highest prevalence of depression in the population aged ≥ 15 years, while Klungkung Regency (631 people) has the lowest depression prevalence rate (Ministry of Health RI, 2018).

The role of public open space as a new tourist destination in improving the mental health of visitors is needed to reduce the prevalence of depression. Open space design criteria need to be considered so that public open space can optimally play its role in improving the mental health of city residents. The concept of ecotherapy can be implemented in public open spaces to promote mental health through human interaction with green spaces (Utami, 2014). Ecotherapy is an approach that relies on the idea that humans have a harmonious relationship with the environment and nature, where the relationship will have therapeutic effects that can improve mental and emotional health (Rinihapsari, 2019 and Burls, 2007).

However, it cannot be identified whether the design of public open spaces in Denpasar City and Klungkung Regency has implemented the concept of ecotherapy to affect the prevalence rate of depression in Bali. Therefore, this study aims to formulate ecotherapy design criteria in public open spaces as an effort to improve visitors' mental health, and assess the extent to which these criteria are applied to public open spaces in Denpasar City and Klungkung Regency, and can further draw conclusions about design elements that need to be adjusted and / or need to be accommodated so that public open spaces can implement the concept of ecotherapy to improve the mental health of visitors.

2. LITERATURE REVIEW

There are three types of activities that can occur in public open spaces (Gehl, 1989), including necessary activities, optional activities, and social activities. Necessary activities are routine activities carried out daily regardless of the surrounding physical

environment. Optional activities are activities carried out by the community when conditions allow and depend on the quality of the physical environment such as walking, breathing fresh air, recreation, playing. Social activities are activities that depend on the existence of others in public spaces, such as interacting, watching, listening, active or passive participation. Meanwhile, according to (Mehta, 2013) the categories of social behavior in public spaces can be classified into three according to the types of behavior that are often carried out by space users, including relaxation, interaction, and affiliation.

There is always a two-way harmonious relationship between humans and their environment. Nature and the designed built environment play an important role in accelerating healing time (Erken, 2021). There are three main functions of open space (Rutherford, 2012) including as a recreation room, sports room, and natural space. In this case, recreation rooms, sports halls, and natural spaces are a form of new tourist destinations for city residents that are very suitable for the needs of today's city residents. Open space as a recreational space provides a place for informal play and physical activity, relaxation, and social interaction. Recreation spaces improve physical and mental health through activities that provide relaxation, entertainment, or stimulation. Open space as a sports space provides a venue for formal and structured sports activities such as team competitions, physical skills development, and training. Open space as a natural space provides a setting where people can enjoy the surrounding nature, protect local biodiversity, and the natural values of the area.

Ecotherapy approach in urban green space design has the concept of reconnecting humans with nature, whether through activities in parks, gardening, interaction with animals, outdoor walks (Chalquist, 2009; Utami, 2014), so it will encourage the release of endorphins to help people feel calmer and sleep better. Ecotherapy promotes public health and mental health through the interaction of people with green spaces (Burls, 2007; Utami, 2014). Ecotherapy aims to facilitate healing and achieve well-being (a healthy mental state, including physical, mental, and emotional states), based on a harmonious relationship with ecology (Burls, 2007).

3. RESEARCH METHODS

This research is a descriptive research, using quantitative methods. The quantitative paradigm uses assessment data from the research team related to the condition of public open spaces in Denpasar and Klungkung cities. The quantitative paradigm used in this study uses an assessment with a Likert scale which states that value 1 indicates very inappropriate conditions, value 2 conditions are not appropriate, value 3 conditions are not appropriate, value 4 indicates appropriate conditions, and value 5 indicates very appropriate conditions.

3.1 Research Location

The location of the study was conducted in cities or districts with the highest and lowest prevalence rates of depression in Bali Province, namely Denpasar City and Klungkung Regency. In each city and district, one of the most active public open spaces will be selected (crowded use). The public open space of Denpasar City that will be studied is the Bajra Sandhi Monument and the public open space of Klungkung Regency that will be studied is Kertha Gosa Park. Denpasar City was chosen as the research location, because according to data (Ministry of Health of the Republic of Indonesia, 2018), Denpasar was ranked at the top with the highest depression prevalence rate in Bali Province (3,348 people), while Klungkung Regency was chosen as the location of the

study, because Klungkung itself has the lowest depression prevalence rate in Bali Province (631 people), so the researcher wanted to compare the condition of public open spaces in the two places based on design criteria Ecotherapy that will be formulated first.

3.2 Data Collection and Analysis Methods

The data collection method is carried out through literature study, and observation. Analysis of library data was carried out to produce text data, in the form of formulation of ecotherapy design criteria in public open spaces. Data collected through observation in the form of an assessment with a likert scale of public open space design elements, will be analyzed with the help of JMP software, so that it will be known which design elements of public open space need to be adjusted or accommodated in order to better implement the concept of ecotherapy. Data collected through observation in the form of assessment were obtained from the results of assessment and direct observation by two researchers, two psychiatric specialists, and one psychologist.

3.3 Research Stages

There are three stages of research that will be carried out in this study, including the formulation of ecotherapy criteria design in public open spaces, assessment of public open spaces in Denpasar City and Klungkung Regency, and drawing conclusions on public open space design elements that need to be adjusted and or accommodated to better accommodate the concept of ecotherapy.

4. FINDINGS AND DISCUSSION

In this section, we will describe the formulation of ecotherapy design criteria that can affect or provide psychological comfort for visitors. This formulation is obtained from synthesis of various theories and studies or previous studies that have been carried out.

4.1 Formulation of Ecotherapy Design Criteria

Based on the results of theoretical synthesis and several studies or research that have been carried out before, the criteria for public open space ecotherapy design that affects the mental health of visitors have four main variables, including site, layout, space structure, and amenities variables. These four variables become a unity that cannot stand alone and must be met in the design of public open spaces to be able to have a positive influence on the psychological/mental of visitors.

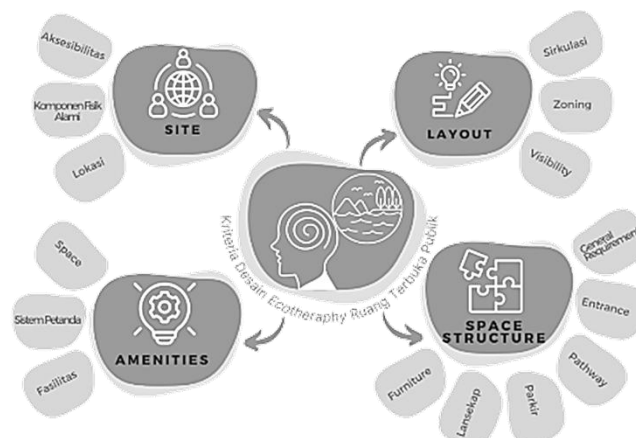


Figure 1. Formulation of Ecotherapy Design Criteria

Source: Prasandya, 2023

The four ecotherapy design variables will be derived back into several criteria, and each criterion has sub criteria. The sub-criteria obtained will later be used as an indicator of assessing the condition of public spaces in Denpasar City and Klungkung Regency. Three criteria were obtained for site variables, three criteria for layout variables, six criteria for space structure variables, and three criteria for amenities variables. Various criteria and sub-criteria of ecotherapy design can be seen in the following table.

Table 1. Site Variable Ecotherapy Design Criteria and Sub Criteria

Variable: Site			
No	Criteria	Sub Criteria / Indicators	Source
1	Access- ibility	1. Easily reached by various means of transport	(National Parks Board, 2017); (Goker., Parisa., Kahveci, 2020)
		2. Close to drop off vehicles to avoid visitors walking far	
		3. Availability of secondary access, facilitating maintenance or emergency use	
2	Natural Physical Components	4. Site topography does not make it difficult for users with various abilities to move	(National Parks Board, 2017); (Goker., Parisa., Kahveci, 2020); (Didem., et al, 2021); (Ekren, 2023)
		5. It has the potential of existing landscaping, creating a natural perception of open space	
		6. The size of the open space is enough to accommodate the entire activity	
		7. The existence of open space can accommodate and attract the arrival of various fauna (birds, butterflies, small animals) that can improve the natural image of open space	
		8. The boundaries of open space are clear, & create a safe garden	
3	Location	9. Open space layout provides calm and peace, the location is far from pollution sources that can cause distractions	(Ekren, 2023); (Xiaoqi, Feng., et al, 2022); (Zaki, Ahmed., et al, 2020); (National Parks Board, 2017); (Goker., Parisa., Kahveci, 2020)
		10. Open space can minimize negative factors and external interventions from urban noise	
		11. The location of the site allows visitors to enjoy natural sounds created by leaves, the sound of running water, the sound of birds	
		12. The location of the site has good air movement	

Source: Prasandya, 2023

Table 2. Ecotherapy Design Criteria and Sub Criteria Variable Layout

Variable: Layout			
No	Criteria	Sub Criteria / Indicators	Source
1	Circu- lation	13. The circulation path is easy to understand (looped pattern / other simple patterns)	(National Parks Board, 2017); (Goker., Parisa., Kahveci, 2020); (Ekren, 2023)
		14. The layout of the open space is easy to understand, visible and clearly defined from the entrance, users enter easily into the open space	
2	Zoning	15. Has activities zone and restorative zone	(National Parks Board, 2017); (Goker., Parisa., Kahveci, 2020); (Tambunan., et al, 2021); (Zaki, Ahmed., et al, 2020)
		16. The division of private space / isolated places zones is clear	
		17. The setting is organized and arranged in a clear area so that visitors can easily understand a place	
3	Visi- bility	18. Open space provides a clear view from all sides	(National Parks Board, 2017); (Zaki, Ahmed., et al, 2020)
		19. Offers beautiful open space views and visible from the entrance	

Source: Prasandya, 2023

Table 3. Criteria and Sub Criteria for Space Structure Variable Ecotherapy Design

Variable: Space Structure			
No	Criteria	Sub Criteria / Indicators	Source
1	General Requirement	20. Accommodates the physical and emotional safety of users	(National Parks Board, 2017); (Zaki, Ahmed., et al, 2020); (Ekren, 2023)
		21. Accommodates the physical and emotional comfort of users	
		22. Interesting space elements, can distract users from stress	
		23. Maintenance & sustainability of the space is well maintained	
2	Entrance	24. Entrance is interesting and becomes the center of attention	(National Parks Board, 2017); (Zaki, Ahmed., et al, 2020)
		25. Entrance is easy to see and easy to reach, accessible for all users	
3	Pathway	26. Pedestrian path with simple track, accessible for wheelchair users, and equipped with rest spots	(National Parks Board, 2017); (Zaki, Ahmed., et al, 2020); (Krasilnikova., et al, 2021)
		27. Safe and convenient passage available	
		28. Well-organized and non-conflicting paths	
		29. Path design motivates users to move	
4	Parking	30. Parking locations are clearly visible and accessible	(National Parks Board, 2017); (Zaki, Ahmed., et al, 2020); (Goker., Parisa., Kahveci, 2020)
		31. Vehicle parking distance close to open space	
		32. Availability of parking areas with the amount of parking that suits your needs	
5	Landscape	33. Landscape elements are multi-sensory	(National Parks Board, 2017); (Zaki, Ahmed., et al, 2020); (Goker., Parisa., Kahveci, 2020)
		34. There are natural and artificial waterscape elements that provide a relaxing effect	
		35. Visitors can access gardens & gardens directly	
		36. The use of plants that can attract fauna	
		37. Accommodates a variety of vegetation types	
6	Furniture	38. Accommodates vegetation types by diversifying colors, shapes, textures, aromas	(National Parks Board, 2017); (Zaki, Ahmed., et al, 2020); (Didem., et al, 2021)
		39. Furniture is multi-purpose, flexible / movable	
		40. Furniture has long durability, easy maintenance, functional	
		41. Furniture design is attractive and fun for all visitors	
		42. Availability of art elements that have effective and informative messages	
		43. Various seating options are available that are strategically placed	
		44. There is lighting that supports a sense of security and provides a beautiful view	
45. There are shaded areas that accommodate large group activities and shelters for small groups			

Source: Prasandya, 2023

Table 4. Ecotherapy Design Criteria and Sub Criteria Variable Amenities

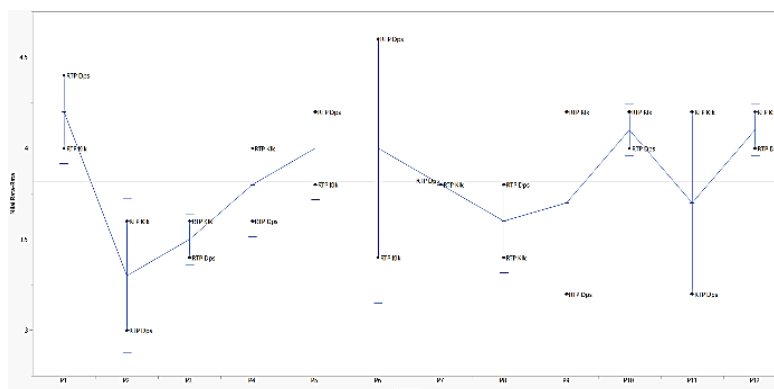
Variable: Amenities			
No	Criteria	Sub Criteria / Indicators	Source
1	Space	46. Following universal design principles	(National Parks Board, 2017); (Zaki, Ahmed., et al, 2020); (Ekren, 2023); (Kim, Sunyoung, 2021); (Didem., et al, 2021); (Polat., et al, 2017); (Tambunan., et al, 2021)
		47. Space design encourages physical activity	
		48. Provide opportunities for a wide selection of spaces that can be used by groups or individuals	
		49. Accommodating open spaces that are flexible / multi-functional and attractive	
2	Map System	50. The open space is equipped with a sign system and informative graphic elements	(National Parks Board, 2017); (Zaki, Ahmed., et al, 2020)
		51. Placement of marking systems in strategic locations	
		52. There is a sign system that shows directions and parking lots, entrances, exit routes	

3	Facili-ties	53. Accommodating the role of open space as a leisure space	(Polat., et al, 2017); (Tambunan., et al, 2021); (Kim, Sunyoung, 2021); (Didem., et al, 2021); (Zaki, Ahmed., et al, 2020); (Aristyowati., et al, 2021); (Barton, Rogesron, 2017); (Boz, Aybuke Ozge, and Canan, 2020); (National Parks Board, 2017); (Goker., Parisa., Kahveci, 2020)
		54. Accommodating the role of open space as an exercise space with facilities in the form of sports fields, cycling paths, jogging tracks, reflection paths, meditation areas	
		55. Accommodating the role of open space as a hobby space with facilities in the form of gardening space / urban farming (therapeutic horticulture), skatepark, care farming / animal-assisted interventions	
		56. Accommodating the role of open space as an education space with facilities in the form of a place to read / study, a mini library	
		57. Availability of guard post facilities, clean toilets, trash cans, wi-fi	

Source: Prasandya, 2023

4.2 Public Space Elements in Denpasar and Klungkung City that Need to Be Adjusted

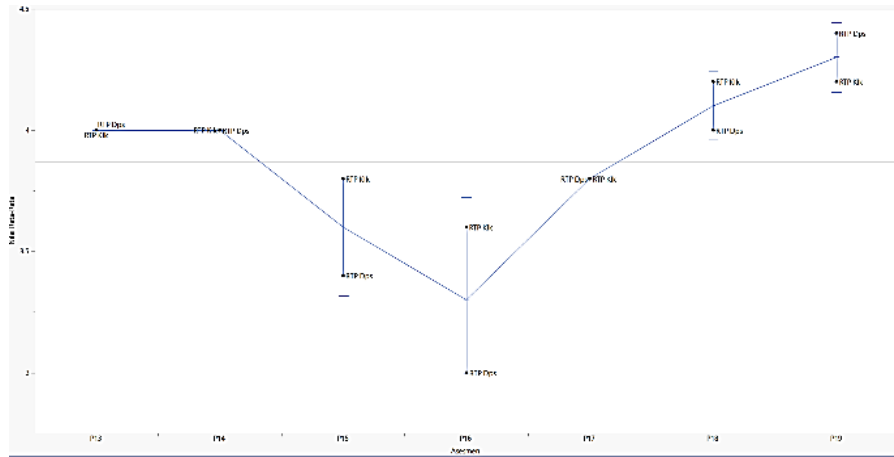
To find out the elements of public space that need to be adjusted to better accommodate the concept of ecotherapy, researchers together with mental health experts (psychiatric specialists and psychologists) have assessed the condition of the public space. The assessment is carried out on a Likert scale, a value of 1 indicates a very inappropriate condition, a value of 2 indicates a non-conforming condition, a value of 3 indicates a non-conforming condition, a value of 4 indicates a suitable condition, and a value of 5 indicates a very suitable condition.



Means and Std Deviations						
Level	Number	Mean	Std Dev	Std Err	Lower 95%	Upper 95%
P1	2	4.2	0.2828427	0.2	1.6587591	6.7412409
P2	2	3.3	0.4242641	0.3	-0.511861	7.1118614
P3	2	3.5	0.1414214	0.1	2.2293795	4.7706205
P4	2	3.8	0.2828427	0.2	1.2587591	6.3412409
P5	2	4	0.2828427	0.2	1.4587591	6.5412409
P6	2	4	0.8485281	0.6	-3.623723	11.623723
P7	2	3.8	0	0	3.8	3.8
P8	2	3.6	0.2828427	0.2	1.0587591	6.1412409
P9	2	3.7	0.7071068	0.5	-2.653102	10.053102
P10	2	4.1	0.1414214	0.1	2.8293795	5.3706205
P11	2	3.7	0.7071068	0.5	-2.653102	10.053102
P12	2	4.1	0.1414214	0.1	2.8293795	5.3706205

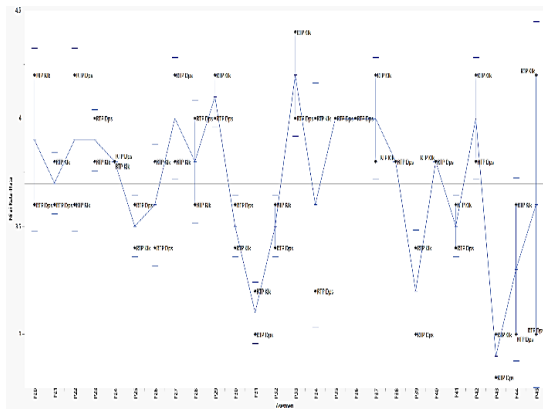
Figure 2. Results of Bivariate Analysis of Site Variables

Source: Prasandya, 2023

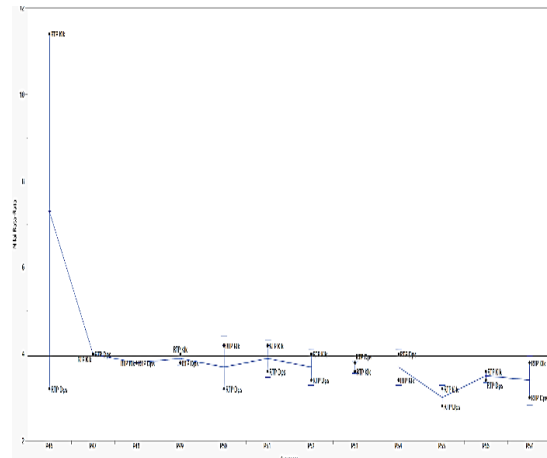


Means and Std Deviations						
Level	Number	Mean	Std Dev	Std Err		
				Mean	Lower 95%	Upper 95%
P13	2	4	0	0	4	4
P14	2	4	0	0	4	4
P15	2	3.6	0.2828427	0.2	1.0587591	6.1412409
P16	2	3.3	0.4242641	0.3	-0.511861	7.1118614
P17	2	3.8	0	0	3.8	3.8
P18	2	4.1	0.1414214	0.1	2.8293795	5.3706205
P19	2	4.3	0.1414214	0.1	3.0293795	5.5706205

Figure 3. Results of Bivariate Analysis of Layout Variables
 Source: Prasandya, 2023



Means and Std Deviations						
Level	Number	Mean	Std Dev	Std Err		
				Mean	Lower 95%	Upper 95%
P20	2	3.9	0.4242641	0.3	0.0081306	7.7118614
P21	2	3.7	0.1414214	0.1	2.4293795	4.9706205
P22	2	3.9	0.4242641	0.3	0.0881386	7.7118614
P23	2	3.9	0.1414214	0.1	2.6293795	5.1706205
P24	2	3.8	0	0	3.8	3.8
P25	2	3.5	0.1414214	0.1	2.2293795	4.7706205
P26	2	3.6	0.2828427	0.2	1.0587591	6.1412409
P27	2	4	0.2828427	0.2	1.4587591	6.5412409
P28	2	3.8	0.2828427	0.2	1.2587591	6.3412409
P29	2	4.1	0.1414214	0.1	2.8293795	5.3706205
P30	2	3.5	0.1414214	0.1	2.2293795	4.7706205
P31	2	3.1	0.1414214	0.1	1.8293795	4.3706205
P32	2	3.5	0.1414214	0.1	2.2293795	4.7706205
P33	2	4.2	0.2828427	0.2	1.6587591	6.7412409
P34	2	3.6	0.5656854	0.4	-1.482482	8.6824819
P35	2	4	0	0	4	4
P36	2	4	0	0	4	4
P37	2	4	0.2828427	0.2	1.4587591	6.5412409
P38	2	3.8	0	0	3.8	3.8
P39	2	3.2	0.2828427	0.2	0.6587591	5.7412409
P40	2	3.8	0	0	3.8	3.8
P41	2	3.5	0.1414214	0.1	2.2293795	4.7706205
P42	2	4	0.2828427	0.2	1.4587591	6.5412409
P43	2	2.9	0.1414214	0.1	1.6293795	4.1706205
P44	2	3.3	0.4242641	0.3	-0.511861	7.1118614
P45	2	3.6	0.8485281	0.6	-4.023723	11.223723



Means and Std Deviations						
Level	Number	Mean	Std Dev	Std Err		
				Mean	Lower 95%	Upper 95%
P46	2	7.3	5.7982756	4.1	-44.79544	59.395439
P47	2	4	0	0	4	4
P48	2	3.8	0	0	3.8	3.8
P49	2	3.9	0.1414214	0.1	2.6293795	5.1706205
P50	2	3.7	0.7071068	0.5	-2.653102	10.053102
P51	2	3.9	0.4242641	0.3	0.0881386	7.7118614
P52	2	3.7	0.4242641	0.3	-0.111861	7.5118614
P53	2	3.7	0.1414214	0.1	2.4293795	4.9706205
P54	2	3.7	0.4242641	0.3	-0.111861	7.5118614
P55	2	3	0.2828427	0.2	0.4587591	5.5412409
P56	2	3.5	0.1414214	0.1	2.2293795	4.7706205
P57	2	3.4	0.5656854	0.4	-1.682482	8.4824819

Figure 4. Results of Bivariate Analysis of Space Structure Variables (Left) and Amenities (Right)
 Source: Prasandya, 2023

The results of the research team's assessment on the sub-criteria of site variables (Figure 2) that are predominantly accommodated in both public open spaces include being easily reached by various means of transportation, having the potential for existing landscapes that can create landscape experience, having a sufficient space size to accommodate all visitor activities, open space can minimize negative factors of urban noise, as well as having good air movement. While the dominant sub-criteria are not accommodated in both public open spaces, they are close to the drop off vehicles, the availability of secondary access that facilitates staff in maintenance, clear open space boundaries, locations far from sources of air and noise pollution, and site locations allow visitors to enjoy natural sounds. The dominant sub-criteria that are not accommodated must certainly be reconsidered in both places of public open space to be able to accommodate the concept of ecotherapy.

The results of the research team's assessment of the sub-criteria of layout variables (Figure 3) that are predominantly accommodated in both public open spaces include having circulation paths that are easy to understand, open space layouts are easy to understand, open spaces have a clear view from all sides and make visitors feel safe, and offer beautiful and visible views of open space from the entrance. While zoning criteria (having activity and restorative zones, clear division of public and private zones, and having an orderly setting) are dominant criteria not accommodated in both public open spaces. Meeting zoning criteria is certainly needed in both places of public open space to be able to accommodate the concept of ecotherapy.

The results of the research team's assessment of the sub-criteria of the space structure variable (Figure 4) that are predominantly accommodated in both public open spaces include open space elements accommodating physical and emotional security, open space elements are attractive and can distract users from stress, maintenance and sustainability of well-maintained open spaces, entrance attractive, has a safe and comfortable path, has a well-organized path, path design can motivate visitors to move, landscape elements are multi-sense, landscape design allows visitors to access gardens and plants directly, the use of plants that can attract fauna, accommodate varied types of vegetation, furniture has long durability, sculpture elements are available and Artwork that has an effective and informative message.

The dominant sub-criteria are not accommodated in both public spaces including entrance easy to see and easy to reach, accessible pedestrian paths for wheelchair users, parking locations can be clearly seen and accessible to visitors, vehicle parking distances close to open spaces, parking areas are available with the number according to needs, natural and artificial waterscape elements are available , Furniture that is flexible and multi-purpose, attractive furniture design, available various choices of movable seating, available lighting that supports a sense of security and provides environmental aesthetics, and there are shaded areas that can accommodate large group and small group activities. The fulfillment of the dominant sub-criteria is not accommodated in these two public spaces certainly needs to be reconsidered so that these public open spaces can accommodate the concept of ecotherapy.

The results of the research team's assessment of the sub-criteria of variable amenities (Figure 5) are predominantly accommodated in both public open spaces, only space design that allows safe and comfortable use for everyone, space design can encourage users to do physical movements and other activities, accommodate open spaces that are flexible and multifunctional, and informative sign systems. While other sub-criteria cannot be accommodated in both public open spaces. The amenities variable sub-

criterion is the sub-criterion that most cannot be accommodated in both public open spaces. For this reason, the fulfillment of all sub-criteria in the amenities variable needs to be reconsidered so that public open spaces can accommodate the concept of ecotherapy.

Based on the results of bivariate analysis of all variables that can be seen in Figure 6, judging from the site variables, it can be concluded that the two public open spaces that are used as dominant study objects have accommodated the criteria of natural physical components, while the accessibility and location criteria still need to be adjusted again in order to accommodate the concept of ecotherapy that supports visitors' mental health. Important accessibility criteria to be adjusted include bringing public open spaces closer to the vehicle drop off area so that visitors are not far away from walking to open spaces, and accommodating secondary access in areas that can be used by staff at any time in case of emergency.

Important location criteria to be adjusted include allowing the area to accommodate natural sounds generated by the sound of leaves, running water, and animal chirping to be able to provide a calming natural perception to visitors and allow open space areas to be free from air pollution and noise that can cause distractions.

Judging from the layout variables, based on the results of bivariate analysis, it can be concluded that the two public open spaces that are the dominant study objects have accommodated circulation and visibility criteria. Zoning criteria that are important to adjust to both public open spaces include being able to better accommodate activity zones and restorative zones with balanced quantities and accommodating zone divisions that include public and private zones more clearly. Judging from the space structure variable, based on the results of bivariate analysis, it can be concluded that the two public open spaces used as study objects cannot meet parking criteria and furniture criteria.

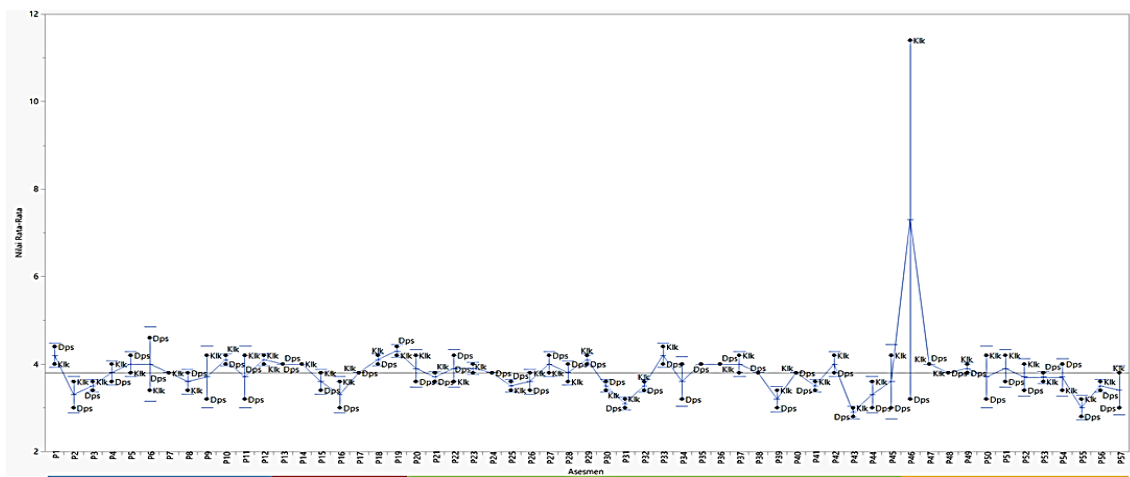


Figure 5. Results of Bivariate Analysis of Overall Variable Variables
 Source: Prasandya, 2023

Both public open spaces that are used as objects of study are very good at accommodating landscape criteria. Some sub-criteria that need to be readjusted in both public open spaces to better accommodate the concept of *ecotherapy* include both public open spaces must be more able to accommodate the physical and emotional comfort of visitors by presenting an aesthetic environment that helps visitors to relax, the second entrance of public open spaces must be more visible and accessible for people with disabilities, and pedestrian paths in both public open spaces must be accessible to wheelchair users.

Judging from the amenities variable, based on the results of bivariate analysis, it can be concluded that the two public open spaces that are used as study objects are very good at accommodating space criteria. Second, the public open space used as the object of study cannot meet the criteria of facilities and marking systems properly. Some sub-criteria that must be adjusted to both public open spaces include equipping open space areas with an informative marking system in showing directions or routes; location of entrance; parking; gathering place; and so on, more accommodating space that can act as leisure space (in the form of seating under a tree, playground, resting area, culinary area, hiking space, and art place), more accommodating space that acts as exercise space (bicycle paths, reflection paths, meditation areas), more accommodating spaces that act as Hobby Space (urban farming, skatepark, care farming), accommodates more spaces that act as education space (places to read or study, mini libraries), and accommodates other supporting facilities needed in the area such as guard posts, trash cans placed at strategic points, clean toilets with sufficient clean water availability, and Wi-Fi.

5. CONCLUSION

In order to create public open spaces as new tourist destinations for city residents that can improve the mental health of visitors, the design elements of two public open spaces used as research objects, namely Bajra Sandi Monument and Kertha Gosa Park, need to be adjusted. Based on the bivariate analysis conducted, the public open space used as the object of research, namely Bajra Sandi Monument and Kertha Gosa Park, has been very good in accommodating the sub-criteria of landscape, space, visibility, and circulation. Some criteria that need to be considered again and must be accommodated by public open spaces to be able to implement the concept of ecotherapy include criteria for facilities, parking, furniture, marking systems, entrance, zoning, and accessibility. The two characteristics of public open space that are used as research objects are both lacking in meeting the indicators on the variables: amenities, site, and space structure, so relevant stakeholders need to pay attention and meet every dominant indicator that is not met in order to create public open space that can improve the mental health of visitors.

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READLINESS LEVEL OF MOBILE-BASED MINI ENGLISH-INDONESIA-KOREAN DICTIONARY APPLICATION IMPLEMENTATION IN IMPROVING THE TOURISM SECTOR

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Abstract

The tourism sector has the advantage that it is currently undergoing continuous expansion and diversification compared to the manufacturing sector. Current tourism development in various regions offers innovative services through the application of information and communication technology. Currently, the application of mini dictionary applications is more widely applied in city tourism areas that have complete basic infrastructure, adequate availability of information and communication technology and a comprehensive service system. In the tourism sector in Indonesia has considerable potential and attractiveness in the natural and cultural tourism sector, in the development of tourism the central government through The Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency in each province has the aim of increasing the number of visits and services. This research will examine each tourist attraction, which in its development has developed as an urban area with the availability of supporting tourism facilities / infrastructure that has been fulfilled. The purpose of this study is to identify the level of readiness of tourist attractions in implementing mini dictionary applications in terms of the availability and quality of basic infrastructure services and ICT and tourist support facilities. This research uses the waterfall process method used to describe the research approach to the analysis process. The results of the analysis show that the level of readiness of the application of mini dictionaries at tourist attractions is stated to be against ready. The readiness of the application of the mini dictionary in terms of the availability and quality of basic infrastructure services and ICT and tourist support, based on the results of a review of all components in its application that can be reviewed from infrastructure, facilities and service systems shows that almost all tourist attractions have shown readiness in basic infrastructure and for ICT infrastructure and tourist support facilities are still in a somewhat ready position. This is due to the inadequate quantity and also ICT that has not been applied in tourism management.

Keywords: Mini Dictionary App, Mobile, Tourism, Readiness Level

1. INTRODUCTION

Indonesia has a wealth of natural and cultural potential that has been developed and utilised as a tourist attraction. In tourism development has a development plan consisting of coastal and cultural tourism destinations, in the tourism sector which is a superior tourist destination. With geographical conditions making this marine tourism destination very suitable and safe to carry out various activities. With natural and cultural conditions in Indonesia, it is an attraction that is always in demand by domestic and foreign tourists, because it is able to provide memories and a sense of wanting to return to travel. The diversity of culinary and art in Indonesia adds to the uniqueness and richness of the nation's culture which is able to attract many people who come to travel. Seen from the National Tourism Development Master Plan document 2010-2025 [1] and The Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency Strategy Plan 2020-2024 [2] which has increased tourism competitiveness and increased the contribution of the tourism sector to the national economy. This makes business people and the government or industry to develop the tourism sector.

Reporting from KoranKaltim.com about the lack of preparation of qualified and qualified human resources to support the improvement and attractiveness of tourism, especially the need for tour guides or tour guides who are good and proficient in English [3]. This shows how important tourism development in terms of language is used to increase the selling value in the tourism sector. Therefore, currently various countries are trying to increase competitiveness in the tourism sector by actively developing tourism through the use of more modern information technology. One way to improve the tourism sector is to utilise advances in information and communication technology, such as: Internet of Things, Big Data, Cloud Computing and Artificial Intelligence.

In developing the problems that occur and increasing tourism today, various tourist attractions offer advanced and innovative services for tourists. In the application of the mini dictionary application, it can be used to improve services by integrating information and communication technology that has an impact on the economy. Therefore, the application of mini campus applications is needed considering that nowadays travelling has become a necessity for many people and it is time to optimise the tourism sector by increasing the commercialisation of tourism areas through more modern tourism alternatives. Currently, the application of dictionary applications is more widely applied in city tourism areas or areas that already have basic infrastructure completeness and have adequate infrastructure availability and a comprehensive service system. In this study examines the level of readiness of the application of mini applications on all tourist attractions, with sufficient tourism potential for the development of tourist attractions.

Therefore, this research is important to do in order to determine the level of readiness of tourist destinations in implementing mini dictionary applications in terms of the availability and quality of basic infrastructure services and ICT and tourist support facilities. Through this mini dictionary application, it is hoped that it will be able to provide convenience for tourists to be able to access the application, improve the quality of tourism services and expand the tourism market more widely.

2. LITERATURE REVIEW

Table 1. Literature Review

Author & Title	Focus	Method
Ratmini, Dahlia. 2019. Dampak Penggunaan Aplikasi Online Dictionary Pada Pembelajaran Bahasa Inggris Di MA Al-Hidayah Muara Telang	Knowing students' perceptions in using online dictionaries in English learning	The research method used in this paper is a qualitative method to analyse the data.
Maulida Almas Fadhilah. 2021. Analisis Karakteristik Aplikasi Kamus Arab-Indonesia	Describe the scope of an Arabic-Indonesian dictionary	Qualitative method with descriptive analysis technique with library research by making the world of text as the object of research.
Angga Aulya, Entik Insannudin. 2016. Perancangan Aplikasi Berbasis Mobile Kamus Bahasa Indonesia Berbasis Android	The design of the application to meet the needs of these users is an Android-based Indonesian dictionary application.	The design of the application to meet the needs of these users is an Android-based Indonesian dictionary application.
Trinada, Muhammad Haikal. 2019. Penerapan <i>Smart Tourism</i> dalam Meningkatkan Sektor Pariwisata Pesisir di Kawasan Wisata Terintegrasi Teluk Lampung	Readiness of coastal tourism destinations in the integrated tourism area of Lampung Bay in implementing smart tourism	Deductive research with case study method, using purposive sampling. Qualitative inductive analysis and quantitative scoring

Source: April, 2023

The thing that distinguishes this research from other studies is that researchers will examine the application of mini dictionaries for the tourism sector. In its application, which is related to the completeness of basic infrastructure, the availability of adequate ICT infrastructure and services, and a comprehensive service system, the application of mini dictionary applications is currently more dominantly applied to tourism development in urban tourist attraction areas. This will be the focus of this research, namely the tourist attraction area which has great tourism potential but the problem is the lack of internet network and the capacity of the community in communication. The final thing that is expected is the suitability of elements in the mini dictionary application that can be applied in tourist objects that can support the development process so that the application of mini dictionary applications can increase the number of visitors, facilitate communication and get other needs in tourism activities and can expand tourism promotion more widely.

3. RESEARCH METHODS

This research explains the research approach, research object, research definition, data collection methods and analysis techniques. The following is a description of the research method on the Readiness Level of the Application of the Mobile-Based Mini Dictionary of English - Indonesia - Korea in Improving the Tourism Sector. The method used in this research is the waterfall method as a basis for collecting data and up to the maintenance stage [4].

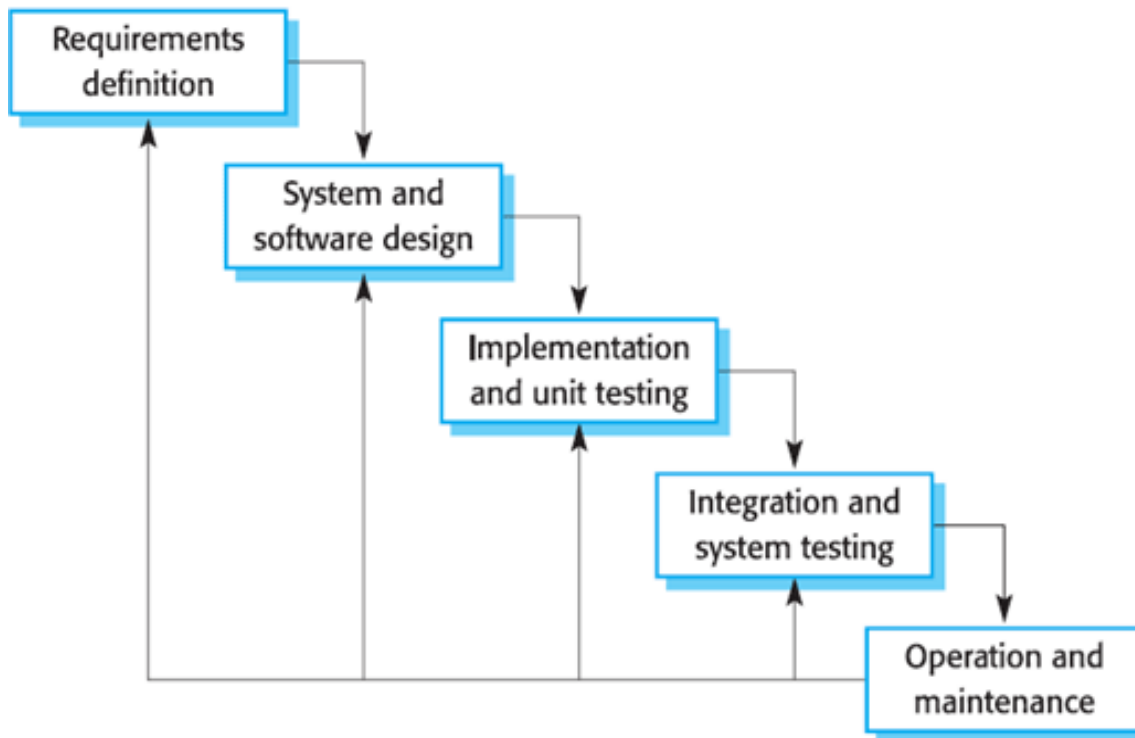


Figure 1. Metode Proses Waterfall
Source: Software Engineering, Sommerville, Ian, 2001

4. FINDINGS AND DISCUSSION

4.1 Socio-Cultural and Economic of Communities and Travellers

Provide an overview related to the socio-cultural characteristics of the community with the traditions/customs/customs of the community related to life in the tourist area. In addition, this will also provide an overview of the role of the community in the development of the tourism sector. The characteristics of the community around the tourist attraction are a combination of characteristics of urban and rural communities. The majority of people who live in coastal tourism objects have jobs as fishermen, service providers, lifeguards, traders and others. While people who live in tourist attractions other than beaches or one of them is a cultural object have jobs as farmers, traders, labourers, office workers and others. The location adjacent to technology that has undergone development makes many people understand the importance of following IT developments. In the application of technology, people who are in tourist attractions have used smartphones as one of the media to communicate and carry out an activity. However, the application of technology in the development of the tourism sector is still quite low.

4.2 Analysis of Readiness Level of Mini-Dictionary Implementation

This analysis explains the characteristics of the area with the availability of basic infrastructure, ICT infrastructure and tourism support facilities on the object. In the basic infrastructure, namely the electricity network that has the availability of electricity and energy sources and the distribution network is one of the facilities that is a vital part to be able to support all the needs and tourism activities in each destination. Each tourist attraction has the characteristics of an area dominated by population settlements and tourist attractions with quite dominant community activities. Furthermore, ICT infrastructure has an important function of its availability to be able to provide ease of

access and improve the quality of information services. Knowing the importance of the function of telecommunications networks to be able to facilitate communication and access information. The availability of ICT infrastructure and good service quality in telecommunications is done by using telecommunication indicators, namely:

- a. Has BTS and service radius up to the tourist attraction area.
- b. Speed pf accessing the internet.
- c. Development of telecommunication towers.

The availability of ICT infrastructure in each tourist attraction location is available to support tourism activities in each region and support the application of e-tourism recommendations in tourism sector development efforts. Assessment of tourist attraction services can be seen from the availability and quality of services at each object. With the mini campus application that can optimise tourists in communicating with the community around the object. In the application of ICT to support various tourism activities at this time is still quite minimal. In the development of the mini dictionary application, it aims to make it easier for tourists to fulfil the smart tourism element.

4.3 Infrastructure Readiness of Tourism Objects

Study findings are an analysis process carried out by researchers, based on the results of field findings from the theory used as a reference in finding data and the process of compiling analyses. Based on the results of observations and analyses conducted by researchers both in the field and the process after field implementation, the following study findings are related to the readiness of the application of the mini dictionary.

Table 1. Readiness Study Findings for Mini-Dictionary Application Implementation

Component	Study Findings
Basic Infrastructure and ICT	The electricity network in tourist attractions with remote locations still does not have readiness in the electricity network Telecommunications in several tourist attractions that have been built by several operators and internet services
Tourist Support Facilities	Availability of ICT in the operation of tourist support facilities: NOT READY because most of the tourist attractions do not yet support sufficient infrastructure

Source: April, 2023

From the results of the analysis carried out the level of readiness of the application of mini dictionaries studied based on basic infrastructure and ICT and supporting facilities at several tourist attractions. The level of readiness is obtained based on the tourist attraction of the readiness level of the application of the mini dictionary.

4.4 Development and Design of Mini Dictionary Application

4.4.1 Mini Dictionary App Development

The system design is designed in accordance with the analysis carried out at the previous stage. The system design consists of making programme flowchart, context diagram and data flow diagram. The programme flowchart design for the mini dictionary application is:

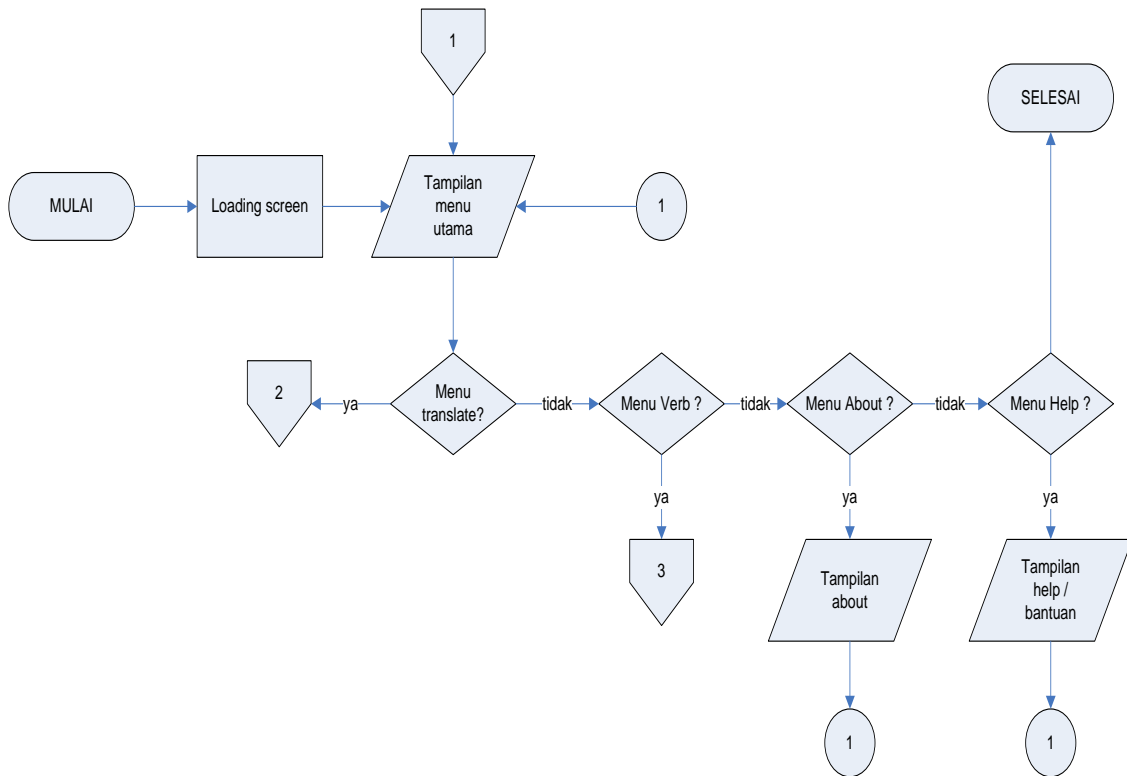


Figure 2. Flowchart of Mini Dictionary Application Program
 Source: April, 2023

While the context diagram design for the mini dictionary application has 2 entities, namely the user and the admin. The admin enters word data consisting of words in English, Indonesian and Korean and verb data into the application.

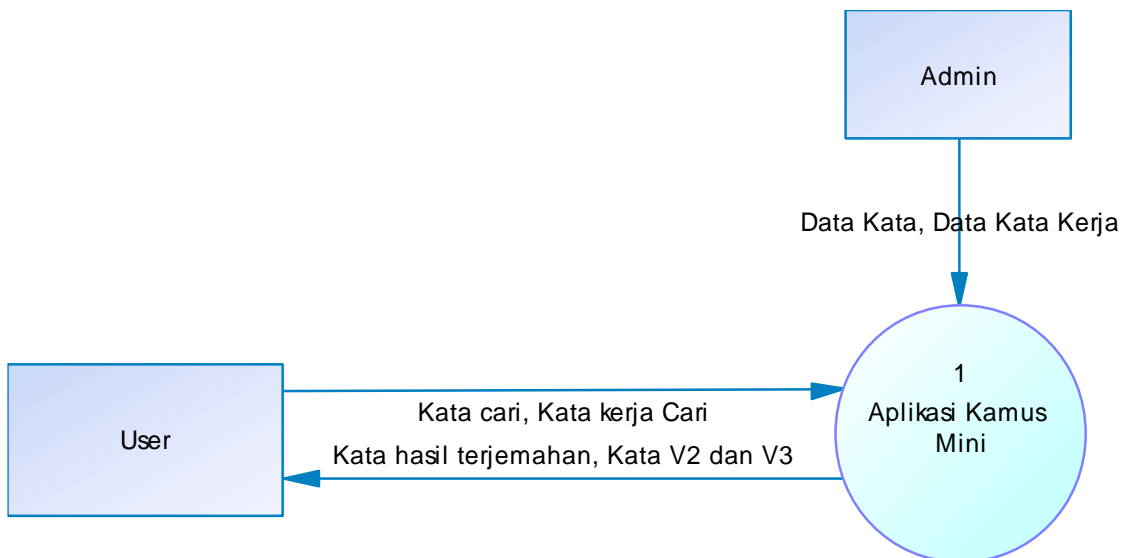


Figure 3. Context Diagram of Mini Dictionary Application
 Source: April, 2023

Furthermore, the implementation stage is the stage where the results of the analysis and design of the application that has been made in the previous stage are implemented into code.

4.4.2 Mini Dictionary App Design

The design of the mini dictionary application is carried out using the Eclipse IDE tool, in the java android programming language. This application programme is made for Andorid, the following are the results of the implementation of the page display design that has been made in the previous stages:



Figure 4. Main Menu Page
Source: April, 2023

On the display on this page that will appear after the splash screen. In this menu page there are 5 menus, namely the translate menu to translate words, the verb menu to search for verb 2 and verb 3, the about menu which contains an explanation of the dictionary, the help menu which contains an explanation of how to use the dictionary and the exit menu to exit the application.

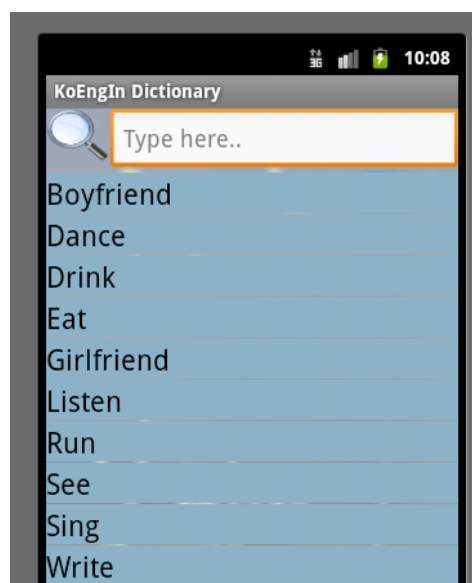


Figure 5. Translation Search Page of English Words
Source: April, 2023

The search process for English words also uses a query. The use of queries aims to make the list of words displayed can be displayed according to the characters typed in the textbox. The search also uses a porter stemming algorithm for English text combined with a query, so that if the user types in a word with symbols, the base word will be displayed.



Figure 6. Translation Results Display Page for Words in Indonesian
Source: April, 2023

The result page display for Korean words is accompanied by a reading method that can make it easier for users to learn Korean. The translation results are also equipped with a description of the type of word.

5. CONCLUSION

The readiness of the application of the mini dictionary on the availability of infrastructure with connections between each sub-system in the tourist area. The availability of basic infrastructure and ICT is already available. However, in improving the service system through the application of information and communication technology that has not been applied, this results in the level of readiness of the application of mini dictionaries that are assessed based on basic infrastructure and ICT and tourist support facilities are declared NOT READY. At the level of readiness of the application of mini dictionaries in tourist attractions that are ready only the availability and quality components of basic infrastructure and ICT. This is because the management and development have not implemented ICT, such as improving the quality of services through the application of mini dictionary applications. In the component of tourist support facilities that are reviewed based on the availability and application of ICT in supporting various tourism activities as a whole are stated to be AGAINST READY. Meanwhile, components that are not ready to support the application of mini dictionary applications.

For the results of the analysis of the readiness level of the application of mini dictionaries in several tourist attractions in the readiness level of its application. In the development of each tourist attraction has a superior attraction and capacity in readiness to meet the needs of tourists related to services from basic infrastructure and ICT so that it can become a tourist destination of choice for foreign and domestic tourists. When compared with precedents, the readiness of the application of mini dictionaries that include ready from the component of tourism actors and the availability of supporting facilities.

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ANALYSIS OF DOMESTIC TOURIST SATISFACTION AND LOYALTY IN PENGLIPURAN TOURISM VILLAGE, BANGLI

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Abstract

Penglipuran Tourism Village is an independent tourist village that has been developing since 1993. In its development, tourist behavior is very important to know. Two important aspects that must be known are tourist satisfaction and loyalty. In tourism marketing studies, there are many aspects that influence satisfaction and loyalty, including tourist motivation and destination attributes. Analyzing tourist behavior is very important as an evaluation step and a sustainable marketing strategy. The aims of this research are 1) to analyze the influence of motivation and destination attributes on tourist satisfaction, 2) to analyze the influence of motivation and destination attributes on tourist loyalty, 3) to analyze the influence of tourist satisfaction on tourist loyalty. This research was designed using quantitative methods which aim to analyze the size of the correlation and causal relationship between variables and justify the significance of each hypothesis. One hundred domestic tourists who have visited are the samples in this study. The sample was determined using accidental sampling by distributing questionnaires online via Google Form. Data were analyzed using SEM (Structural Equation Modeling) with SmartPLS software version 3.0. The research results show that 1) motivation does not have a significant effect on tourist satisfaction. Destination attributes have a significant effect on tourist satisfaction, 2) motivation does not have a significant effect on tourist loyalty. Destination attributes do not have a significant effect on tourist loyalty, 3) tourist satisfaction has a significant effect on tourist loyalty. Through the findings of this research, it can be used as reference material for sustainable marketing in looking at the behavior of domestic tourists who visit the Penglipuran Tourism Village.

Keywords: Tourist Motivation, Destination Attributes, Tourist Satisfaction, Tourist Loyalty, Penglipuran Tourism Village

1. INTRODUCTION

Penglipuran was developed as a tourist destination or is now known as a tourist village since 1993. It has become a tourist village because it has the potential for unique culture, architecture, spatial layout and beauty. Community-based tourism with a cultural and environmental perspective is the concept and vision in its development. The development of the Penglipuran Tourism Village from year to year has a positive trend. Based on data on tourist visits from 2015 to 2022, it is known that the growth rate of

tourist visits is increasing every year. According to academic studies conducted previously, it was stated that employment opportunities were affected in a way positive and significant by development village tour as well as the number of tourists visiting. Apart from that, it is known that community welfare is influenced positively and significantly by the development of a tourist village, the number of tourist visits, and employment opportunities (Yasa and Bagia, 2015).

The Covid-19 pandemic has had an impact on tourism activities in Bali Province since March 2020. This has resulted in the temporary closure of various tourist attractions, as well as the Penglipuran Tourism Village. This temporary closure has a negative impact on community welfare. After seven months of temporary closure, it finally reopened in October 2020. The reopening aims to restore the economy of the community which depends on the tourism industry. In the recovery phase, maximizing domestic tourist visits is an option recommended by the government. Besides that, satisfaction traveler must always guard for create loyalty tourists visit the Tourism Village Penglipuran.

Tourist satisfaction and loyalty are two aspects that measure the success and sustainability of a tourist village. Chiu et al. (2016); Hermawan (2017); and Coban (2012) stated that tourist satisfaction and loyalty have a strong relationship. The success and sustainability of a brand in context This that is village tour No based on amount tourists who only visit once, but is based on the number of tourists who have high loyalty (Kotler, 2000). Based on this background, it is deemed necessary to measure the satisfaction and loyalty of visiting tourists through two components, namely the influence of tourist motivation (push factor) and the influence of destination attributes (pull factor). Based on this urgency, it is necessary to conduct research on the influence of motivation and destination attributes on tourist satisfaction, the influence of motivation and destination attributes on tourist loyalty, and the influence of tourist satisfaction on tourist loyalty.

2. LITERATURE REVIEW

In the context of tourist behavior, Wickens (2002) divides tourist behavior into three categories, namely before trip (motivation, destination attributes, and destination image), during trip (service quality, activities carried out, and expenditure), and after trip (satisfaction, loyalty, and intention to visit return). Mathieson and Wall (1982) in Suwena and Widyatmaja (2017) stated that tourist motivation is categorized into four, namely cultural, physical, personal and prestige motivation. According to Ryan (1991) in Pitana (1995) there are several encouraging factors somebody for carrying out a tourist trip includes strengthening, prestige, family bonds, wish fulfillment, escape, self-fulfillment, relaxation, play, educational opportunity, romance, and social interaction. Guzel (2017) defines Destination attributes as satisfying attributes traveler and create intention for return. Destinations Attributes are important pull factors for a tourist destination as a reason for tourists in determine choice. Zhou (2005) summarize several indicators regarding destination attributes, namely culture and history, service, landscape, special animals, entertainment, closed to destination, relaxing, wildlife, climate, adventure, price, accessibility, sport, special events and activities, safety, and local people attitude toward tourists.

Ali Hasan (2015) in Suwena and Widyatmaja (2017) states that the factors in the process of forming tourist satisfaction are tourism products, evaluation instruments, and products and services. The principle of satisfaction is a comparison of the perceived level of performance with the expectations held. If the perceived level of performance of a product is greater than expectations, then tourists will feel satisfied, and vice versa,

tourists will feel dissatisfied if the level of performance of a product is lower than their expectations. Zhang et al. (2014) stated that tourist loyalty is the psychological commitment of tourists or the intention to visit again and the willingness of tourists to provide recommendations for tourist destinations to other people. A tourist is called loyal or loyal if he shows regular purchasing behavior over a certain period of time (Griffin, 2015). Based on this view, it can be stated that loyalty is an attitude Which loyal from traveler in well behaved in a way direct or not direct.

Previous research that has measured aspects of tourist satisfaction and loyalty is Albayrak and Caber (2018); Chiu et al. (2016) and Nusantini (2016). Albayrak and Caber (2018) examined the relationship between tourist motivation and satisfaction from two competing methods. The results of this research state that motivation is a significant determining factor in satisfaction. This research only measures the influence of motivation on satisfaction without measuring the loyalty aspect. In the research of Chiu et al. (2016) who analyzed the influence of destination image and tourist satisfaction on tourist loyalty stated that cognitive image has a direct influence on affective image and confirmed the process of forming destination image, both cognitive and affective image have a positive influence on satisfaction, and in turn satisfaction predicts tourist loyalty. This research reveals other aspects that influence satisfaction, namely aspects of destination image and measuring the influence of satisfaction on loyalty. Meanwhile, Nusantini's (2016) research discusses destination attributes that influence the loyalty of tourists visiting the Sanur area. This research states that in general tourists who visit the Sanur area are classified as loyal. Tourist loyalty to the Sanur area is measured based on the verbal recommendation variable, positive experience description variable, invitation to vacation variable, and statement of superiority variable. The recommendation variable or word of mouth is the variable that has the highest value, which can be interpreted as the importance of the recommendation aspect in measuring tourist loyalty. These three previous studies are benchmarks that were used as inspiration for this research. Collaborating motivation variables and destination attributes as endogenous variables is a representation of internal and external factors that influence the exogenous variables of satisfaction and loyalty. Of course, this research was designed to be more complex and a variety of variables were used so that it was able to see more varied tourist behavior.

3. RESEARCH METHODS

The method used in this research is a quantitative method which aims to analyze the size of the correlation and causal relationship between variables. Quantitative methods are also used to justify the significance of each hypothesis made. Hypotheses are proposed based on studies that have been carried out previously. The hypotheses proposed include: H1: The influence of motivation on satisfaction (Albayrak and Caber 2018; Agyeiwah *et al.*, 2019); H2: The influence of destination attributes on tourist satisfaction (Albayrak and Caber, 2016; Kusyanda, et al., 2020); H3: The effect of satisfaction on loyalty (Coban, 2012; Chiu, *et al.*, 2016; Hermawan, 2017); H4: The influence of motivation on loyalty (Yoon and Uysal, 2005); H5: The influence of destination attributes on loyalty (Nusantini, 2016).

The operational variables used as references in formulating indicators and then used as item parameters can be seen in table 1.

Table 1. Operational Description of Latent Variables and Indicators

Variable	Indicator	Code	Source
Tourist Motivation (X1)	Escape and relax	MOT 1	Ryan, 1991 in Pitana, 1995
	Strengthening family bonds	MOT 2	
	Social interaction	MOT 3	
	Educational opportunities	MOT 4	
	Wish fulfillment	MOT 5	
Destination Attributes (X2)	Culture and history	DAT 1	Zhou, 2005 and Guzel, 2017
	Landscapes	DAT 2	
	Local people attitude toward tourists	DAT 3	
	Image	DAT 4	
	Facilities and atmosphere	DAT 5	
Tourist Satisfaction (Y1)	Friendliness of local people	SAT 1	Ali Hasan, 2015 in Suwena and Widyatmaja, 2017
	Service quality	SAT 2	
	Facility	SAT 3	
	Price	SAT 4	
	Non-monetary costs	SAT 5	
Tourist Loyalty (Y2)	Repeat purchase	LOY 1	Nusantini, 2016; Zeithamlet <i>et a.</i> , 1996; Paliati, 2004
	Defense of misinformation	LOY 2	
	Providing criticism and suggestions for destinations	LOY 3	
	Provide recommendations to others	LOY 4	
	Inviting other people on vacation	LOY 5	

Source: April, 2023

Referring to the research variables, hypotheses and Table 1, five influencing relationships can be conceptualized, which are formed by four latent variables. These five relationships are hypotheses that are developed. This hypothesis can be accepted or rejected, if it is accepted it means the variable has a significant influence, if it is rejected it means the influence is not significant. Apart from looking at the significance of a variable, indicators and parameters can also be seen as representations of variables that dominate in explaining a latent variable. Next, you can see a picture of the relationship between variables in Figure 1.

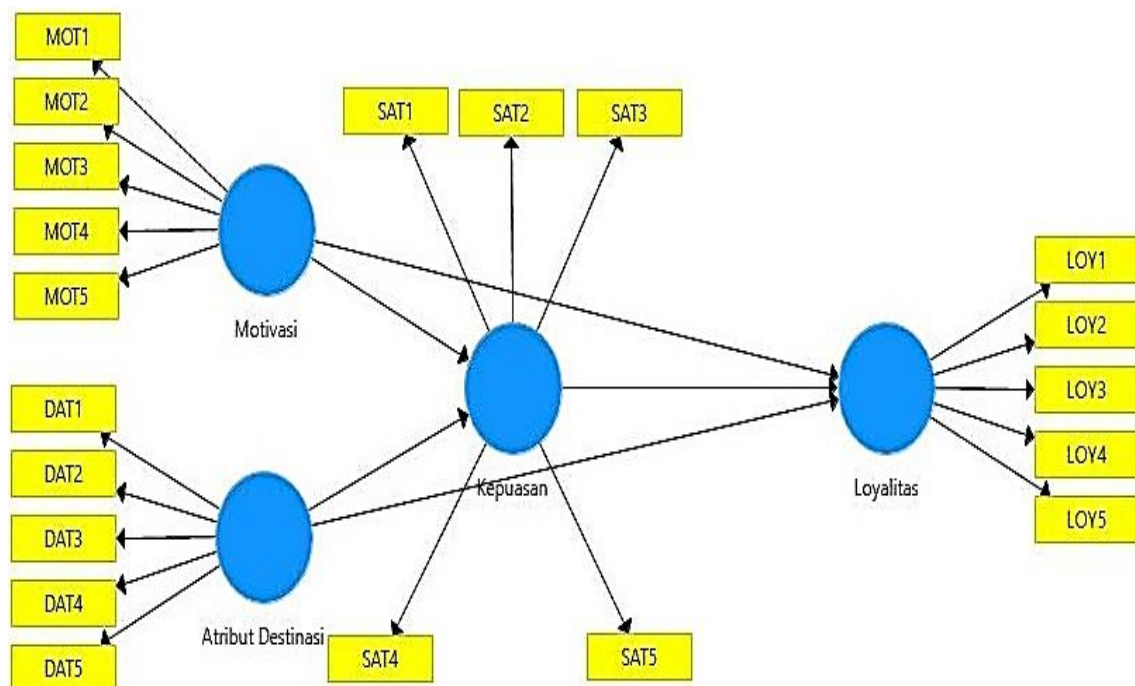


Figure 1. Research Structural Model
 Source: Data Processing Results on SmartPLS, 2023

The sampling technique was carried out by accidental sampling. The number of respondents determined was one hundred people. One hundred respondents were determined based on the opinion of Ghozali (2014) who stated that the number of samples could be determined in the range of thirty to one hundred. This consideration is based on limitations in the use of the student version of *SmartPLS* 3.0 software, and the complexity of the variables in the model which resulted in determining the maximum sample. The respondents chosen were domestic tourists who had visited the Penglipuran Tourism Village. The main data was obtained through distributing questionnaires online using Google Form. Data was also obtained through interviews, observation and documentation. Analysis of the data was carried out using structural equation modeling with detailed descriptive explanations. In SEM-PLS or PLS model evaluation, there are two sub models that must be analyzed separately, namely evaluating the outer model and inner model. The outer model is a measurement model to assess the validity and reliability of the model. Through an algorithm iteration process, the measurement model parameters (convergent validity, discriminant validity, composite reliability and Cronbach's alpha) were obtained including the R^2 value as a parameter for the accuracy of the prediction model. Meanwhile, the inner model is a structural model to predict causal relationships between latent variables. Through the bootstrapping process, t- statistical test parameters are obtained to predict the existence of a causal relationship (Abdillah and Jogiyanto, 2015).

4. FINDINGS AND DISCUSSION

4.1 Relationships and Structural Models of Research

Based on the hypothesis, the five relationships or correlations in the model include the influence of motivation on satisfaction, the influence of destination attributes on satisfaction, the influence of satisfaction on loyalty, the influence of motivation on loyalty and the influence of destination attributes on loyalty. The causal relationship in this research is a relationship that is seen directly and indirectly so that you can see and analyze the model as a whole.

4.1.1 Checking the Measurement Model (Outer Model)

Outer model checking is carried out through an iterative process algorithm. Parameter the outer model is evaluated through mark (Cronbach's alpha, convergent validity, composite reliability, and discriminant validity) including the value of the coefficient of determination (R^2) as a parameter for the accuracy of the prediction model. Evaluation of the convergent validity value is carried out by looking at the value of the loading factor on indicator. Convergent validity analysis is a stage carried out to analyze that the measures of a construct should be highly correlated. An indicator or measurer for a variable is declared highly correlated or valid if it meets the convergent validity test requirements, so that the indicator is suitable to be used to measure variables which can then be used to test the research model. Dari all indicator, part big own validity which is good, but there are two indicators that must be eliminated because they do not meet the requirements (<0.7). These two indicators are reflective of motivation variables. So all the indicators in the model are 18 indicators, can be seen in Table 2.

Table 2. Results of Validity Test of Research Variables

Variable	Indicator	Validity		
		Convergent	$\sqrt{\text{AVE}}$	AVE
Motivation	MOT 2	0.791	0.802	0.644
	MOT 3	0.840		
	MOT 4	0.775		
Destination Attributes	DAT 1	0.713	0.772	0.596
	DAT 2	0.786		
	DAT 3	0.881		
	DAT 4	0.707		
	DAT 5	0.760		
Satisfaction	SAT 1	0.845	0.853	0.728
	SAT 2	0.915		
	SAT 3	0.834		
	SAT 4	0.861		
	SAT 5	0.807		
Loyalty	LOY 1	0.861	0.830	0.689
	LOY 2	0.801		
	LOY 3	0.718		
	LOY 4	0.862		
	LOY 5	0.898		

Source: Data Processing Results on SmartPLS 3.0, 2023

Next, a discriminant validity evaluation was carried out on the measurement model. The discriminant validity test is assessed based on the cross-loading value of the measurement model with the construct. Discriminant validity testing can also be done by comparing the AVE root value of a construct with the AVE root value of other constructs in the model. A model is declared to have good discriminant validity if the root value of the AVE in each construct has a value greater than the correlation coefficient value (Chin, Gopal, and Salinsbury, 1997; in Abdillah and Jogiyanto, 2015). Examination of discriminant validity values can be seen in Table 3.

Table 3. Discriminant Validity Check

Variable	Motivation	Destination Attributes	Satisfaction	Loyalty
Motivation	0.802			
Destination Attributes	0.782	0.772		
Satisfaction	0.631	0.710	0.853	
Loyalty	0.632	0.686	0.722	0.830

Source: Data Processing Results on SmartPLS 3.0, 2023

Based on Table 3, it is known that the value of the AVE root can be seen on the main diagonal in bold, apart from that it is the correlation coefficient value. Data This showing that in a way whole root from AVE has a value bigger than the correlation coefficient value, but the destination attribute variable has a smaller AVE root value compared to the correlation coefficient value. So, the next step needs to be a detailed search of the destination attribute variables by looking at the cross values loading.

Discriminant validity can be supported through item loading values that are higher than the cross-loading values. Detailed results of examining cross loading values can be seen in Table 4.

Table 4. Cross Loading Examination of Destination Attribute Variables

Variable	Attribute Destination (Item Load)	Satisfaction (Cross Loading)	Loyalty (Cross Loading)	Motivation (Cross Loading)
DAT 1	0.713	0.471	0.521	0.596
DAT 2	0.786	0.591	0.475	0.569
DAT 3	0.881	0.605	0.532	0.659
DAT 4	0.707	0.517	0.451	0.623
DAT 5	0.760	0.547	0.649	0.575

Source: Data Processing Results on SmartPLS 3.0, 2023

Based on Table 4, known that all over indicator from attribute destinations have higher item loading values compared to their cross-loading values. Therefore, all latent variables have mark discriminant validity Good as well as inspection can done in stages next.

After being declared valid in the previous examination stage, the next stage is a composite validity examination. In SEM-PLS analysis, reliability testing can be carried out by observing the composite reliability value and the Cronbach alpha value. Cronbach alpha is the threshold below the reliability value of the construct, and composite reliability is used to measure the actual reliability value contained in the construct (Chin, 1995 in Abdillah and Jogiyanto, 2015). Referring to the opinion of Ghozali (2014), a variable is said to be reliable if the composite reliability value is >0.70 . The examination results can be seen in Table 5.

Table 5. Results of Variable Reliability Tests Study

Variable	Cronbach Alpha	Composite Reliability
Motivation	0.722	0.844
Destination Attributes	0.828	0.880
Satisfaction	0.906	0.930
Loyalty	0.886	0.917

Source: Results from Data Processing in SmartPLS 3.0, 2023

Based on the results of the reliability test of the research variables, it is known that the reliability of all variables has the same value Good. Entire mark *cronbach alpha* nor composite reliability own value is greater than the requirement threshold. Taking this into account, the analysis can be carried out at the next stage, namely model checking structural.

4.1.2 Inspection of the Structural Model (Inner Model)

Examination of the structural model is analyzed through the coefficient of determination (R^2) And model fit or goodness of fit index. Mark R^2 can provide information on the influence of exogenous variables on endogenous variables (Chin, 1998 in Suryawardani, et al., 2017). Paying attention to this view, it can be interpreted that if the value R^2 is higher, the prediction model will be better. If R^2 has a value of 0.19 – 0.32, meaning the exogenous latent explanatory ability is weak. If the value R^2 is 0.33 – 0.66, then it means that the exogenous latent explanatory power is moderately moderate. If the value R^2 is ≥ 0.67 then it means the latent explanatory ability is exogenous strong. The examination results can be observed in detail in Table 6.

Table 6. Feasibility Values for Research Variables

Variable	Variable Type	Arrangement Items	AVE	R ²
Motivation	Exogenous	3	0.644	-
Destination Attributes	Exogenous	5	0.596	-
Satisfaction	Exogenous/Endogenous	5	0.728	0.519
Loyalty	Endogenous	5	0.689	0.591
Weighted Average Value			0.666	0.555

Source: Data Processing Results on SmartPLS 3.0, 2023

Based on Table 6, it is known that all endogenous variables have a coefficient of determination value >50%. This data states that the explanatory power of exogenous versus endogenous is quite strong (moderately). Next, the feasibility of the structural equation model was carried out by examining the GoF (Goodness of Fit index) value. The GoF value in this analysis is used to validate the combined performance of a measurement model with a structural model, which is a single measure. The GoF test results can be seen in detail in Table 7.

Table 7. Results of the Goodness of Fit Test of the Research Model

	Saturated Model	Estimate Model
SRMR	0.085	0.085
D_ULS	1,237	1,237
D_G	0.927	0.927
Chi_square	425,543	425,543
NFI	0.704	0.704

Source: Data Processing Results on SmartPLS 3.0, 2023

At the Goodness of Fit test level, a model is declared to meet the criteria if it has SRMR < 0.1 is declared perfect if it has an SRMR value <0.08. Based on Table 7, it is stated that the model has an SRMR value of 0.085, therefore, the model meets the Goodness of Fit criteria and is suitable for use in testing research hypotheses.

4.2 Hypothesis Testing

Paying attention to the analysis of the outer and inner models built shows that each indicator and its latent can explain the correlation and relationship with each other. Likewise, the model in this research is accurate and reliable, so that hypothesis testing can then be carried out. In structural equation modeling analysis, hypothesis testing can be seen from the values t-statistics as well as p-values. Hypothesis accepted when mark t-statistics > 1.96 (tow tailed) and p values < 0.05 (Hussein, 2015; Kencana, et al., 2015 in Mertha, 2016).

Hypotheses can be checked through t-statistic values and p values. The t-statistic values and p values were obtained through a bootstrapping process using a sample size of 100 and repeated 500 times. Paying close attention to the criteria for accepting and rejecting hypotheses, the findings in this study reveal that 2 hypotheses were accepted, and 3 hypotheses were rejected. Before presenting the results of the hypothesis test, you can see the structural equation model in this research which provides an overview of the hypothesized causal relationship in Figure 2.

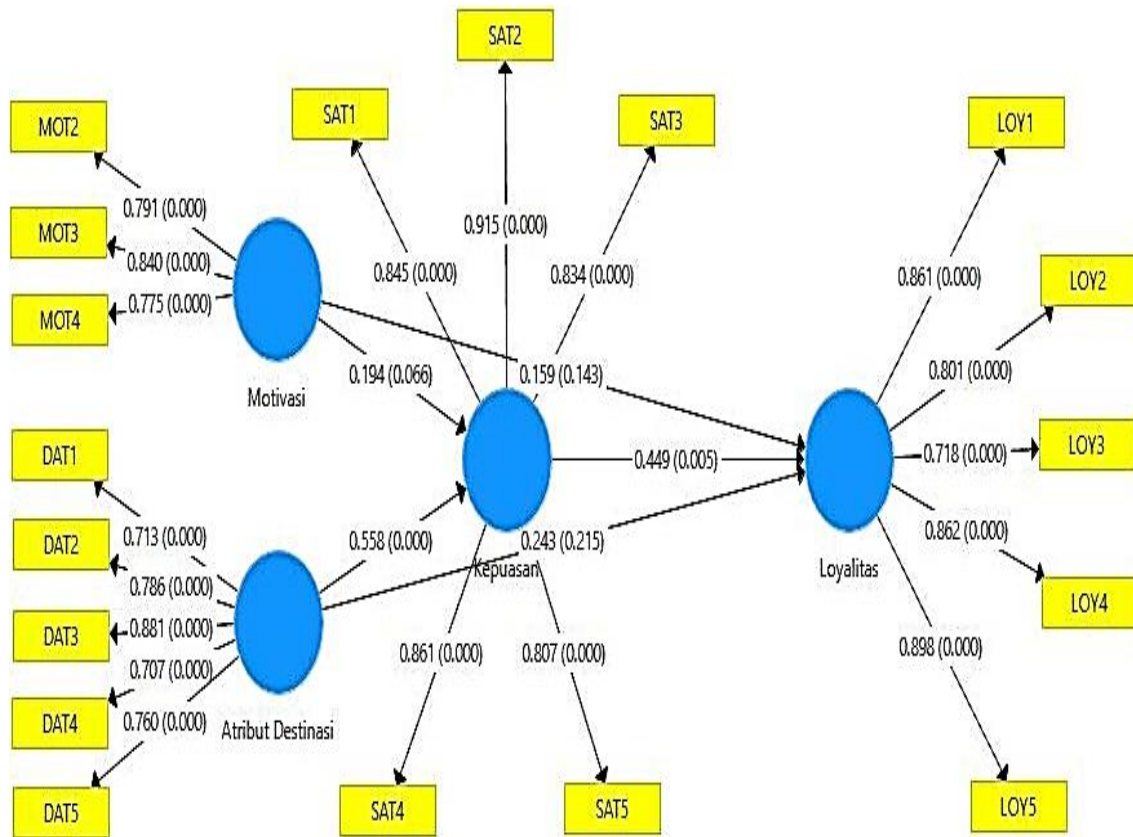


Figure 2. Research Structural Equation Model
Source: Results from Data Processing in SmartPLS 3.0, 2021

Based on Figure 2, it is known that the five proposed hypotheses can be tested for their relationship or influence through path coefficient values. The greater the value of the path coefficient for the exogenous latent relative to the endogenous latent, the greater the influence. Looking at the relationship reflectively, it can be explained that all latent variables have been reflected by each item significantly. In detail, the direct effect causal relationship and its significance from the five hypotheses prepared can be observed in Table 8.

Table 8. Direct Effect of Exogenous Variables on Endogenous Variables

Hypothesis	Latent Variables		Original Sample	t-Statistics	P Values	Information
	Exogenous	Endogenous				
H1	Motivation	Satisfaction	0.194	1,720	0.086	Not significant
H2	Destination Attributes	Satisfaction	0.558	3,615	0,000	Significant
H3	Satisfaction	Loyalty	0.449	2,926	0.004	Significant
H4	Motivation	Loyalty	0.159	1,384	0.167	Not significant
H5	Destination Attributes	Loyalty	0.243	1,229	0.220	Not significant

Source: Data Processing Results on SmartPLS 3.0, 2023

In Table 8, it shows that the hypotheses prepared are either accepted or not rejected, and how much big influence from variable exogenous to endogenous variables. In accordance with the hypothesis prepared in this research, it can be described in detail as following.

4.2.1 The Influence of Motivation on Satisfaction Traveler

Based on the research results, it is shown that motivation has no significant effect on tourist satisfaction. Through the path coefficient value on connection latent motivation to latent satisfaction shows that the causal relationship only has a value of 0.194. This fact justifies that tourist motivation has an influence on tourist satisfaction of 19.4%, but the influence is not significant. The insignificant influence of motivation on satisfaction is a justification that is contrary to the opinion of Albayrak and Caber (2018), who say that motivation is a significant determining factor in satisfaction. Apart from that, it's not significant influence motivation to satisfaction possibility caused by a limited number of measuring indicators. This is caused by two measuring indicators Which No valid or reliable. Therefore, done deletion of these indicators and only uses three measuring indicators to explain tourist motivation visit.

This finding can be attributed to the interview conducted with Mr Yanto which originate from Poor, Java East. Wrong One traveler said that when choosing a tour package to Bali, it includes travel tour to Village Tour Penglipuran, has chosen or arranged by the travel agent and previously these tourists did not know about the Tourism Village Penglipuran. Confession the represent that influence Travel agents have an important role in attracting tourist visits to the Penglipuran Tourism Village.

Referring to Figure 2, the motivation of tourists to visit is seen from the highest outer loading value, which means the indicator that has the highest contribution in explaining tourist motivation, is shown by the motivation of tourists who want to interact with colleagues and the local community. This indicates that although the influence of motivation on satisfaction is not significant, social interaction factors between tourists and local communities are the main motivation for tourists to visit Tourism Village Penglipuran.

4.2.2 Influence of Destination Attributes on Satisfaction Traveler

The data that has been analyzed states that the attributes destination significant effect on tourist satisfaction. It can be seen in detail in Table 8, which shows that hypothesis second own mark coefficient track as big as 0.558, which means that destination attributes have a positive and significant effect on tourist satisfaction, namely 55.8%. This indicates that the destination attribute as a pull factor in the Penglipuran Tourism Village is able to influence it satisfaction traveler Which visit. Based on Picture 2, The highest outer loading value for the destination attribute is found in the DAT 3 indicator, which means that the factor that attracts tourists to visit is because the people are very friendly towards tourists. This justifies that the community aspect is an element that is prioritized by tourists as the reason why tourists are interested in visiting the Penglipuran Tourism Village. The same thing was also supported by one of the comments from the tourists interviewed. The interview was conducted with Mrs. Lulu Ulbaliroh who comes from Demak, Central Java. The tourist said that the purpose of his visit to the Penglipuran Tourism Village was to conduct a comparative study. Considered aspects The attractions in Penglipuran Tourism Village are cleanliness, village layout, culture and good local community participation. Likewise, with the opinion of a tourist named Bagus who comes from Surabaya. Bagus said that the interesting thing about Penglipuran Tourism Village was the friendliness of the people. So that it can said reflection from opinion in a way qualitative nor from test mark quantitative outer loading can be used as an analysis in creating a marketing strategy that focuses on the friendliness of the local community or the community as the subject of village development, especially in the

development concept which always prioritizes the concept of community-based tourism. The friendliness of the community provides value to the social interactions of tourists with the community, where the substance of the interactions carried out is regarding community culture, village layout, environmental cleanliness and traditional architecture.

4.2.3 The Effect of Satisfaction on Loyalty Traveler

The third hypothesis test shows that satisfaction has a significant effect on tourist loyalty. Based on the results of the research, it is known that the path coefficient value of the relationship between satisfaction and loyalty has a value of 0.449. This means satisfaction has a significant effect to loyalty traveler as big as 44.9%. Fact This justifying tourist satisfaction has a strong influence on the loyalty of tourists visiting the Penglipuran Tourism Village. This reveals that the satisfaction stage of a tourist is one of the stages in achieving loyalty. In the field of tourism marketing, the aspects of satisfaction and loyalty are two aspects that must always be considered, if an industry wants to continue well sustainable.

Based on Figure 2, it shows that the indicator that contributes most to reflecting satisfaction is found in SAT item 2. This reveals that traveler feel satisfied to service officer tourism in Penglipuran Tourism Village. Tourism officers in providing services have been able to carry out their duties well so that they are stated to be the most important aspect in attracting visiting tourists. Refers to perception from ten travelers which interviewed in a way accidental, states that in a way dominant traveler feel satisfied to service which given one of the opinions expressed by Mrs. Lulu Ulbaliroh.

“... we were fascinated by the Penglipuran Tourist Village.... The elements that make us satisfied are the welcome given by the officers, the staff and the staff and we gain new learning or insight into activities and activities. inner community creativity economy”.

Service is an important element in supporting the existence of a tourist village. A service is determined by the competency of its human resources. All tourism officers at the Penglipuran Tourism Village are local residents, which means the officers are able to understand all information, situations and conditions of the village, because the officers are part of the local community. Connected with community participation in developing, operating and evaluating tourism implementation, all local communities have the right to provide opinions, criticism and suggestions based on consensus deliberation. Officer tour or manager tour is somebody selected by traditional village institutions, which must be able to translate local culture into tourism products. Next, we look in detail at the items that have the highest contribution in reflecting tourist loyalty, namely the LOY 5 indicator. This item reveals that tourists will invite person other for come return. Findings This supported by The assumption is that Mr Rio is from Jakarta and has visited three times. His opinion is as follows: following.

“... I will visit return to four time by inviting new friends with the aim of introducing Bali tourism in general and the Tourism Village Penglipuran”.

4.2.4 The Influence of Motivation on Loyalty Traveler

Based on the research results, it is known that motivation does not have a significant influence on tourist loyalty. The path coefficient value formed in the relationship between latent motivation and latent loyalty shows a value of 0.159. This fact

justifies that a motivation has an influence on the loyalty of tourists visiting the Penglipuran Tourism Village only by 19.4%, but the effect is not significant.

The insignificant influence of motivation on loyalty reveals that in the future Penglipuran Tourism Village needs to strategize tourism marketing, so that prospective tourists and tourists who have already visited have higher motivation or encouragement to visit. Apart from that, there are other reasons why tourists are disloyal. The existence of the Penglipuran Tourism Village, if viewed in general terms as a Bali Tourism Destination, Penglipuran is not a core attraction which means it is a Bali tourism landmark, but if we talk about tourist villages, Penglipuran is landmark village tour in Bali even in Indonesia (refer on green destinations award in 2018). This is what causes disloyal tourists who are influenced by motivation. Because the main motivation of tourists is general come to Bali Certain focused on cores attractions destination tour Bali. Besides that, loyal tourists are tourists who have felt satisfaction during their visit and tourist satisfaction in this study is only influenced by attributes destination.

4.2.5 Influence of Destination Attributes on Loyalty Traveler

Destination attributes have no effect significant to loyalty traveler. Refers to value data coefficient The path formed by the latent relationship between destination attributes and latent loyalty shows a value of 0.234. This fact justifies that destination attributes have an influence on tourist loyalty of only 23.4%, but the influence is not significant. However, there is an indirect influence of destination attributes on loyalty through satisfaction traveler own mark positive and significant. In detail these results can be observed in the table 9.

Table 9. Indirect Effects in Structural Equation Models

Exogenous → Endogenous Variables	<i>Original Sample</i>	<i>t-statistics</i>	<i>p-values</i>	Information
Motivation → Satisfaction → Loyalty	0.087	1,523	0.129	Not significant
Destination Attributes → Satisfaction → Loyalty	0.251	2,255	0.025	Significant

Source: Data Processing Results on SmartPLS 3.0, 2021

Based on Table 9, is known that from two connection causal on the model shows one insignificant effect and one significant effect. Looking at the first relationship, namely the influence of motivation on loyalty through satisfaction, shows a p-value of 0.129, which means the value is not significant. This data means that motivation has no significant effect on loyalty through tourist satisfaction. Looking at the second relationship, namely the indirect influence of destination attributes on tourist loyalty through satisfaction, shows that the path coefficient value is 0.251. This fact justifies it that attribute destination has a significant influence on tourist loyalty through tourist satisfaction, namely 25.1%. This means that the stronger the destination attributes of Penglipuran Tourism Village, the higher the level of tourist satisfaction and ultimately this will have an influence on tourist loyalty.

5. CONCLUSION

The conclusion in this research is that domestic tourists feel satisfied when visiting Penglipuran Tourism Village. This is due to destination attributes such as the friendliness of the local community and the beautiful village layout with nuances of Balinese customs and culture. Furthermore, tourist satisfaction influences tourist loyalty, meaning that the higher the tourist satisfaction, the higher the level of tourist loyalty. This is due to the

quality of tourism staff service to visiting tourists. This research also found that loyal tourists will invite and provide recommendations to other people to visit Penglipuran Tourism Village.

The suggestion in this research is that with the insignificant influence of tourist motivation on tourist satisfaction, it is necessary to do better marketing so that tourists before visiting know the character of the tourism products found in Penglipuran Tourism Village. This aims to harmonize tourists' expectations and performance when carrying out visiting activities. Marketing strategy is an aspect that is considered very important nowadays to increase tourist motivation. The influence of motivation on satisfaction is not significant, so maximizing destination attributes as a factor that influences satisfaction is the recommended step. The community aspect in the Penglipuran Tourism Village is an important aspect that can encourage and attract tourists to visit, so that in marketing, apart from bringing out the image of a traditional rural landscape and image wrong one village cleanest in world, image existence public in the Penglipuran Tourism Village it is very important to show up. This refers to the level of motivation of tourists who have an urge for social interaction.

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AVAILABILITY AND QUALITY OF DENPASAR CITY REGIONAL PEDESTRIAN PATHS AS AN EFFORT TO IMPROVE BALI TOURISM

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Abstract

Creating a compact and pedestrian-friendly city, some urban areas require land that is structured so that it is easily accessible, so that pedestrians can find their destination while walking. A phenomenon that is often found is misuse of the function of pedestrian facilities. Misuse of pedestrian facilities is a frequent problem. One of the quickest methods to solve this problem is to have accessibility for pedestrians. This can increase the attractiveness of a city that provides facilities for residents and tourists to carry out activities. The aim of this research is to identify the quality and availability of pedestrian paths desired by users. Using quantitative methods by distributing questionnaires randomly, data analysis techniques are descriptive statistical analysis. The results of this research conclude that the Denpasar City area has different criteria regarding the quality and availability of desired pedestrian paths. Pedestrian path users hope to make the city pedestrian-friendly and should be designed with wide pedestrian dimensions. Making a pedestrian-friendly city requires attention to safety, beauty and pedestrian amenities. This illustrates that there is no walkable city that users want in Denpasar City. Further research is looking for places in Denpasar City that are suitable for walking for residents and tourists.

Keywords: Pedestrian Quality, City, Tourism, Pedestrian Friendly

1. INTRODUCTION

Urbanization is very important in the era of globalization because every year more and more people live in urban areas. Urbanization causes urban populations to increase and urban areas to become wider so that the expansion of urban areas is closely related to urban sprawl. Urban sprawl occurs due to changes in space requirements, transportation system capabilities, housing development, and the existence of infrastructure. In suburban areas, residential areas are spread out in a disorderly manner and are not integrated with each other. This causes empty space both between residential areas and the city center and between residential areas and the city center (Slaev, Aleksandar, & Nikiforov, 2013). Because high procurement costs are not proportional to the number of users, infrastructure provision becomes inefficient (Arifin, Surya, & Salim, 2020). Therefore, urban sprawl is the process of growth of peripheral areas that are separated from the city core, namely the

growth of a city that is not compact which results in inefficiency of city facilities and infrastructure.

Compact cities are a method of managing urban growth that focuses on land use and activities in the city center. Attract other activities and land uses closer to the city center, creating dense spaces or areas. This leads to efficient use of space in urban areas (Horn, 2015). Apart from that, compact cities are seen as a solution to achieve a sustainable environment by paying attention to three things: a centralized city form, an efficient transportation system, and quality of life. Concentrated urban areas produce high-density compact housing or high-density compact housing, which is the concept of a compact city. Supporting the implementation of compact cities from this aspect is an efficient transportation system and quality of life (Jenks , Burton , & Williams K, 1996). A city grows and develops rapidly because of its economy. The acceleration of economic development causes a decline in environmental quality which leads to the urban sprawl phenomenon where cities grow without good planning. Due to the expansion of urban areas, land consumption is growing rapidly (Desiyana, 2017).

Additionally, urbanization is influenced by many issues, such as local and international migration. Unplanned urbanization may be without growth or without control. Urbanization without growth indicates inefficient urban services, which causes income to be spent on expensive living costs such as basic services. Planning inadequacies (congestion, rivers full of rubbish, sewage, poor air quality), expansion of urban space that increases infrastructure costs, or building codes that limit the increase in population density are some of the causes of uncontrolled urbanization. To address carbon emissions in cities, urban sprawl caused by uncontrolled urbanization must be prevented. One of the main components in creating a compact city and preventing urban sprawl is a walkable city. Walkability and performance are four ways to support pedestrian activities as the main focus in efforts to improve environmental quality (Hall, Ram, & Shoval, 2017). is defined as a city that relates to walking space, connected to public transportation facilities, and safe from traffic and social crimes (Southworth, 2005). Streets in a pedestrian-friendly city prioritize pedestrians rather than motorized vehicles.

Table 1. Denpasar City Population Increase in the Last 3 Years

Subdistrict	Population of Denpasar City in the Last Three Years		
	2018	2019	2020
South Denpasar	299,050.00	305.380.00	311,590.00
East Denpasar	157,890.00	160.150.00	162.220.00
West Denpasar	269.030.00	273,640.00	278.020.00
North Denpasar	204.630.00	207,930.00	211.070.00
Total Denpasar City	930,600.00	947.100.00	926,900.00

Source: Bali Province Central Statistics Agency (BPS)

According to the table above, Denpasar experienced a large population explosion and regional extensification. The increasing population growth every year has a negative impact on the city of Denpasar in aspects of life and development. It can be seen in table 1. The population in 2020 will reach 1 million people, with increasing population growth many problems arise, especially related to spatial planning, increased land conversion and crime. The Denpasar city area is the smallest city compared to cities in Bali. Cities are

getting bigger with an inefficient quality of life. The inefficiency of a city causes the level of productivity to decrease due to economic agglomeration and the productivity of quality of life. With diverse job skills, a small city will have a strong agglomeration effect.

The uncontrolled number of vehicles passing by has changed the city of Denpasar, one of the cities in Indonesia. Pedestrians have nowhere to go when walking because the land is disorganized and difficult to access. In addition, many facilities are inadequate for pedestrians. In cities, pedestrian safety is starting to be neglected because motorized vehicles and many facilities are inadequate to meet pedestrian needs. Abuse of pedestrian facilities is a frequent phenomenon. Pedestrian lanes are still considered parking areas, motorbike traffic on the road is congested, and many street vendors use them for trading. One of the quickest ways to solve this problem is to have easy access for pedestrians so that it can increase the attractiveness of a city, allowing residents to move around. The research objective is to determine the quality and availability of pedestrian paths in the city of Denpasar.

2. LITERATURE REVIEW

Urban sprawl often occurs in urban areas where population density increases as a result of increased economic activity and population (Mattern, 2005). Apart from land use, expanding residential development causes increased levels of pollution (Wilson, 2002). Economic, social, and environmental are the three impacts of urban sprawl. One of the modes of transportation that must be considered in a sustainable or livable city (Liveable City) (Schlossberg & Brown, 2003). Walkable neighborhoods are safe and well-served environments, filled with the qualities that make walking a positive experience. A positive walking experience means roads, sidewalks and pedestrian paths are comfortable and attractive (Kozchinsky, 2013). Walkability is a function of urban design and micro-level physical features of the built environment and emphasizes macro-level features of urban form (Humberto, et al., 2019). Both approaches described focus on micro-level quality taking into account aspects such as comfort, inclusivity and friendliness of urban spaces (Rob, Edmar Joaquiun, Thiago, & Nathalia, 2021). From the above definition of walkable in this research, one concept is to create an urban area that can be reached on foot in a comfortable and attractive way so as to increase people's perception of the city and support the city's sustainability. A high level of walking comfort in terms of pedestrian facilities is the key to city sustainability. All pedestrian facilities are designed to provide high quality services to enhance their safety, comfort and attractiveness. Pedestrian facilities are divided (Thanan, Wibowo, & Tinumbia, 2017) into two (2) categories: Main facilities consist of pedestrian paths, such as sidewalks and crossings, and supporting facilities consist of supporting facilities, for example protection or shade, signs, seating, rubbish bins, drainage, lighting, and others. The importance of pedestrian facilities is a mode of transportation that can make a city sustainable with the accessibility of a livable city. Ten similar studies from 2011-2020 conducted measurements of the walkability index (Leather, 2011), (Yoppy, 2013), (Thanan, Wibowo, & Tinumbia, 2017), (Endarwati, 2018), (Kim, 2019). Knowing the level of satisfaction with the comfort and facilities available on pedestrian paths walkability research has been carried out (Juriah & Ujang, 2014), (Triantoro, 2020), (Ridhani & Christanto, 2015), (Setianto & Joewono, 2018). Security, comfort, aesthetics and access are four things that must be considered (Hafnizar, Izziah, & Saleh, 2017). Pedestrian-friendly conditions and their availability are described in this study.

3. RESEARCH METHODS

The steps or research methods to obtain data are used scientifically to produce the goals to be achieved. Quantitative methods are used in research. Data from a sample of the study population were analyzed and interpreted using this method. To assess the availability and quality of pedestrian paths, this study used three criteria:

Table 2. Criteria That Will Be Used to Assess the Availability of Pedestrian Quality in Urban Areas

Traffic Density			Road Size			Pedestrian Size		
Crowded	Currently	Quiet	Wide	Currently	Narrow	Wide	Currently	Narrow

Source: Personal Analysis, 2022

In this table there are three (3) criteria using 4 walkability parameters. The parameters used are:

- | | |
|--------------------------------------|---|
| Security | <ol style="list-style-type: none"> 1. Crossing Security 2. Security Against Criminal Actions 3. Vehicle Behavior towards Pedestrians |
| Comfort | <ol style="list-style-type: none"> 1. Obstacles blocking pedestrian paths (for example street vendors and motorized vehicles - cars or motorbikes) 2. Availability of Quality and Disability Facilities 3. Pedestrian Path Cleanliness |
| Beauty | <ol style="list-style-type: none"> 1. Material 2. Form 3. Plant Arrangement |
| Supporting Facilities
(Amenities) | <ol style="list-style-type: none"> 1. Protector or Shade (Plants or Roof) 2. Lighting 3. Traffic signs 4. Seating and Trash cans |

Primary and secondary data are the data sources used in this research.

1. Primary data
 Initial data sought by observation and looking pictures in the field, then questionnaire was made from the pictures according to walkability criteria and parameters.
2. Secondary Data
 This data was taken and used to support the results of primary data analysis seen from book literature and journals related to research.

The sampling technique for this research used a simple random method (random sampling) with (several hundred) 100 respondents. The questionnaire will be divided into four regions: North Denpasar, East Denpasar, South Denpasar and West Denpasar. Using the Likert method to process questionnaire data using a five-point scale, where 5 is considered very good, 4 is considered good, 3 is considered fair, 2 is considered bad, and 1 is considered very bad.

4. FINDINGS AND DISCUSSION

Pedestrians have the same rights as other people using vehicles, they require special attention. The demand for facilities specifically designed for pedestrians is influenced by the supply and quality of pedestrians so that the number is increasing. If the provision and quality of pedestrians is good, facilities specifically designed for pedestrians are needed. A survey conducted on 105 respondents who looked at the condition of traffic, sidewalks and roads through pictures showed the following results:

4.1 North Denpasar

There are 4 images that will be analyzed according to image 1. It can be seen in the criteria image in North Denpasar, image 1 that traffic density is moderate, with wide roads and medium pedestrian sizes. image 2 medium traffic density, medium road size and narrow pedestrian size. Image 3 with criteria for heavy traffic density, wide road size and medium pedestrian size. Image 4 traffic density is light, road size is wide and pedestrian size is narrow.


No	Gambar	Kepadatan Lalu Lintas			Ukuran Jalan			Ukuran Pedestrian		
		Ramal	Sedang	Sempit	Lebar	Sedang	Sempit	Lebar	Sedang	Sempit
DENPASAR UTARA										
	GAMBAR 1									
1		✓			✓				✓	
	GAMBAR 2									
2		✓				✓				✓
	GAMBAR 3									
3		✓			✓					✓
	GAMBAR 4									
4			✓		✓					✓

Figure 1. Analysis of the North Denpasar area according to the criteria
Source: Personal Analysis, 2022

It can be seen in the picture of the criteria in North Denpasar image 1, medium traffic density, with wide roads and medium pedestrian sizes. Image 2 medium traffic density, medium road size and narrow pedestrian size. Image 3 with criteria for heavy traffic density, wide road size and medium pedestrian size. Image 4 traffic density is light, road size is wide and pedestrian size is narrow.

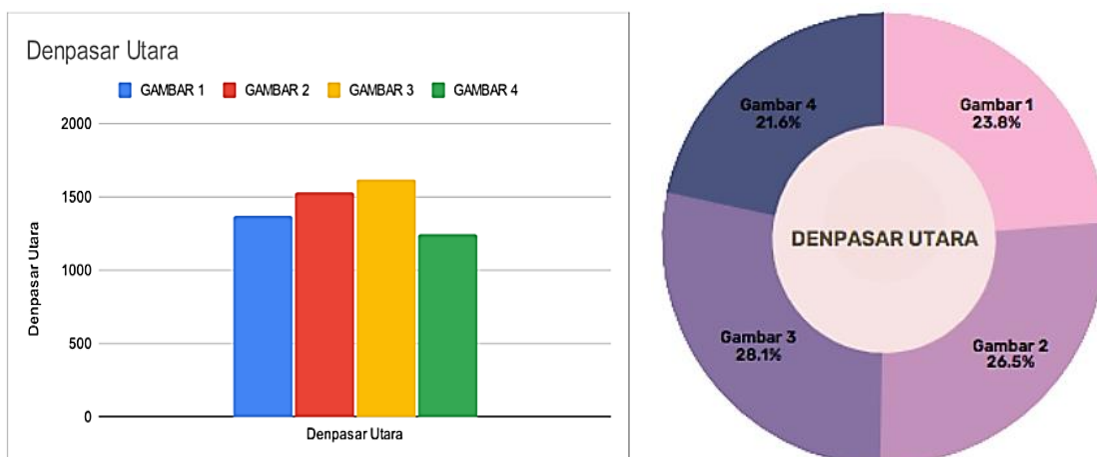


Figure 2. North Denpasar User Diagram Results
Source: Personal Analysis, 2022

In the North Denpasar area, there is a diagram with image 3 that users want with a percentage of 28.1% for a pedestrian-friendly area with the criteria of heavy traffic density, wide road size and medium pedestrian size.

4.2 East Denpasar

No	Gambar	Kepadatan Lalu Lintas			Ukuran Jalan			Ukuran Pedestrian		
		Ramal	Sedang	Sepi	Lebar	Sedang	Sempit	Lebar	Sedang	Sempit
DENPASAR TIMUR										
1	GAMBAR 1	✓			✓			✓		
2	GAMBAR 2	✓			✓			✓		
3	GAMBAR 3	✓			✓			✓		
4	GAMBAR 4	✓			✓			✓		

Figure 3. Analysis of the East Denpasar Region According to Criteria
 Source: Personal Analysis, 2022

It can be seen in the image of the criteria in East Denpasar, image 1. Crowded traffic density, with wide roads and wide pedestrians. Image 2 The traffic density is busy, the road size is wide, and the pedestrian size is medium. Image 3 with the criteria for heavy traffic density, medium road size and wide pedestrian size. Image 4 Medium traffic density, wide road size and medium pedestrian size.

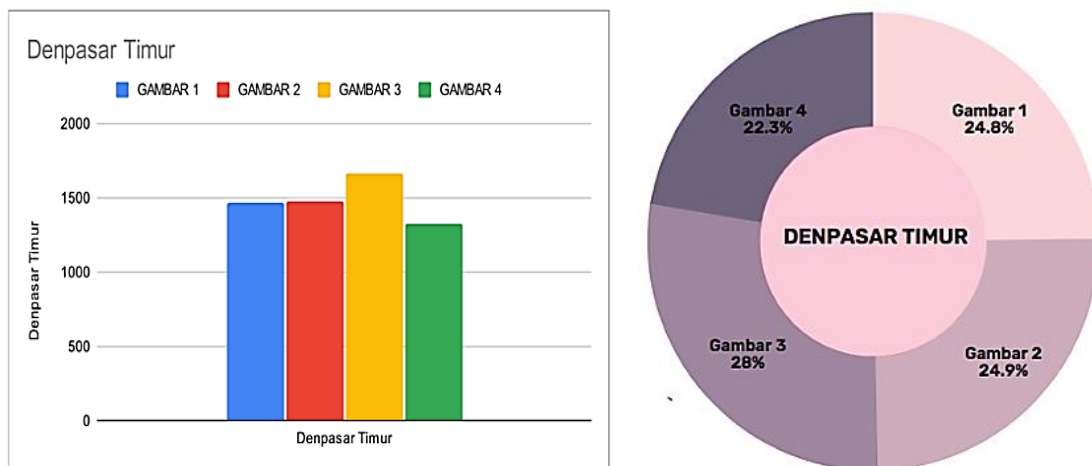


Figure 4. East Denpasar User Diagram Results
 Source: Personal Analysis, 2022

In the East Denpasar area, there is a diagram with image 3 that users want with a percentage of 28% for a pedestrian-friendly area with the criteria of heavy traffic density, medium road size and wide pedestrian size.

4.3 South Denpasar

No	Gambar	Kepadatan Lalu Lintas			Ukuran Jalan			Ukuran Pedestrian		
		Ramai	Sedang	Sepi	Lebar	Sedang	Sempit	Lebar	Sedang	Sempit
1		✓				✓		✓		
2			✓			✓			✓	
3		✓					✓	✓		
4			✓			✓	✓			

Figure 5. Analysis of the South Denpasar Region According to Criteria
Source: Personal Analysis, 2022

You can see in Figure 5 the criteria found in South Denpasar, image 1 medium traffic density, with narrow roads and medium pedestrian sizes. Image 2 traffic density is low, the road size is, and the pedestrian size is narrow. Image 3 with the criteria for heavy traffic density, narrow road size and wide pedestrian size. Image 4 Traffic density is light, road size is narrow and pedestrian size is wide.

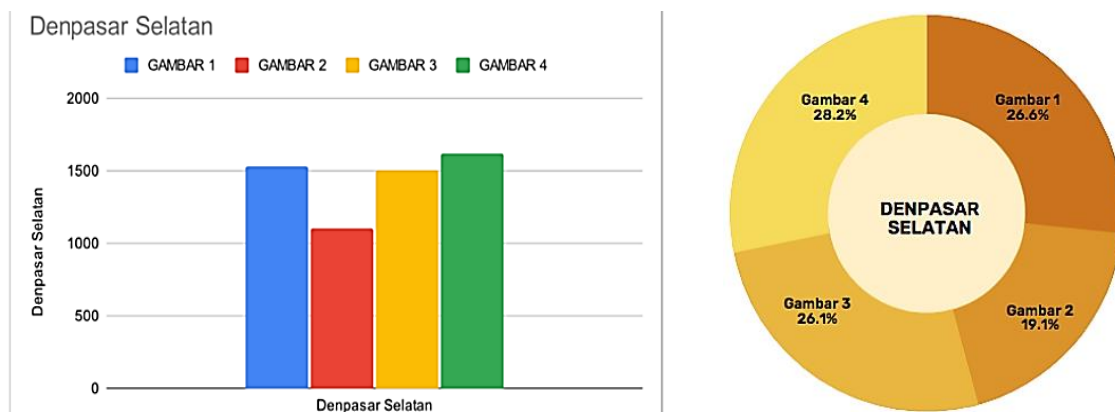


Figure 6. South Denpasar User Diagram Results
Source: Personal Analysis, 2022

In the South Denpasar area, there is a diagram with image 4 that users want with a percentage of 28.2% for a pedestrian-friendly area with the criteria of low traffic density, narrow road size and wide pedestrian size.

4.4 West Denpasar

No	Gambar	Kepadatan Lalu Lintas			Ukuran Jalan			Ukuran Pedestrian		
		Ramal	Sedang	Sepi	Lebar	Sedang	Sempit	Lebar	Sedang	Sempit
1			√					√		√
2				√					√	
3		√						√		√
4				√				√		√

Figure 7. Analysis of the South Denpasar Region According to Criteria
 Source: Personal Analysis, 2022

You can see in Figure 7 the criteria found in South Denpasar, image 1 medium traffic density, with narrow roads and medium pedestrian sizes. Image 2 traffic density is low, the road size is narrow, and the pedestrian size is narrow. Image 3 with the criteria for heavy traffic density, narrow road size and wide pedestrian size. Image 4 traffic density is light, road size is narrow and pedestrian size is wide.

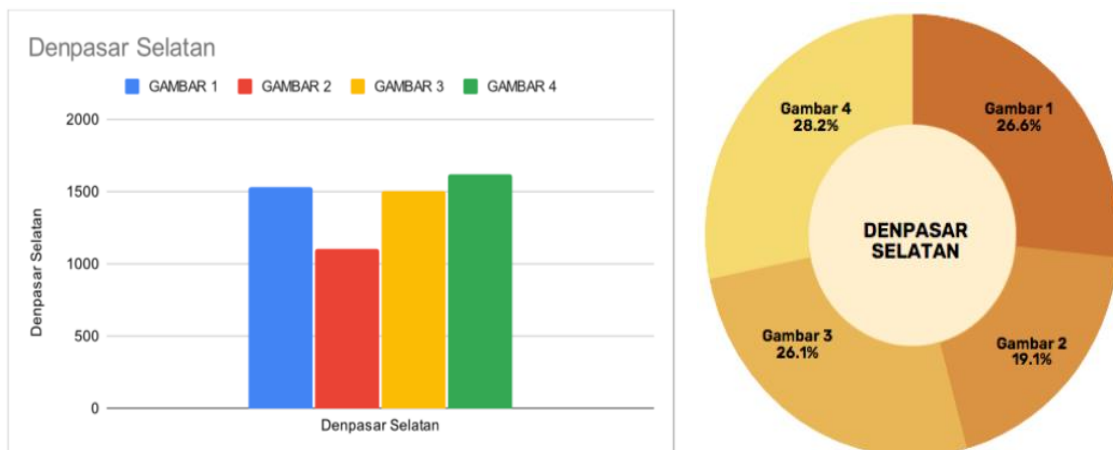


Figure 8. South Denpasar User Diagram Results
 Source: Personal Analysis, 2022

In the South Denpasar area, there is a diagram with image 4 that users want with a percentage of 28.2% for a pedestrian-friendly area with the criteria of low traffic density, narrow road size and wide pedestrian size.

4.5 West Denpasar

No	Gambar DENPASAR BARAT GAMBAR 1  GAMBAR 2  GAMBAR 3  GAMBAR 4 	Kepadatan Lalu Lintas			Ukuran Jalan			Ukuran Pedestrian		
		Ramai	Sedang	Sepi	Lebar	Sedang	Sempit	Lebar	Sedang	Sempit
1		✓			✓			✓		
2		✓			✓				✓	
3		✓			✓			✓		
4			✓		✓				✓	

Figure 9. Analysis of the West Denpasar Region According to Criteria
Source: Personal Analysis, 2022

You can see in Figure 9 the criteria in West Denpasar, image 1 medium traffic density, with medium road size and wide pedestrian dimensions. Image 2 traffic density is busy, the road size is medium, and the pedestrian size is narrow. Image 3 with the criteria for medium traffic density, medium road size and medium pedestrian size. Image 4 traffic density is light, road size is medium and pedestrian size is narrow.

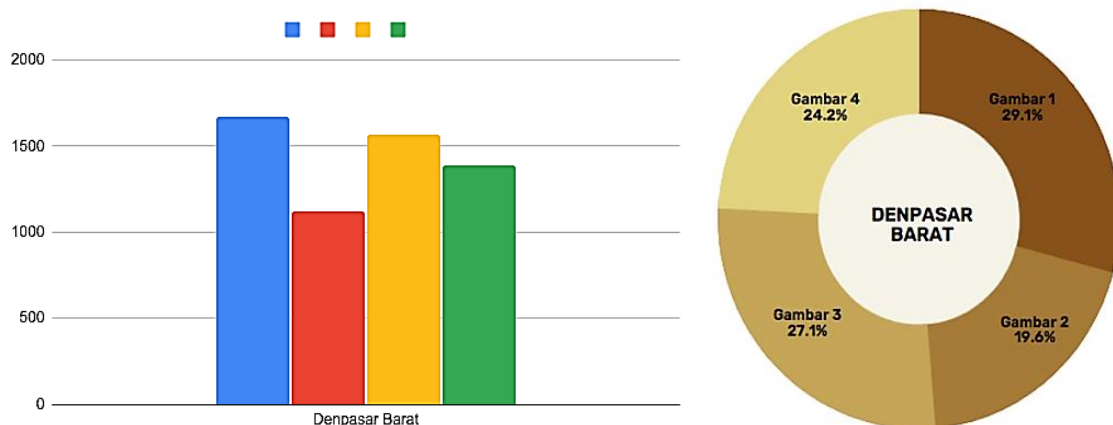


Figure 10. West Denpasar User Diagram Results
Source: Personal Analysis, 2022

Denpasar area, there is a diagram with image 1 that users want with a percentage of 29.1% for a pedestrian-friendly area with the criteria of medium traffic density, medium road size and wide pedestrian size.

Uncontrolled development of the city of Denpasar has turned a lot of agricultural land into residential areas. City development compares sprawl with a compact city by building a quality environment that is comfortable for pedestrians and integrated with attention to pedestrian safety and security.

5. CONCLUSION

The results of the research concluded that twenty images of the city center and each area had different criteria or identification. There is one area that stands out the most in terms of percentage, namely 29.1%, which is in West Denpasar, which has the criteria of medium traffic density, medium road size and wide pedestrian size. From this percentage, users expect the pedestrian size to be wider, while the narrower the road size is to make it safer for pedestrians, it is an effort to make the city more *walkable* because the wider road size causes vehicle speeds to be faster. The availability of quality pedestrian paths is one of the developments in a compact city so that it can reduce dependence on private vehicles and provide efficient pedestrian path facilities. After getting the road design that users want, further research into what kind of community service areas users want to walk on.

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EVENT MARKETING STRATEGY DURING THE PANDEMIC CRISIS: CASE STUDY OF THE WESTIN RESORT AND SPA UBUD-BALI

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Abstract

The meeting, incentive, conference, and exhibition (MICE) activities have been one of the leading sub-sectors in Indonesian tourism, especially Bali. However, the Covid-19 pandemic has brought a massive impact on the sector. As one of the providers of MICE service in the Ubud area, The Westin Resort and Spa Ubud – Bali experienced difficulties in marketing their event service product during the pandemic, which contributed to the decrease in revenue in the hotel. This research aims to develop a marketing strategy for event service products to respond to the market conditions. This research took the qualitative approach with the data collection through observation, interviews, and documentaries. The strategy development was first started with the identification of the marketing mix components of The Westin Resort and Spa Ubud – Bali which are, product, price, place, promotion, people, process, and physical evidence. The collected data is then used in the SWOT analysis to develop the strategy for event service marketing in a pandemic situation. Based on the analysis on the internal and external factors that influence the strategy of event marketing at The Westin Resort and Spa Ubud – Bali, it was concluded that the strategies that needed to be taken were developing promotion strategies for MICE events, wellness events, meetings -stay and tour package, and entertainment show, arranging service products in the form of programs that can reduce the concerns and stress that may occur due to new normal adjustment, focusing on the small-medium exclusive events, as well as offering a more competitive price. The implications of this research are expected to contribute to the development of tourism marketing field of study, particularly the MICE, and be able to be one of the references for hoteliers developing along with the event organizer when event marketing strategy, especially in crisis conditions such as the pandemic.

Keywords: MICE, Marketing Mix, Event, Hotel, SWOT

1. INTRODUCTION

The Covid-19 pandemic situation is an event that has brought about seismic changes in all sectors, including tourism. The nature of the multiplier effect, which actually has a chain of positive impacts on trade in each line of its supporting sectors, also means it can have a chain of negative impacts when tourist travel activities are restricted on a large scale. Apart from restrictions from the government, concerns about the

consequences that tourists must face during the pandemic also contributed to the decline in the level of tourist visits (Normasyhuri et al., 2022).

For the situation in Indonesia, based on the 2019 Ministry of Tourism Performance report (Kemenpar, 2019), tourism is designated as a leading sector, which is expected to be a mainstay in obtaining foreign exchange to increase economic growth. However, the tourism sector is one of the sectors most affected by the Covid-19 pandemic, such as the closure of hotels, tourist destinations, restaurants, massive cancellation of flight schedules and prohibitions on tourist travel which has resulted in very low community mobility.

Several studies have discussed hotel marketing strategies during the Covid-19 pandemic. These various studies generally present marketing strategies for hotel service products in general as well as strategies for increasing hotel occupancy rates (Chandraningsih & Sudarmawan, 2023; Nisa, 2022; Rachmadizal et al., 2022). This is of course because the hotel's main business is selling tourist accommodation services. However, it cannot be denied that the MICE sub-sector is also very influential in increasing hotel revenues.

MICE, one of the sub-sectors projected to be the future of Indonesian tourism (Kusuma, 2019), is also feeling the impact of the pandemic. The tourism sub-sector which includes meeting activities, incentive travel, conferences and exhibitions is a line considered to have a big contribution by the Ministry of Tourism and Creative Economy in increasing Indonesia's gross domestic income, because it has a tendency to attract tourists as well as in large numbers with a period of stay that tends to be longer (Sofia, 2020). In an effort to optimize MICE activities, of course MICE destinations are required to have a venue as one of the requirements. Based on this, MICE organizations experience challenges in providing venues and facilities that can compete (Lumanauw, 2019).

Along with developments over time and business competition, several hotels have begun to innovate to provide MICE facilities in the form of venues and banquet services. Service the event has an important role in contributing revenue to hotels, especially through purchasing food and drinks (Wiryanata & Pradnyayani, 2023). Therefore, optimizing the provision of MICE services in the form of banquet service will certainly support hotel income and ultimately also strengthen development in the tourism sector. This plays an important role in reviving the tourism sector which collapsed during the Covid-19 pandemic (Septemuryantoro, 2018).

The Westin Resort and Spa Ubud - Bali is a five- star hotel which was established on 29 December 2019 in the Ubud area, Bali. This hotel is one of the travel options for tourists who are MICE actors, because The Westin Resort and Spa Ubud - Bali provides event organizing services with adequate facilities. The event activities that have been held at the hotel include meetings and conferences, seminars, exhibitions, event collaborations, Christmas Eve, New Year and various special day celebrations intended for staying guests such as wedding anniversaries, honeymoons, romantic dinners.

Based on the results of initial observations and interviews with the Assistant Marketing Communication (Marcomm) Manager, income levels at The Westin Resort and Spa Ubud - Bali have decreased during the Covid-19 pandemic. Revenue Manager (interview, July 2022) stated that hotel income levels were starting to become unstable. The percentage decline in income levels can be seen in the following table:

Table 1. Percentage of Income

2020	Persentase	2021	Persentase
Jan		Jan	28%
Feb	4%	Feb	-77%
Mar	-35%	Mar	40%
Apr	-82%	Apr	53%
May	223%	May	-10%
Jun	-23%	Jun	58%
Jul	-39%	Jul	-24%
Aug	110%	Aug	-58%
Sep	7%	Sep	4%
Oct	1%	Oct	209%
Nov	76%	Nov	24%
Dec	59%	Dec	36%

Source: The Westin Resort and Spa Ubud, Bali, 2022

Marketing Department of the Westin Resort and Spa Ubud – Bali, has a program to create events that are held at least once a month. This is done in order to increase hotel activities by inviting the internal and external environment to participate, apart from that it also aims to increase hotel revenue. So far, event activities created by the Marketing Department have played an important role in boosting revenue. However, the Covid-19 pandemic situation and interest are still low causing the Marketing Department to experience difficulties in marketing its products and event programs. The Marketing Department must strengthen promotion and marketing in all fields in accordance with technological developments, both online and offline.

Improving marketing strategies, especially for MICE activities, is important, because this activity can be an innovation with greater profit value than leisure tourism. The potential for MICE in Indonesia itself is quite significant with the many international standard events held in the country, especially in the province of Bali. However, the pandemic condition is an unpredictable situation, so handling in all aspects still needs to continue to be researched by taking various case studies.

Based on this background, it is deemed necessary to carry out research to determine hotel situational factors related to event marketing and then develop marketing strategies for event services in hotels, especially to answer marketing needs in times of emergencies such as pandemics.

2. LITERATURE REVIEW

The Covid -19 pandemic is a global crisis condition that has never been experienced before in this modern era, of course various studies are needed as a reference for developing mitigation models in the future. Disruption in marketing strategies caused by changes in consumer behavior and organizational behavior is needed to respond to economic instability (Oluwasanmi, 2022).

The case study used is event marketing during the Covid-19 pandemic at The Westin Resort and Spa Ubud, Bali. This research will focus on discussing the marketing mix and formulating strategies using SWOT (Strength, Weakness, Opportunity, Threat) analysis. The specific aim of this research is to identify various situational factors, both internal and external, that influence event marketing strategies and aims to develop event marketing strategies carried out during the Covid-19 pandemic at The Westin Resort and

Spa Ubud, Bali. It is hoped that the implications of this research can be a reference for hoteliers and event organizers in implementing event marketing strategies, especially during pandemic conditions.

The strategy formulation in this research is based on marketing mix theory. Marketing itself can be interpreted as a whole activity that includes planning, pricing, promotion and product distribution so that it can satisfy desires, achieve market targets and company goals (Yulianti F, et al., 2019). Meanwhile, marketing strategy is a series of methods or plans prepared to provide direction to a company or organization in its marketing activities to achieve organizational goals. So it can be concluded that an event marketing strategy is everything that is designed and arranged to introduce and convey event activities that will be carried out so that they can be widely spread and accepted by the surrounding environment.

When marketing, whether in the form of products, services or a series of activities (events), there are several components that must be considered to be able to develop and market a product appropriately to target customers. This marketing tool is known as the marketing mix.

Successful marketing depends on addressing several issues faced within a company. This includes what the company will produce, how much it will cost, how the products and services will be distributed, and how the company will promote the product. Traditionally, these considerations are known as the 4P's (Product, Place, Price, Promotion). Marketing has become a sophisticated tool in a company's success, so the 3P's (People, Physical Evidence, and Process) were added. This consideration is known as the 7P's Marketing Mix (Masterson & Pickton, 2014).

The marketing mix is a series of elements compiled by a company or organization to obtain responses to consumer desires (Arifin, 2019), achieve marketing goals and sales levels based on market targets (Utama, 2017). As a marketing tool, the number of elements in the marketing mix used can be adjusted according to needs. The marketing mix is a guide to developing an effective strategy in marketing to reduce the risk of failure in a company's marketing. In marketing itself, the problem in general is the lack of product promotion so that the product is less known to the wider community (Gunawan, 2021).

A set of marketing tools in the marketing mix can be described as follows:

a. Product

Products can be seen as a bundle of activities or a combined package between the main and supporting products, to produce optimal offers in an effort to meet customer needs, desires and expectations (Fatihudin & Firmansyah, 2019). This means that consideration of product preparation does not only look at the core benefits of the product offered, but also the various supporting services that accompany the product.

b. Price

Determining prices and packages is crucial in marketing tourism products. The price element is the part that is directly related to a company's income. However, price determination must still consider other marketing mix elements. In addition, pricing also needs to reflect the target market segment, including the possibility of varying prices to suit various market segments (Kotler et al., 2014).

c. Place

In the tourism business, place refers to the location where the service occurs and also the distribution channels used to bring access to the service with its users. This means that a place is the location where a tourism business is located and can also be a location where tourism products are marketed, or a digital platform as a virtual place

that brings customers and companies together (Sethi, 2017) . As a physical location, an attractive place for consumers is a place that is strategic, pleasant and efficient (Suryana, 2013).

d. Promotion

Promotion is the process of communicating a product or service to consumers to attract consumer interest through various communication means such as advertising, sales promotions, social media, publicity or public relations, taking advantage of events and experiences, and personal selling (Kotler & Keller, 2016).

e. People

People element includes various people involved in delivering services to consumers, both directly and indirectly. The performance of each part of this people element can influence the quality of service provided to consumers. As an element that has direct interaction with service quality, people are not only related to human resources (HR) themselves, but are also related to recruitment and training process, so that the people elements who run the service can also be adapted to the culture of the service recipients (Koc & Cheung, 2023).

f. Process

Processes are various working mechanisms and activities of the service delivery system to consumers (Kotler, et al., 2019). This element also includes processes in marketing channels and how to build relationships with consumers (Hallak & Lee, 2023).

g. Physical Evidence

Physical evidence is the physical environment of the elements of the service product being offered. Physical evidence owned by service providers can be used as an attraction and added value aimed at target markets, customers and potential customers and as a means of communicating the position of the service product (Kotler, et al., 2019).

3. RESEARCH METHODS

This research uses a qualitative approach to develop event marketing strategies in crisis situations such as pandemics, taking a case study at The Westin Resort and Spa Ubud hotel, Bali during the Covid-19 pandemic. The research implementation period is July to August 2022. The data in this research was taken from primary and secondary data. Primary data sources were obtained directly from informants. There were five informants who supported this research, namely the Sales Manager as the hotel manager who carries out marketing and is responsible for organizing an event at the hotel. (Informant 1), Event Organizer who once held an event at The Westin Resort and Spa Ubud, Bali (Informant 2), and participant group event meeting as user (There were three informants). Collecting primary data by asking in-depth and structured questions to sources to obtain opinion data. Secondary data was obtained from publications from various related agencies, such as books, literature, company documentation, in order to complement and support the primary data obtained.

Data collection was carried out through observation, interviews and documentation. The facilities and infrastructure used in data collection were interview guides, recording equipment and smartphone cameras. The data that has been collected is then analyzed further using SWOT analysis to obtain an appropriate strategy. SWOT analysis begins with identifying Strength, Weakness, Opportunity and Threat factors based on the 7P marketing mix components. Then the strategy formulation utilizes the SWOT matrix model which produces four strategies, namely S-O, W-O, S-T and W-T strategies.

4. FINDINGS AND DISCUSSION

In developing a strategy using the SWOT analysis technique, it is necessary to first identify internal situational factors (strengths and weaknesses) and external situational factors (opportunities and threats). These internal and external factors are seen from the perspective of the 7P marketing mix, namely: product, price, place, promotion, people, process and physical evidence.) from event marketing at The Westin Resort and Spa Ubud - Bali. The various elements in the marketing mix identified are as follows:

4.1 Product

The core product of The Westin Resort and Spa Ubud - Bali is accommodation. The total number of rooms is 120 rooms with complete facilities in the rooms. The Westin Resort and Spa Ubud - Bali service products often attract the interest of MICE players and tourists who stay overnight and are interested in wellness activities. According to the hotel sales manager, there are five sales The points that are superior in terms of product are "strategic location, contemporary design hotel, complete facilities, wellness resort, and Westin brand" (interview, July 2022).

The various MICE service products offered at The Westin Resort and Spa Ubud – Bali are:

a. Group Meetings

It is a gathering or meeting activity held by a group, organization or company to carry out company affairs.

b. Incentives

Events in the incentive category usually take the form of a series of activities participated in by a group of employees of a company organized by the company where the employees work, as a reward for their achievements and efforts. Usually, this incentive activity is also carried out by several universities and is given to their students for their achievements.

c. Workshops

This is a special meeting to conduct a study or solve a problem that requires discussion between the speaker and the participants.

d. Exhibition

An activity that displays products and works owned to the wider community. It is a way or medium for disseminating information, introducing and marketing products.

e. Gatherings

It is a gathering event held by both companies (employee gatherings) and families (family gatherings).

f. Live Music (Music Festival)

A music performance event that has a theme and presents a number of musicians.

g. Event Collaborations

Collaboration between several related companies, both between internal and external parties and external parties with external parties.

h. Wellness Events

Organizing activities that have a fitness and health theme.

i. Special Events

Activities for special events or commemorating something, such as birthday events, wedding anniversaries, New Year's Eve, Christmas Eve, Valentine's Days and other special events.

The sales manager of The Westin Resort and Spa Ubud, Bali also stated that "complete facilities with 5-star standards, trained employees, contemporary hotel design, providing accommodation and event services" (interview, July 2022) are the hotel's advantages. Looking at the results of the interview, the availability of event implementation services is considered one of the things that makes The Westin Resort and Spa Ubud, Bali competitive. However, the hotel sales manager also added that The Westin Resort and Spa Ubud, Bali does not have enough open space to support large capacity event services, even though the number of rooms is quite large (interview, July 2022).

Various facilities used to support the organization of event activities are:

a. Event Venues

This hotel has indoor and outdoor venues, but the size of the venue is not that big. Indoor space, The Westin Resort and Spa Ubud - Bali has a Prana Chakra meeting room. Chakra Prana with an area of 11.8 M x 13.8 M, has two large meeting rooms, namely Chakra and Prana which can accommodate a maximum capacity of 100 pax. The various capacities of Chakra and Prana rooms include the following amounts:

- Theater with a capacity of 100 pax
- U-Shape with a centralized capacity of 50 pax
- Round Table with a capacity of 80 pax
- Classroom with a capacity of 80 pax

Usually used for meetings, especially group meetings, for exhibitions, seminars, employee appreciation events, farewell events and birthday events. Apart from the lobby area, Tabia Restaurant is also usually used as an event venue. Meanwhile, for outdoor space, The Westin Resort and Spa Ubud – Bali has a small garden on the 1st floor. Usually only used for small parties.

b. Event Services

A professional work team that helps in arrangements so that the event can run smoothly and successfully. The team in question is a team banquet from the food and beverage team service.

c. Restaurants and Bars

The Westin Resort and Spa Ubud, Bali has two restaurants, namely Tabia Restaurant which serves authentic local dishes and Tall Tress Restaurant which provides rare and ancient recipes using traditional wood burning and grilling methods. Apart from that, it also has two bars, namely the lobby bar which serves cocktails, juice, herbal medicine, coffee and snacks with stunning views of the resort and lush landscape and the pool bar which provides a variety of alcoholic and non-alcoholic drinks and snacks that can pamper guests. while enjoying the swimming pool facilities. Food and beverage can help provide buffet food for event participants.

d. Technical Services

Assist with all activities including various facilities such as IT equipment, presentations and internet services.

e. Other supporting facilities such as Westin Workout (Fitness Center), Heavenly Spa by Westin Ubud, Infinity Pool, Westin Family, Kids Club, Kids Pool and Laundry Service.

4.2 Price

Product prices at The Westin Resort and Spa Ubud – Bali are determined based on several considerations, namely market segment, the Covid-19 pandemic situation and price increases during the new normal to be able to compete.

- a. The market segment in question is the type of consumer who will stay overnight or just organize an event. For example, consumers who already have a Marriott Bonvoy Member are different from consumers who do not have members, the prices offered for government are different from universities, the prices offered for group guests are different from individual guests.
- b. Covid-19 pandemic situation
 In this situation, the price offered drops by 50% to reach the target market. The emerging target market is the domestic market.
- c. Increase prices during the new normal to be able to compete.
 During the new normal, policies loosen and activities return to normal slowly. Market share is starting to return to normal. Market needs and demands are starting to increase. The prices offered have also been increased according to hotel occupancy, prices have even been increased 2 times compared to during the Covid-19 pandemic.

The following is a price comparison for Meeting Packages for The Westin Resort and Spa Ubud - Bali with the Sthala hotel, a Tribute Portfolio Hotel Ubud, which is a hotel with the same class and facilities.

- a. The Westin Resort and Spa Ubud – Bali

Table 2. Meeting Packages

Item	Cost
Full Day Meeting Package Inclusions: <ul style="list-style-type: none"> • Room rental between 9 am 5 pm • Bottled mineral water during the meeting • Two-time recess • Free flow coffee and tea throughout the meeting • Buffet lunch in the pre-function area or Tabia Restaurant 	<i>IDR 900,000 Net</i>
Half Day Meeting Package Inclusions: <ul style="list-style-type: none"> • Room rental between 9 am 12 pm • Bottled mineral water during the meeting • One-time recess • Free flow coffee and tea throughout the meeting • Buffet lunch in the pre-function area or Tabia Restaurant 	<i>IDR 800,000 Net</i>
Dinner	<i>IDR 500,000 Net</i>

Source: The Westin Resort and Spa Ubud-Bali, 2022

b. Sthala, a Tribute Portfolio Hotel Ubud



MEETING WITH A VIEW

Rencanakan pertemuan Anda ditempat yang inspirasional di Sthala, a Tribute Portfolio Hotel, Ubud Bali, hotel bintang 5 dari Marriott International.

Paket Pertemuan:

Paket Half Day Meeting - IDR 450,000nett per orang, termasuk: <ul style="list-style-type: none">• 1x coffee breaks, 1x makan siang.• Penggunaan ruang pertemuan.• Paket pertemuan: pensil, layar/screen, projector, note pad, mineral water, mikrofon, sound system, permen, flip chart, spidol/marker, power straps, pointer, Wi Fi.	Paket Full Day Meeting - IDR 550,000nett per orang, termasuk: <ul style="list-style-type: none">• 2x coffee breaks, 1x makan siang.• Penggunaan ruang pertemuan.• Paket pertemuan: pensil, layar/screen, projector, note pad, mineral water, mikrofon, sound system, permen, flip chart, spidol/marker, power straps, pointer, Wi Fi.
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MARRIOTT BONVOY

Figure 1. Meeting Packages
Source: Sthala, a Tribute Portfolio Hotel Ubud, 2022

Based on the meeting package price comparison picture above, it can be seen that The Westin Resort and Spa Ubud – Bali charges a price that is almost twice as high as the price offered from Sthala, a Tribute Portfolio Hotel Ubud with the same inclusion package. Likewise, the event packages offered are an average of 10% - 25% higher. Interviews with customers also said that The Westin Resort and Spa Ubud was too expensive. One of the event organizers who usually collaborates with The Westin Resort and Spa Ubud, Bali said "(prices) were quite competitive during the pandemic, after the situation improved the prices were less competitive " (interview, August 2022). Similar opinions were also expressed by corporate consumers. This shows that it is important to consider pricing strategies in marketing products and adapt to changing times and situations.

4.3 Place

The Westin Resort and Spa Ubud, Bali is located in a strategic area, namely close to the Ubud Center Area. Guests who stay or have activities there can easily reach the places they want to reach, such as shopping centers, tourist attractions and restaurants.

4.4 Promotion (Promotion)

Online and offline marketing strategies carried out at The Westin Resort and Spa Ubud, Bali to market events are:

a. Online Marketing Strategy

- **Telemarketing**
Carrying out marketing communications via telephone. Marketing contacts potential target markets and offers products or services in detail by telephone.
- **Social Media**
Carry out promotions via social media, such as Instagram and Facebook.
- **Marriott Bonvoy**
The biggest contributors to marketing strategies through Marriott Bonvoy are member guests. Guests who have a Marriott Bonvoy Member get a guaranteed member rate, various discounts and points that can be exchanged.
- **IP (Internet Protocol) Address**
It is a standard in internet protocol that contains a unique number which is then connected to all internet activity. This IP address is installed on every online channel in every country targeted for promotions. Marketing Management sets up channels on various websites such as: Marriott.com, Agoda, booking.com, Traveloka.

For example: The target market is Australia. Marketing Management can add a discount of 5% - 10%. So the target market in Australia will be able to search (search) more cheaply than if the person were in Indonesia (based on searching).

b. Offline Marketing Strategy

- **Sales Calls**
Conduct visits with Travel Agents (TA), government and related parties who have the potential to use the products and services they have.
- **Collaborating with a Travel Agent (TA)**
Collaborating with online and offline Travel Agents. Marketing Management will send promotional materials that have been prepared to the Travel Agent (TA), such as: marketing campaigns, packages, special rates.

4.5 People

The Sales Department is a special department that serves event activities, which is also assisted by the Marketing Department. If the event taking place is an event organized by an internal party, then only internal parties are involved in the event, namely the Sales and Marketing Department, banquet who are employees of The Westin Resort and Spa Ubud - Bali in the Food and Beverage (F&B) and kitchen sections. So, if the event is created by Marketing, then Marketing will be the host with the aim of making the brand better known to the wider community or outside parties. Meanwhile, if the event being held comes from external sources or collaboration, the parties involved are the first party (Sales and Marketing Department) and the second party (the customer who owns the event or the organization invited to collaborate). Sometimes there are even third, fourth and tenth parties who adapt to the event activities being held, this usually happens

at bazaar events. The Westin Resort and Spa Ubud, Bali does not have a special team in the banquet department because it only has one meeting room and meetings are only available from time to time. The role of hotel employees in supporting event activities is very significant. Without assistance from employees, event activities cannot run smoothly.

The qualifications of people who can be involved in event activities, especially for meetings at The Westin Resort and Spa Ubud – Bali are as follows: qualified in MICE (Meeting, Incentive, Convention, Exhibition), having skills in the banquet field such as: meeting set up, serving guests during the meeting until the event ends. Employees involved in event activities receive special training through the Marriott Training Program which is held once a month.

4.6 Process

The process of organizing events during the Covid-19 pandemic at The Westin Resort and Spa Ubud, Bali is running normally as usual. However, what makes it different is that it is accompanied by standard health protocol policies. The Westin Resort and Spa Ubud, Bali has complied with government policies and complies with health protocols. Event activities can run well. The activity process begins with submitting a proposal, then followed by a negotiation process. After that, the approval process and payment process are carried out. Action, namely organizing events. Sales and Marketing Department will process requests and communicate with the banquet event or food and beverage department to prepare the room to be used, the number of tables and chairs and other equipment needed. To ensure preparations have been completed, a meeting will be held before the day between Sales and Marketing and the parties carrying out the event activities. Next, an evaluation will be carried out to find out what is lacking and needs to be improved during the event activities. Lastly, improvise on the results of the evaluation process so that future events can be organized better and optimally.

Event organizing process is carried out by the Sales Department. The Sales Department will organize all event management from preparation, during and after the event. However, if the event being held is an external event (event collaborations), the entire series of events will be arranged by the party organizing the event. The Sales Department will ask for a banquet to help with the set up process, decoration, food and drink preparation, stationery. Then assisted by technical services to prepare all the electronic equipment and presentation tools needed during the event. For registration activities, participants involved are usually assisted by the Front Office Department. During the event activities the sales department, banquet and technical services will be available standby to help activities run smoothly.

4.7 Physical Evidence

The physical environment of The Westin Resort and Spa Ubud, Bali is a hotel that provides accommodation services and event organizing services. The facilities available are complete with the technology used which is quite sophisticated following the times. This hotel is one of the hotels that has indoor and outdoor venues in the Ubud area, but its size is not too big. The indoor room usually used is Chakra Prana with dimensions of 11.8m x 13.8m, then the lobby room and Tabia Restaurant. Meanwhile, the outdoor area is a small garden which is usually used for small parties.

Based on the 7P marketing mix analysis, the following formulation of internal and external factors is obtained:

a. Internal Factors

- Strength
 - Serving various event organizing services.
 - Has indoor and outdoor venues.
 - It has a large number of rooms, namely 120 rooms.
 - Complete facilities and sophisticated technology, also has supporting facilities.
 - Professional and trained employees.
 - Strategic location, namely close to Ubud city center, tourist destinations and restaurants.
 - Implementation of intensive marketing strategies online and offline according to market needs. The Sales and Marketing Department is able to follow various updates according to market demand and needs through feedback from consumers.
 - Event management is carried out in accordance with health protocol standards.
 - Rural feel with a natural atmosphere that is rejuvenating and calming.
- Weakness
 - The size of the venue is not that big.
 - ✓ Meeting room is small, namely 11.8 M x 13.8 M which can only accommodate a maximum of 100 pax. The restaurant, lobby, small garden can only accommodate 80 – 100 pax.
 - ✓ Lack of space for open areas.
The Westin Resort and Spa Ubud, Bali only has a small garden for holding events in an open area.
 - ✓ Prices are less competitive, sometimes prices are too high. After the situation returned to normal, The Westin Resort and Spa Ubud - Bali competed to raise the prices offered again to cover the reduced income during the pandemic. The price offered has been increased to twice the pandemic price. However, when compared to the prices offered by hotels that have equivalent facilities, The Westin Resort and Spa Ubud – Bali offers the highest prices.
 - We don't yet have a special banquet team to serve event activities.

b. External Factors

- Opportunity
 - Corporate and private market segments in the MICE industry which have started to increase again in the new normal situation. With the easing of restrictions on holding face-to-face activities, the MICE industry market segment is gradually recovering (Kamalina, 2022) . This is also supported by the need and longing of the community to return to offline activities.
 - Wellness tourist market segment that can be a target market for wellness activities at The Westin Resort and Spa Ubud, Bali.
 - Stressful conditions make people need events, be it music events, wellness and other entertainment.
- Threat
 - Competitors who have larger meeting room or venue facilities. This is a threat to The Westin Resort and Spa Ubud – Bali in convincing customers to choose the company.

- There are hotels in the Ubud area with the same class but offering cheaper prices.
- Social factors regarding the Covid-19 virus that still exist. The Covid-19 virus is still there and just spreading. This is a threat to companies because of the lack of visitors and the restrictions imposed.

Event marketing strategies during the Covid-19 pandemic can be formulated as follows:

a. S-O Strategy

- Offers meeting packages, incentives, conventions, exhibitions (Points O1, S1 S2)
- Offers meeting, stay and tour packages (O1, S1 S2 S3 S4)
- Create wellness events such as yoga classes, workshops on well-being (O2, S8 S9)
- Create live music events, happy hours, foam parties, dances and other activities (O4, S1)

b. W-O Strategy

- Offering events and various packages at promotional prices or following market price trends to be competitive (W3, O1 O2 O4)
- Concentrates on the event segment with medium capacity but with complete facilities and an unforgettable experience. (W1, O3 O4)
- Providing an event organizer or creating a permanent banquet team (W4, O4)
- Collaborating with universities, labor service providers, interns so that if there is a shortage of people during event activities they can be contacted (W4, O4)

c. S-T Strategy

- Maintaining market segmentation position with authenticity of products and services offered (T1, S1 S2 S4)
- Improving the Sales and Marketing Department's ability to package promotional packages, discount products at prices that are not too high (T2, S7)
- Continue to comply with health protocol standards when holding events (T3, S8)

d. W-T Strategy

- Create luxury event packages targeting the exclusive MICE market with limited participants (T2, W1 W3)
- Remain alert and seek the latest information regarding applicable health protocol restrictions and standards (T3, W2)

Based on the results of the analysis above, it can be seen that in its efforts to carry out the strategy, it shows that the company has overall internal strength related to marketing, strategic location, complete accommodation and event facilities. Likewise, if we look at external factors, the company's position is relatively strong to face threats. The main unfavorable situation is regarding pricing. In accordance with the opinion of Oluwasanmi (2022) who said that during the pandemic and post-pandemic, consumers tend to become more value conscious and become more materialistic. This should be a consideration in developing price strategies and promotional strategies, so that consumers can assess the suitability of the price and the benefits received.

5. CONCLUSION

Based on the results of the SWOT matrix analysis, the formulation of the strategies that emerge is as follows:

The S-O strategy with emerging strengths and opportunities can be drawn from a strategy that focuses on offering MICE packages, wellness events, meeting stay and tour packages and entertaining activities to relieve stress with accommodation facilities and event organizing services which are expected to attract interest. consumers with a wide range. W-O's strategy is to create promotions with special prices, promote small events with quality and unforgettable experiences as well as strategies to control the banquet workforce. S-T's strategy is to maintain and increase the authenticity of its products and services. This is done to convince the target market to choose the company, increase Sales and Marketing capabilities in packaging products at promotional prices and organize events that meet health protocol standards. W-T's strategy is to offer luxury event packages targeting the exclusive MICE market with a limited number of participants and seeking the latest information regarding applicable health protocol restrictions and standards.

A global pandemic situation such as Covid-19 is a condition that is unstable, unpredictable, and has quite fast movement of conditions. In 2023, world conditions will be more stable, but there is still the possibility of changes. This also leads to strategies that must be continuously evaluated. The company's sensitivity in assessing marketing aspects is also something that needs to be continuously paid attention to. The results of this research certainly have limitations in terms of the time scope and scope of the research object. However, it is hoped that the results of this research can contribute to enriching case studies in the realm of marketing, especially in times of crisis, and can become a reference for hoteliers in developing event marketing strategies that are appropriate to continually developing global conditions.

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