

JOURNEY

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

POLITEKNIK INTERNASIONAL BALI



CAMPING GROUND POTENTIAL TO
IMPROVE MANGROVE BEACH TOURISM
MARKETING

Muhammad Rizki Lubis, Ikhlas Ramadhan

NAVIGATING LINGUISTIC CHALLENGES:
THE USE OF BALINESE TERMINOLOGIES
BY TOURISM ACTORS IN RURAL VILLAGES

Luh Sri Damayanti, I Wayan Adi Pratama, I Ketut Wibawa

DEVELOPMENT OF MANAGEMENT TRAINING SYSTEM
IN PROVIDING TRAINEE AT WEDDING ORGANIZER
DELAPAN PLANNER, DENPASAR, BALI

**Raisya Putri Aprilia, A. A. Nyoman Sri Wahyuni,
Nelsye Lumanauw**



JOURNEY

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

E-ISSN 2654-9999

P-ISSN 2774-1923

MANAGER

DIRECTOR OF PIB

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

EDITOR IN CHIEF

Dr. Dinar Sukma Pramesti, S.T., M.T.

EDITORIAL BOARDS

1. Luh Sri Damayanti, S.Pd., M.Pd. (PIB)
2. Febriana, S.T., M.P.Par. (UNIPJ)
3. Yudha Eka Nugraha, S.Kesos., M.Par. (PNK)

REVIEWERS

1. Prof. Dr. Ir. Anastasia Sulistyawati, B.A.E., M.S., M.M., M.Mis., D.Th., Ph.D., D.Ag. (PIB)
2. Prof. Dr. Ir. Syamsul Alam Paturusi, MSP. (UNUD)
3. Prof. Dr. Dewa Putu Oka Prasiasa, A.Par., M.M. (UNDHIRA)
4. Dr. Nararya Narottama, S.E., M.Par., M.Rech. (UNUD)
5. Dr. Ir. Deddy Kurniawan Halim, M.M., Ph.D. (PIB)
6. Dr. Dewa Ayu Diyah Sri Widari, A.Par., M.Par. (AKPAR)
7. Dr. Kadek Feni Aryati, S.Pd., M.Pd. (IPBI)
8. Dr. Ersy Ervina, S.Sos., M.M.Par. (TELKOM)
9. Dr. Donni Juni Priansa, S.Pd., S.E., M.M., QWP., MOS. (TELKOM)
10. Made Handijaya Dewantara, S.ST.Par., M.Par., M.Pro., Ph.D. (PRASMUL)
11. Dr. Ni Wayan Purnami Rusadi, S.P., M.Agb. (POLNAS)
12. Titing Kartika, S.Pd., M.M., M.B.A. (YAPARI)

ADDRESS

PIB Press, Politeknik Internasional Bali
Nyanyi Beach Road, Tanah Lot, Beraban Village, Kediri District,
Tabanan Regency, 82121, Bali - Indonesia
Phone : +62 361-880099, +62 8113995658, +62 81997899889
Email : pibpress@pib.ac.id || lppm@pib.ac.id
Website : <http://lppm.pib.ac.id>

JOURNEY
(JOURNAL of TOURISMPRENEURSHIP, CULINARY, HOSPITALITY,
CONVENTION and EVENT MANAGEMENT)

Table of Content

Preface	ii
Implementation Of Hazard Analysis And Critical Control Point At The Marriott Marquis Queen's Park Hotel Kitchen, Bangkok Heru Pramudia, Muhammad Arsyad Rafi Canon	1
Determining The Theme For Architectural Design Of Tourist Accommodation Based On Big Data In The Canggu Village Area, Badung, Bali I Wayan Widanan, Made Suryanatha Prabawa, Made Mas Surya Wiguna	15
Analysis Of Intelligibility And Connectivity-Integration Relationships In The Canggu Village Space Network Based On Space Syntax Made Suryanatha Prabawa, I Wayan Widanan, Made Mas Surya Wiguna, Made Jaguandana Dwi Putra, I Made Rudita Antara	29
Camping Ground Potential To Improve Mangrove Beach Tourism Marketing Muhammad Rizki Lubis, Ikhlas Ramadhan	41
Is Developing New Café & Co-Working Space In Canggu-Bali Still Feasible? (A Marketing Perspective) Jonathan Dharma Pramono, Rimalinda Lukitasari, I Ketut Wibawa	51
Implementation Of Digital Content About Sacred Bali As A Means Of Education For Tourists In Preserving The Culture Of The Island Of Bali I Wayan Agus Selamat, I Made Weda Satia Negara, Ni Putu Tiya Paristha, Ni Wayan Purnami Rusadi, Ni Kadek Sri Hendrayani	65
Innovation Of Adding Green Mustard To Rice Crackers Billy Tanius, Heru Pramudia, Iwan Surjawan	75
Development Strategy Of Spring Roll Gang Lombok Semarang Based On SWOT Analysis Ni Nyoman Widani, Heru Pramudia	85
Implementation Of Event Experience Design In Joyland Festival Salsabila Ramadita	97
Navigating Linguistic Challenges: The Use Of Balinese Terminologies By Tourism Actors In Rural Villages Luh Sri Damayanti, I Wayan Adi Pratama, I Ketut Wibawa	107
Go-Tour Based Semarapura-Bali City Tour Package Model Ida Ayu Etsa Pracintya, Putu Eni Oktaviani, Putu Agung Surya Prawira	121
The Effect Of Physical Facilities Quality On Tourist Satisfaction At Taman Ayun Temple Attraction By Vitruvius Theory As A Moderating Variable Retno Juwita Sari, Tasya Winston, Putu Agung Surya Prawira, Ida Ayu Etsa Pracintya	133
Sustainable Gastronomy Practices In Indonesia's Island Tourism: A Focus On Bali And Labuan Bajo Sandy Dwiputra Yubianto, Aditya Nova Putra	143
Development Of Management Training System In Providing Trainee At Wedding Organizer Delapan Planner, Denpasar, Bali Raisya Putri Aprilia, A. A. Nyoman Sri Wahyuni, Nelsye Lumanauw	159
Strategy Analysis Of Train Journey Tourism Packages In Improving Hotel Occupancy During The Covid-19 Pandemic At Amanjiwo Resort, Magelang Regency, Central Java Ni Wayan Lisnawati, Dinar Sukma Pramesti, Victor Bangun Mulia	171

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 7 Issue 2, December 2024 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.

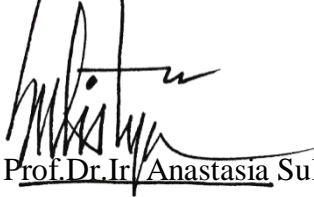
At last, I would like to express my highest appreciation and deepest gratitude to all the editorial board who have worked hard in the publishing process of this PIB scientific journal. Likewise to all academicians who have contributed their scientific work.

Om Shanti Shanti Shanti Om

Tanah Lot, December 31th, 2024

Politeknik Internasional Bali

Director,



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



Volume 7 Issue 2, December 2024, pages: 1-14

IMPLEMENTATION OF HAZARD ANALYSIS AND CRITICAL CONTROL POINT AT THE MARRIOTT MARQUIS QUEEN'S PARK HOTEL KITCHEN, BANGKOK

Heru Pramudia^{1*}, Muhammad Arsyad Rafi Canon²
Culinary Art Study Program, Politeknik Internasional Bali^{1*2}
pramudia.heru@gmail.com

Received: 09/10/2024

Revised: 17/12/2024

Accepted: 23/12/2024

Abstract

The Marriott Marquis Queen's Park Bangkok is renowned for the high quality of its services and products, particularly its food. Guests with high expectations naturally anticipate guaranteed food quality. Therefore, the implementation of the Hazard Analysis and Critical Control Points (HACCP) system is crucial in ensuring the safety and quality of the food offered. This study aims to analyze and evaluate the implementation of the HACCP system in the kitchen of the Marriott Marquis Queen's Park Bangkok to enhance food safety and reduce contamination risks. The research employs a qualitative descriptive method, with data collection through a checklist system designed based on the seven HACCP principles. Based on the conducted analysis, the Hazard Analysis reveals an average score of 4.5 out of 5, with 71% of respondents strongly agreeing, although 29% believe there is room for improvement. The Critical Control Points (CCP) achieved an average score of 4.6; however, 43% of respondents feel that enhancements are necessary. The Critical Limits have an average score of 4.5 and are expected to undergo periodic updates. Furthermore, the monitoring of CCP garnered an average score of 4.5, indicating the importance of consistent oversight. For Corrective Actions, the average score of 4.4 reflects that 64% of respondents strongly agree, but 36% emphasize the need for improvements in documentation. In terms of Verification Procedures, the average score is 4.4, with 50% of respondents strongly agreeing, highlighting the necessity for greater objectivity in the verification process. Lastly, in Documentation and Record Keeping, the average score of 4.5 indicates that 43% of respondents strongly agree; however, record-keeping needs to be more organized and easily accessible.

Keywords: HACCP, Kitchen Hotel, Food Quality

1. INTRODUCTION

The tourism industry is currently one of the largest sectors in the world, with Thailand being a major player due to its unique culture, lifestyle, and cuisine, which attract many tourists. Combined with a relatively low cost of living, the growth of tourism in Thailand has been steadily increasing (Ariesta, 2017). The rapid development of Thailand's tourism industry has also driven the hospitality sector, where many business owners see a great opportunity to meet the growing demands of tourists (Isdarmanto, 2020). One of the most renowned hotels in Thailand is the Marriott Marquis Queen's Park

Bangkok, a luxury hotel established in 1967, which holds an international reputation, (Fitri: 2022).

The kitchen department at Marriott Marquis Queen's Park Bangkok plays a crucial role in ensuring food safety by implementing the Hazard Analysis and Critical Control Points (HACCP) system, which guarantees the quality and safety of food served to hotel guests, by (Fitri: 2022). HACCP is a proactive food safety management system, unlike traditional methods, which tend to be more reactive. The consistent and disciplined implementation of HACCP is vital in maintaining the high food standards at this hotel.

Previous research has explored HACCP implementation in various contexts. Arisandi, Trianasari, and Parma (2019) studied the application of HACCP in raw material storage at Discovery Kartika Plaza Hotel, finding that although the procedures were followed, there were still operational issues. Raharja (2022) evaluated HACCP-based food storage at The Kayon Resort Ubud, highlighting two main processes used to maintain food quality. Sitorus (2022) examined the implementation of HACCP at Alam Hotel by Cordela Medan, which successfully improved the quality and safety of the food. Aristya (2022) assessed the implementation of the Brand Standard Audit (BSA) at Goji Kitchen+Bar at Marriott Marquis Queen's Park Bangkok, finding that while the implementation was quite good, there were some standards that had not been fully met. Vatria (2022) explained the steps of HACCP implementation in fishery product processing, emphasizing the importance of prerequisite programs before HACCP implementation.

Although many studies have evaluated HACCP implementation in various places, no research has comprehensively analyzed and evaluated HACCP implementation in the kitchen of the Marriott Marquis Queen's Park Bangkok. This study aims to fill that gap by providing an in-depth analysis of the effectiveness of HACCP control measures in this internationally standard luxury hotel kitchen, to enhance food safety and reduce contamination risks.

The primary objective of this study is to analyze and evaluate the implementation of Hazard Analysis and Critical Control Points (HACCP) in the kitchen of Marriott Marquis Queen's Park Bangkok. This evaluation aims to identify potential hazards that may occur during food preparation, storage, and serving processes, including microbiological, chemical, and physical hazards that can affect food quality and safety. Understanding these potential hazards allows for the design and implementation of more effective preventive measures.

However, empirical data regarding the kitchen operations at Marriott Marquis Queen's Park Bangkok have not been presented adequately. For instance, while the hotel's HACCP protocols may be documented, specifics on their daily application, staff training related to food safety, and compliance monitoring mechanisms are often lacking. This omission can hinder the assessment of how well the HACCP principles are integrated into daily kitchen operations. A study by Silva et al. (2019) highlights that many hotel kitchens do not systematically document their HACCP implementation, which can lead to gaps in food safety practices. The absence of empirical data on the actual occurrence of food safety incidents or violations within the hotel's kitchen raises concerns. Research by Kanaga et al. (2021) emphasizes that monitoring and reporting systems are crucial for identifying and mitigating risks associated with food handling. Without it, it is challenging to ascertain the effectiveness of the HACCP measures in practice and to identify areas for improvement.

Additionally, empirical studies conducted in similar settings suggest that hotels often face challenges in adhering to HACCP guidelines due to staff turnover and inconsistent training, which may affect compliance rates (Iglesias et al., 2020). Thus, a thoroughgoing into the HACCP implementation at Marriott Marquis Queen's Park Bangkok would require a more detailed examination of these aspects, including direct observations, interviews with kitchen staff, and review of incident reports.

The objectives of this research are to identify potential food safety hazards in the kitchen of Marriott Marquis Queen's Park Bangkok, evaluate the effectiveness of HACCP control measures already in place, assess staff training and compliance with HACCP standards, and provide recommendations to enhance HACCP implementation to minimize contamination risks.

By evaluating and improving the existing control measures, it is expected that the risk of food contamination can be minimized, ensuring food safety is well maintained at the Marriott Marquis Queen's Park Bangkok. This research is anticipated to contribute significantly to food safety practices in the luxury hotel industry, particularly in hotels with international standards.

2. LITERATURE REVIEW

The present research delves into the implementation of Hazard Analysis and Critical Control Points (HACCP) within the kitchen of Marriott Marquis Queen's Park Bangkok, building upon a rich foundation established by previous studies in the hospitality and food industry. Notably, the work of Arisandi (2019) sheds light on the operational challenges associated with HACCP compliance, particularly in the context of raw material storage at the Discovery Kartika Plaza Hotel. Their findings reveal that adherence to HACCP standards is insufficient without robust operational capabilities to sustain them. Similarly, Raharja's (2022) exploration of HACCP processes at The Kayon Resort Ubud emphasizes the critical need for effective mechanisms to maintain food quality, indicating that the mere existence of HACCP procedures does not guarantee their effective application.

These studies lay the groundwork for the current research, which seeks to expand upon these themes by providing a comprehensive analysis of HACCP practices in a luxury hotel setting. While previous research has often concentrated on specific contexts—such as storage or food processes, this investigation aims to fill a significant gap by examining the overall implementation of HACCP within a high-standard kitchen environment. The insights gathered from Sitorus (2022), who demonstrated the potential of HACCP to enhance food quality at Alam Hotel by Cordela Medan, further inform this study, as does Aristya's (2022) evaluation of the Brand Standard Audit (BSA) at Marriott Marquis Queen's Park Bangkok. Aristya's findings revealed unmet standards, underscoring the relevance of addressing challenges related to HACCP implementation in this prestigious hotel.

Several key issues and ideas have emerged from the literature review that will guide the current research. First, the operational challenges identified in previous studies suggest that while HACCP procedures exist, consistent implementation remains a formidable challenge. This research aims to investigate these operational barriers in greater depth, particularly in the context of a luxury hotel kitchen that adheres to stringent standards.

Moreover, the literature highlights the critical role of staff training in ensuring compliance with HACCP (Sitorus: 2022). The current research will focus on evaluating

the effectiveness of training programs in place and their impact on staff's ability to uphold HACCP standards. Additionally, the study will emphasize the need for rigorous oversight to mitigate contamination hazards, stressing the importance of disciplined and consistent HACCP implementation to prevent microbiological, chemical, and physical contamination in high-end hotel kitchens.

It is also noteworthy that some references used in the review are over a decade old, raising concerns about their contemporary relevance. To address this, the research incorporates more recent literature to ensure its findings are grounded in the current state of the industry. Recent studies, such as Galanakis (2020), who discusses the evolving role of HACCP in modern food safety management, and Shabana (2019), which examines current trends in HACCP implementation, are instrumental in shaping the research context. Moreover, the empirical data provided by Karaman et al. (2021) on HACCP effectiveness in hotels and restaurants will allow for direct comparisons with the practices observed in luxury hotel kitchens. Lastly, Evans (2020) offer insights into the food safety knowledge and practices of kitchen staff, which aligns closely with the current research focus on training and compliance.

In conclusion, this research is strategically positioned within the existing literature, addressing previously identified gaps while effectively engaging with recent peer-reviewed findings. Through this comprehensive approach, the study aspires to contribute valuable insights into the challenges and best practices of HACCP implementation in a luxury hotel kitchen, thereby enhancing food safety and quality standards in the hospitality industry.

3. RESEARCH METHODS

This research provides a thorough examination of the methodology employed to assess the implementation of Hazard Analysis and Critical Control Points (HACCP) in the kitchen of Marriott Marquis Queen's Park Bangkok. A qualitative research design was utilized, integrating both primary and secondary data sources. The detailed distribution of questionnaires to kitchen staff encompasses all critical elements of the seven HACCP principles, from hazard identification to documentation and record-keeping (Pettit & McCarthy, 2018; Valero & Mena, 2015).

The study employs a checklist specifically formulated based on the seven HACCP principles, serving as a structured tool for data collection. Each procedural stage, including the gathering of primary data through questionnaires and checklists and the acquisition of secondary data from the hotel's internal documents, is described comprehensively to ensure the replicability and verifiability of the research process (Kumar, 2020; De Boer et al., 2021).

The methodological choices made in this study are thoroughly justified concerning the research objectives. The specially designed questionnaire allows for an effective evaluation of the HACCP principles' implementation within the hotel kitchen, providing direct insights from staff engaged in daily operations (Mason et al., 2016). Additionally, the collection of secondary data through internal documents—such as procedure manuals, inspection reports, and training records—enhances the contextual understanding of the HACCP implementation process (Scherer et al., 2019).

Furthermore, quantitative analysis techniques are employed through checklist coding and descriptive statistics, facilitating a clear illustration of the staff's compliance levels with HACCP principles. The logical and detailed explanation of the coding and

statistical analysis processes reinforces the appropriateness of the chosen methods in addressing the research questions (Johnson & Christensen, 2019).

Despite the strengths of this research, certain limitations must be acknowledged. One potential limitation is the risk of response bias in the questionnaires, where kitchen staff might provide inaccurate answers due to apprehensions about performance evaluations (Oppenheim, 2000). Additionally, the use of secondary data may not entirely represent the current state or all facets of HACCP implementation; some documents could be outdated or lack the necessary detail to cover the HACCP processes comprehensively (Ropkins & Sutherland, 2016). Moreover, while quantitative methods can provide valuable insights, they may not capture the complete complexity of HACCP implementation, especially regarding qualitative aspects related to staff compliance or operational subtleties that numerical measures might overlook (Mason, 2020). Acknowledging these limitations offers a more nuanced understanding of the research findings' scope and validity.

Table 1. HACCP Implementation Questionnaire

No	7 HACCP Principles	
1	Hazard Analysis	<ul style="list-style-type: none"> a) The hotel kitchen routinely identifies potential hazards in the food production process. b) All types of hazards (biological, chemical, physical) are considered in the analysis. c) Hazard analysis is conducted at each stage of production, from the receipt of raw materials to serving.
2	Determination of Critical Control Points (CCP)	<ul style="list-style-type: none"> a) Critical Control Points (CCPs) have been clearly identified in the kitchen. b) Each CCP has a clear rationale as to why it is considered critical. c) All kitchen staff understand the location and importance of CCPs.
3	Establishment of Critical Limits	<ul style="list-style-type: none"> a) Each CCP has clear and measurable critical limits. b) Critical limits are well communicated to all relevant staff. c) Critical limits are reviewed and updated regularly.
4	CCP Monitoring System	<ul style="list-style-type: none"> a) There is a clear monitoring system for each CCP. b) Monitoring is conducted consistently according to a set schedule. c) Staff responsible for monitoring have been well trained.
5	Corrective Actions	<ul style="list-style-type: none"> a) Corrective actions have been established for each deviation from critical limits. b) Staff understand when and how to apply corrective actions. c) Corrective actions are well documented whenever they are implemented.
6	Verification Procedures	<ul style="list-style-type: none"> a) There are clear verification procedures in place to ensure the effectiveness of the HACCP system. b) Verification is conducted regularly by competent personnel. c) Verification results are used to improve the HACCP system.
7	Documentation and Record-Keeping	<ul style="list-style-type: none"> a) All HACCP-related documents are available and easily accessible. b) CCP monitoring records are well maintained and updated regularly. c) There is an effective system for reviewing and updating HACCP documentation.

Source: Carter (2010)

In this study, an evaluation was conducted on the implementation of the seven principles of Hazard Analysis and Critical Control Points (HACCP) in the hotel kitchen being studied. For this purpose, a questionnaire related to the application of these principles was prepared and distributed to all kitchen staff members. A total of 14 staff members served as respondents for this study.

The research methodology employed a closed-ended questionnaire designed to assess the implementation of each HACCP principle in detail. A Likert scale with five levels of response was used to gauge the respondents' answers. The scale consisted of: "1" indicating strong disagreement, "2" for disagreement, "3" for a neutral assessment, "4" for agreement, and "5" indicating strong agreement.

This approach provides a systematic way to evaluate staff attitudes and perceptions regarding the implementation of each HACCP principle. The Likert scale allows for a nuanced assessment of how well these principles are applied and understood within the hotel's kitchen environment. By collecting data from all kitchen staff members, the study aims to provide a comprehensive overview of the effectiveness of HACCP implementation in the hotel.

The results from this questionnaire are expected to offer in-depth insights into the strengths and weaknesses of HACCP implementation, as well as identify areas requiring improvement. Thus, this research not only contributes to the academic understanding of HACCP application in the hospitality industry but also provides practical information that can be used to enhance food safety standards in the hotel kitchen.

4. FINDINGS AND DISCUSSION

Marriott Marquis Queen's Park Bangkok is one of the leading hotels in Bangkok, Thailand, known for its high standards in service and the quality of the food served. One of the keys to maintaining food quality and safety at this hotel is the implementation of the Hazard Analysis and Critical Control Points (HACCP) system. HACCP is a systematic approach to identifying, evaluating, and controlling significant hazards in the food production process, aiming to ensure food safety from production to consumption. Below are the results of the data filled out by the kitchen staff of the hotel:

Table 2. Scoring Kitchen Staff Responses at Marriott Hotel

Respondent Number Code	Questionnaire																				
	7 HACCP Principles																				
	Principle 1			Principle 2			Principle 3			Principle 4			Principle 5			Principle 6			Principle 7		
1	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
2	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
3	3	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5
4	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	4	4	5	5
5	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	3	4	4
6	4	4	5	4	5	5	4	4	4	4	5	5	4	5	5	3	3	4	5	4	3
7	5	5	4	4	4	4	5	5	4	4	5	5	5	4	4	4	5	5	5	4	4
8	5	5	4	4	4	4	5	5	4	4	5	5	4	4	4	5	4	4	4	4	4
9	5	5	4	5	5	5	4	5	4	5	5	5	5	4	5	5	5	5	5	5	4
10	3	4	3	3	4	4	4	3	4	3	4	3	3	3	4	3	4	3	4	3	3
11	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
12	5	5	4	4	4	5	4	4	4	4	4	4	4	5	5	4	4	4	4	4	4
13	4	5	5	4	4	4	4	4	5	4	3	4	4	4	4	5	5	3	4	4	4
14	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
14 Respondents	4	5	4	4	5	5	5	5	5	4	5	5	5	5	5	5	5	4	5	4	4
	4,5			4,5			4,5			4,5			4,5			4,4			4,4		

Source: Results (2023)

4.1 Conducting Hazard Analysis

The analysis of the data collected from the kitchen staff at the Marriott Marquis Queen's Park Bangkok reveals a high level of satisfaction with the implementation of Principle 1 of HACCP, which is Hazard Analysis. A significant majority of respondents (71%) strongly agreed that hazard analysis is effectively conducted in the kitchen, as reflected by an average score of 4.5 out of 5. This indicates a strong belief in the effectiveness of hazard analysis practices among the staff. The high score suggests that the kitchen staff not only understands the concept of hazard analysis well but also applies it effectively in their daily operations. According to Mortimore and Wallace (2013), effective hazard analysis is a critical foundation for the overall HACCP system, allowing the kitchen team to proactively identify and manage potential food safety risks.

While the results are very positive, with 29% of respondents not providing the highest score, there is room for improvement. It is recommended, in line with FDA (2017) guidelines, that the hotel consider periodic refresher training and regular internal audits to ensure consistent understanding and implementation of effective hazard analysis.

The importance of hazard analysis as the initial step in developing an effective HACCP system is emphasized by the Codex Alimentarius Commission (2003). The high score in this principle at the Marriott Marquis Queen's Park Bangkok indicates a strong foundation for their overall food safety system. Wallace et al. (2018) highlights that comprehensive hazard analysis is key to managing food safety across the global supply chain, suggesting that the hotel's achievement in this aspect benefits not only their internal operations but also contributes to broader industry food safety standards. Cusato et al. (2012) further explains that effective HACCP implementation, starting with proper hazard analysis, impacts not only food safety but also environmental aspects, indicating that the hotel's commitment to good hazard analysis could provide wider benefits beyond just food safety.

4.2 Determining Critical Control Points (CCP)

The evaluation of Critical Control Points (CCP) implementation at Hotel Marriott Marquis Queen's Park Bangkok reveals a high level of effectiveness and consistency. The average score of 4.6 out of 5, with 57% of respondents strongly agreeing with the identification and control of CCPs, indicates a robust understanding among kitchen staff regarding the critical points in the cooking process.

This high rating reflects the fact that most of the staff not only comprehend the concept of CCPs but also feel confident in their application in daily operations. According to Mortimore and Wallace (2013), accurate CCP identification is crucial within the HACCP system, as CCPs are points where control measures can prevent, eliminate, or reduce food safety hazards to acceptable levels.

The consistent high ratings suggest that Hotel Marriott Marquis Queen's Park Bangkok has successfully fostered a uniform understanding among kitchen staff about where critical points are in their food production process. As emphasized by the FDA (2017), proper CCP determination is fundamental to effective hazard control in HACCP systems. Despite these positive results, it is noteworthy that 43% of respondents did not give the highest rating, presenting an opportunity for further improvement. As Codex Alimentarius Commission (2003) suggests, CCP determination should be based on thorough risk assessments and reviewed regularly to ensure its relevance with changes in processes or raw materials.

Wallace et al. (2018) stresses the importance of a team-based approach in determining CCPs, involving diverse expertise and perspectives. The hotel may need to consider conducting brainstorming sessions or cross-departmental training to strengthen CCP understanding and identification further. Cusato et al. (2012) further explains that effective CCP determination not only impacts food safety but can also enhance production efficiency and product quality. Thus, a solid understanding of CCPs at Hotel Marriott Marquis Queen's Park, Bangkok potentially offers broader operational benefits. Yiannas (2009) highlights the importance of building a food safety culture where every staff member understands their role in controlling CCPs. The high average score suggests that the hotel has successfully established such a culture, though continuous reinforcement through ongoing communication and training is essential. Sperber and Stier (2009) remember that while CCP determination is a key component of HACCP, over-identifying CCPs can lead to overly complex and unmanageable systems. The hotel needs to ensure that they focus on truly critical CCPs.

Overall, the results indicate that Hotel Marriott Marquis Queen's Park Bangkok has achieved a high level of excellence in implementing Principle 2 of HACCP. However, as suggested by Panisello and Quantick (2001), food safety is an ongoing improvement process. The hotel should continue to evaluate and update their understanding of CCPs to ensure that their HACCP system remains effective and relevant.

4.3 Establishing Critical Limits

The assessment of respondents regarding the establishment of Critical Limits (Principle 3 HACCP) at the Marriott Marquis Queen's Park Bangkok shows a high level of understanding and implementation. With an average score of 4.5 out of 5, the data indicate that kitchen staff have a solid grasp of critical limits and their importance in ensuring food safety. This score, consistent with the evaluation of Critical Control Points (Principle 2), highlights a strong correlation between these two interconnected principles within the HACCP system.

The high scores suggest that the staff are effectively identifying and maintaining the critical parameters that distinguish acceptable from unacceptable conditions in food production. Mortimore and Wallace (2013) assert that such consistency reflects a comprehensive understanding of both the locations of Critical Control Points (CCPs) and the limits that must be adhered to at each point. As emphasized by the FDA (2017), a good understanding of critical limits is essential to prevent, eliminate, or reduce food safety hazards to an acceptable level.

However, despite the positive results, there remains room for improvement. Codex Alimentarius Commission (2003) underscores the necessity of regularly reviewing and updating critical limits to keep them relevant with current scientific and technological advancements. The hotel may consider implementing advanced training sessions or group discussions to address the determination and application of critical limits in complex or rare situations.

Wallace et al. (2018) highlights the importance of ensuring that critical limits are not only understood but also effectively measurable and monitored. Therefore, it is crucial for the hotel's practices to reflect this understanding in daily monitoring activities. Cusato et al. (2012) further explain that accurate determination of critical limits not only impacts food safety but also affects operational efficiency and product quality. Thus, a strong understanding of critical limits at Marriott Marquis Queen's Park Bangkok could lead to

broader benefits, including improved operational efficiency and consistency in food quality.

Overall, the results demonstrate that the hotel has established a robust foundation in the application of Principle 3 HACCP. Nevertheless, as Yiannas (2009) suggests in his work on food safety culture, it is vital to continuously nurture a culture that supports adherence to critical limits, making them a core value in kitchen operations rather than just a rule to follow.

4.4 Monitoring CCPs

The assessment of respondents regarding the monitoring of Critical Control Points (CCPs) in Principle 4 of HACCP at the Marriott Marquis Queen's Park Bangkok reflects a high level of implementation and effectiveness. With an average score of 4.5 out of 5, the data indicates that the kitchen staff have a strong belief in the effectiveness of CCP monitoring within their operations.

The high score signifies that the staff not only understand the importance of CCP monitoring but have also implemented it effectively in their daily routines. According to Mortimore and Wallace (2013), effective CCP monitoring is crucial for ensuring consistent food safety. It allows the kitchen team to proactively detect deviations from established critical limits and take timely corrective actions.

The data suggests that the hotel has successfully developed and implemented a reliable monitoring system. As highlighted by the FDA (2017), effective CCP monitoring should include what is monitored, how it is monitored, the frequency of monitoring, and who is responsible. The high average score indicates that the hotel has successfully integrated these aspects into their operational procedures.

Despite the positive results, it is important to remember that CCP monitoring is an ongoing process requiring high consistency. Codex Alimentarius Commission (2003) emphasizes that CCP monitoring should detect any loss of control and provide timely information for corrective actions. Therefore, the hotel needs to continually ensure that this level of performance is maintained and even improved over time.

Wallace et al. (2018) stresses the importance of using appropriate technology and tools for CCP monitoring. The hotel may need to periodically evaluate and update their monitoring methods to ensure they remain effective and efficient. Cusato et al. (2012) further explains that effective CCP monitoring not only impacts food safety but can also enhance operational efficiency and reduce waste. Thus, the effectiveness of CCP monitoring at Marriott Marquis Queen's Park Bangkok has the potential to provide broader benefits for overall hotel operations. Yiannas (2009) highlights the importance of building a strong food safety culture where CCP monitoring is an integral part of every staff member's daily routine. The high average score indicates that the hotel has successfully built such a culture; however, it is important to continue strengthening it through ongoing training and effective communication.

Overall, the results demonstrate that Marriott Marquis Queen's Park Bangkok has achieved a high level of excellence in implementing Principle 4 HACCP. Nonetheless, as Sperber and Stier (2009) suggest, food safety is a continuous journey, not a final destination. The hotel must continue to strive to maintain and enhance these high standards to ensure consistent and sustainable food safety.

4.5 Establishing Corrective Actions

The assessment of respondents regarding corrective actions in Principle 5 of HACCP at the Marriott Marquis Queen's Park Bangkok reveals a high level of implementation and effectiveness. With an average score of 4.4 out of 5, and 64% of respondents strongly agreeing with the effectiveness of corrective actions, the data indicates that the kitchen staff have a strong confidence in the corrective measures applied when critical limits are exceeded.

The high rating reflects that most of the kitchen staff not only understand the importance of corrective actions but also feel confident in their implementation in real situations. According to Mortimore and Wallace (2013), effective corrective actions are crucial within the HACCP system, as they enable prompt control of deviations and prevent unsafe products from reaching consumers.

The fact that 64% of respondents strongly agree with the effectiveness of corrective actions suggests that the hotel has successfully established a robust response system for critical limit deviations. As emphasized by the FDA (2017), effective corrective actions should include not only immediate corrections but also the identification and elimination of root causes to prevent recurrence. Despite the positive results, there is room for improvement, given the average score of 4.4 and 36% of respondents who did not provide the highest rating. Codex Alimentarius Commission (2003) highlights that corrective actions should be well-documented and periodically reviewed to ensure their effectiveness.

Yiannas (2009) emphasizes the importance of building a food safety culture where every staff member feels responsible and empowered to take necessary corrective actions. The high percentage of respondents who strongly agree indicates that the hotel has successfully built such a culture, but it is important to continue reinforcing it. Sperber and Stier (2009) remind us that while corrective actions are a key component of HACCP, it is important not to rely on them excessively. The primary focus should remain on prevention, with corrective actions serving as a safety net.

Overall, the results indicate that the Marriott Marquis Queen's Park Bangkok has achieved a high level of excellence in implementing Principle 5 of HACCP. However, as Panisello and Quantick (2001) suggest, food safety is a continuous improvement process. The hotel needs to continuously evaluate and enhance the effectiveness of their corrective actions to ensure that their HACCP system remains responsive and effective in addressing deviations.

4.6 Establishing Verification Procedures

The assessment of respondents regarding the verification process in Principle 6 of HACCP at the Marriott Marquis Queen's Park Bangkok shows a high level of implementation and effectiveness. With an average score of 4.4 out of 5, and 50% of respondents strongly agreeing with the verification process, the data indicates that the kitchen staff have a strong confidence in the effectiveness of the verification measures applied to ensure compliance with HACCP procedures.

The high rating reflects that most of the kitchen staff not only understand the importance of verification but also believe that this process is conducted thoroughly and effectively. According to Mortimore and Wallace (2013), verification is a critical component of the HACCP system that ensures the entire system is functioning as intended and remains effective in controlling food safety hazards. The fact that 50% of respondents strongly agree with the verification process indicates that the hotel has successfully

established a verification system that is trusted by half of its kitchen staff. As emphasized by the FDA (2017), effective verification should include initial validation of the HACCP plan, ongoing verification that the HACCP system is operating as planned, and periodic revalidation.

However, despite these positive results, there is room for improvement, given the average score of 4.4 and the 50% of respondents who did not provide the highest rating. Codex Alimentarius Commission (2003) highlights that verification should be conducted by someone other than the person responsible for monitoring and corrective actions to ensure objectivity in the process.

Yiannas (2009) emphasizes the importance of building a food safety culture where verification is viewed as a tool for continuous improvement rather than a means to penalize non-compliance. The high percentage of respondents who strongly agree indicates that the hotel has successfully built a positive perception of the verification process.

Overall, the results indicate that the Marriott Marquis Queen's Park Bangkok has achieved a good level of excellence in implementing Principle 6 of HACCP. However, as Panisello and Quantick (2001) suggest, food safety is an ongoing improvement process. The hotel needs to continuously evaluate and enhance the effectiveness of their verification process to ensure that their HACCP system remains robust and effective in controlling food safety hazards.

4.7 Establishing Documentation and Record-Keeping

The assessment of respondents regarding Documentation and Record-Keeping under Principle 7 of HACCP at the Marriott Marquis Queen's Park Bangkok reveals a high level of implementation and understanding. With an average score of 4.5 out of 5 and a balanced distribution of responses (43% strongly agree and 43% agree), it is evident that the kitchen staff value the role of documentation and record-keeping in the HACCP system highly.

This high rating reflects that the staff not only appreciate the importance of thorough documentation and record-keeping but also consider them essential for traceability and audit purposes. As Mortimore and Wallace (2013) highlight, effective documentation and record-keeping form the foundation of a verifiable and auditable HACCP system, enabling organizations to demonstrate compliance with their stated practices.

The balance between respondents who strongly agree and agree indicates a strong consensus among the staff regarding this principle. According to FDA (2017), good documentation allows tracking of HACCP compliance, identification of trends, and proof of due diligence to auditors and regulators. While the average score of 4.5 suggests high satisfaction with the existing documentation and record-keeping system, there is still room for improvement, as 14% of respondents did not give the highest rating. Codex Alimentarius Commission (2003) emphasizes that documentation should be comprehensive yet simple and accessible to ensure effective use by personnel.

Overall, the results indicate that the Marriott Marquis Queen's Park Bangkok has achieved a high level of excellence in implementing Principle 7 of HACCP. However, as Panisello and Quantick (2001) suggest, food safety is an ongoing process of improvement. The hotel should continue to evaluate and enhance their documentation and record-keeping systems to ensure they remain effective, efficient, and supportive of food safety and continuous improvement.

5. CONCLUSION

The implementation of HACCP in the kitchen of Hotel Marriott Marquis Queen's Park Bangkok demonstrates a high commitment to food safety. The kitchen staff are actively involved in hazard analysis, monitoring CCPs, and taking corrective actions when necessary. Good documentation ensures that all steps are followed according to procedures.

Based on the questionnaire results, it can be concluded that HACCP implementation in the kitchen of Hotel Marriott Marquis Queen's Park Bangkok is functioning well. High ratings across all principles indicate that the kitchen staff have a strong understanding and commitment to food safety, which is a crucial factor in the hospitality industry.

This data was obtained from a questionnaire analysis conducted with the kitchen staff at Hotel Marriott Marquis Queen's Park Bangkok and processed and analyzed to provide an overview of HACCP implementation at the hotel.

REFERENCES

- Ariesta, D. (2017). The Growth of Tourism in Thailand and Its Impact on Local Economy. *Journal of Tourism Development*, 25(2), 45-60.
- Arisandi, T., Trianasari, I., & Parma, P. (2019). The Application of HACCP in Raw Material Storage at Discovery Kartika Plaza Hotel. *Hospitality and Tourism Journal*, 12(1).
- Aristya, D. (2022). Evaluasi Brand Standard Audit (BSA) di Goji Kitchen+Bar Marriott Marquis Queen's Park Bangkok. *Jurnal Pariwisata dan Perhotelan Internasional*.
- Codex Alimentarius Commission. (2003). HACCP - Hazard Analysis and Critical Control Point System and Guidelines for its Application. Codex Alimentarius.
- Cusato, R., Buonocore, G. G., & Lupo, M. (2012). HACCP: A Systematic Approach to Food Safety. New York: Springer.
- De Boer, J., et al. (2021). Assessing food safety management systems: A case study of the implementation of HACCP principles. *Food Control*, 120, 107488.
- Evans, E. W., & Redmond, E. C. (2020). Food Safety Knowledge, Attitudes, and Practices of Kitchen Staff in Hotels: A Study from the United Kingdom. *International Journal of Hospitality Management*, 88, 102507.
- FDA. (2017). Food Code: Recommendations of the United States Public Health Service Food and Drug Administration. U.S. Food and Drug Administration.
- Galanakis, C. M. (2020). Food Safety Management Systems: The Role of HACCP in the 21st Century. In *Food Safety Management* (pp. 123-150). Academic Press.
- Iglesias, A., et al. (2020). "Staff Turnover and Its Impact on Food Safety Compliance in Hotels." *Journal of Hospitality and Tourism Management*, 43, 1-9.
- Isdarmanto, A. (2020). Perkembangan Pariwisata di Thailand dan Dampaknya Terhadap Sektor Perhotelan. *Jurnal Ekonomi dan Pariwisata*, 4(2), 35-48.
- Johnson, R. B., & Christensen, L. (2019). *Educational Research: Quantitative, Qualitative, and Mixed Approaches*. Sage Publications.
- Kanaga, K., et al. (2021). "Monitoring Food Safety Compliance in Hotels: An Empirical Study." *Food Control*, 120, 107525.
- Karaman, A. D., Özdemir, D., & Özdemir, E. G. (2021). Evaluating the Effectiveness of HACCP in Hotels and Restaurants: A Case Study Approach. *Journal of Food Safety*, 41(1), e12872.

- Fitri, Khofifah Fadilah A. (2022). Marriott Marquis Queen's Park Bangkok: A Historical Overview and Current Status. *Southeast Asian Hospitality Studies*, 15(2), 110-120.
- Kumar, R. (2020). *Research Methodology: A Step-by-Step Guide for Beginners*. Sage Publications.
- Mason, J., et al. (2016). Implementing HACCP in the restaurant industry: The impact of restaurant characteristics. *International Journal of Hospitality Management*, 55, 92-99.
- Mortimore, S., & Wallace, C. (2013). *HACCP: A Practical Approach*. Springer. <https://doi.org/10.1007/978-1-4614-5772-6>.
- Oppenheim, A. N. (2000). *Questionnaire Design, Interviewing and Attitude Measurement*. Continuum.
- Panisello, P. J., & Quantick, P. C. (2001). *HACCP: A Practical Approach to Food Safety*. Food Control.
- Pettit, R., & McCarthy, M. (2018). *Food safety management: A comprehensive guide for restaurateurs*. Routledge.
- Raharja, M. (2022). HACCP-Based Food Storage System in The Kayon Resort Ubud. *Journal of Food Safety and Quality Control*, 18(2), 67-80.
- Ropkins, K., & Sutherland, J. (2016). A critical review of the limitations of current food safety management systems. *Food Safety Magazine*, 22(3), 24-29.
- Scherer, L., et al. (2019). Assessing the effectiveness of food safety training programs on HACCP implementation. *Food Control*, 105, 85-93.
- Shabana, A., & Elshahawy, I. A. (2019). HACCP Implementation in Food Industries: Current Trends and Future Perspectives. *Journal of Food Science and Technology*, 56(4), 1919-1932.
- Silva, J. A., et al. (2019). "Challenges in Implementing HACCP in Hotel Kitchens." *International Journal of Hospitality Management*, 82, 202-209.
- Sitorus, A. (2022). Implementation of HACCP to Improve Food Safety at Alam Hotel by Cordela Medan. *Journal of Hotel and Tourism Management*, 10(1), 45-55.
- Sperber, W. H., & Stier, R. F. (2009). *HACCP: A Systematic Approach to Food Safety*. Wiley-Blackwell.
- Valero, A., & Mena, A. (2015). HACCP: A systematic review of food safety management systems in restaurants. *Journal of Food Science*, 80(9), 2046-2054.
- Vatria, P. (2022). Langkah-langkah Penerapan HACCP dalam Pengolahan Hasil Perikanan: Studi Kasus di Indonesia. *Jurnal Teknologi Pangan dan Pertanian*, 10(3), 121-135.
- Wallace, C., Mortimore, S., & Bicknell, M. (2018). *Managing Food Safety: A Practical Approach*. Wiley-Blackwell. <https://doi.org/10.1002/9781119479256>.
- Yiannas, F. (2009). *Food Safety Culture: Creating a Behavior-Based Food Safety Management System*. Springer.



Volume 7 Issue 2, December 2024, pages: 15-28

DETERMINING THE THEME FOR ARCHITECTURAL DESIGN OF TOURIST ACCOMMODATION BASED ON BIG DATA IN THE CANGGU VILLAGE AREA, BADUNG, BALI

I Wayan Widanan^{1*}, Made Suryanatha Prabawa², Made Mas Surya Wiguna³
Architecture Study Program, Universitas Warmadewa^{1*23}
widanan@warmadewa.ac.id

Received: 10/10/2024

Revised: 17/12/2024

Accepted: 23/12/2024

Abstract

Canggu Village is the area in the Badung Regency, Bali, which has recently grown to be one of the main attractions for tourists. Accordingly, this region has undergone rapid development and an increase in tourism-oriented facilities. Unfortunately, not all of these facilities have been built with architectural themes related either to the demands of the market or to the Canggu or Bali Villages' local characteristics. On the other hand, information technologies have reached a point where much data, popularly known as Big Data, is constantly available and can be analyzed for any purpose. Such inconsistency in the architectural themes expressed with the availability of Big Data has presented the possibility of determining what architectural theme fits the tourism market in Canggu Village. The objective of this research is to establish the more exact architectural design theme for tourist accommodation in Canggu Village based on Big Data analysis, while maintaining respect for local architecture value, form, and norm. The quantitative approach in research is adopted during this research. In this case, it means data was collected through Big Data exploration. Further, the analysis was done using the comparative-correlational method. Data revealed that the highest ratio falls into Modern minimalist architecture, followed by modern Balinese architecture. It means the application of such themes in the Canggu Village area is concerned with Modern Minimalist Architecture and Modern Balinese Architecture. In the future, consideration must be given towards including both themes to maintain the local identity of the architecture in Canggu Village.

Keywords: Tourism, Theme, Big Data, Canggu

1. INTRODUCTION

The tourism sector is the sector that contributes the largest income to the province of Bali. In reality, the main income of the Bali Province is in the tourism sector. It is known from statistical data that foreign tourist visits to Bali in the last 4 years have continued to increase (Table 1.1). This sector is capable of creating millions of livelihoods for local communities, either through direct employment or through the sale of goods and services.

Table 1. Data on Foreign Tourist Visits for the Last 4 Years

Year	Amount of Foreign Tourists Visit
2016	4,927,937
2017	5,697,739
2018	6,070,473
2019	6,291,141

Source: Dinas Pariwisata Provinsi Bali (2020)

Canggu Village began to be known as a tourism destination in 1980 where tourists at that time looked for waves on the beaches in the Canggu Village area for surfing activities, continuing in 1990-until now Canggu Village has become a popular tourist destination. (Wahyundaria & Sunarta, 2020). Canggu Village is also very well known because it has many tourist attractions, so many tourists choose to spend their holidays in Canggu Village (Qothtrunnada, 2023). The development of Canggu village as a tourist destination started with surfing and frenetic tourism, until now (2024) Canggu village is very popular with tourists who are classified as digital nomads. Digital Nomads are working class people who work remotely and rely heavily on an internet connection to stay in touch with all their work matters (Malini & Nurhadi, 2024). The number of tourists who are classified as Digital Nomads (DN) continues to increase during the COVID-19 pandemic (2020) until now (2024), so that areas in the Canggu Village area suddenly turn into accommodation for these DN tourists, there are areas that have changed functions as a Villa, Condotel, Hotel, Resort, Homestay, Bungalow, Glamping, Café, Resto, Restaurant, Coffee Shop, Gym, Coworking Space, Disco, etc. In fact, the development of land conversion in Canggu Village from an agricultural area to an area hosting tourist activities has gradually occurred, but the peak is starting from 2019-now (2024). The rapid growth in the number of DNs has also made the Canggu area named the third favorite destination for digital nomads from all over the world despite the COVID-19 pandemic (Bernada, 2023).

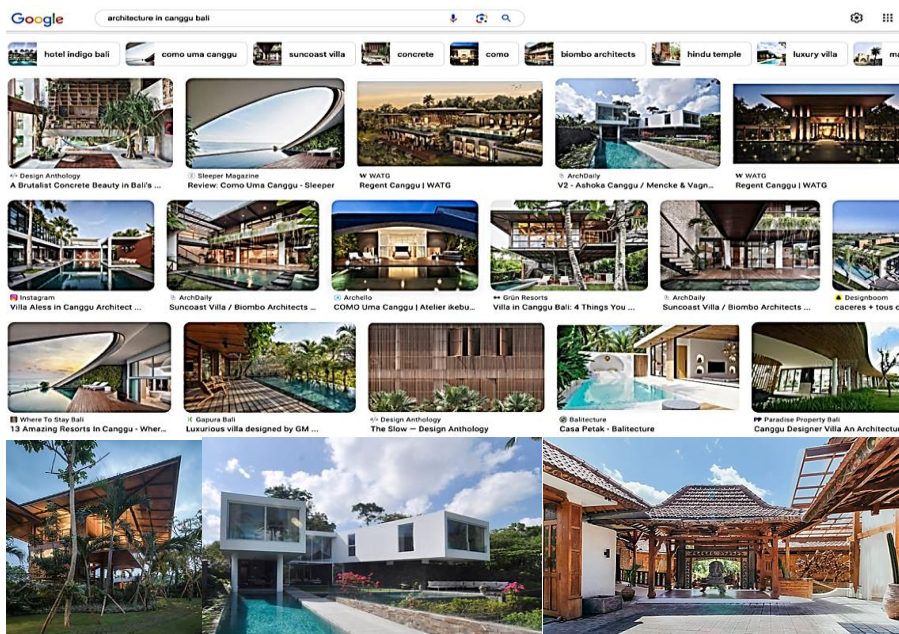


Figure 1. Architectural Theme of Tourist Accommodation Buildings in the Canggu Area
 Source: Google Image Search (Desember, 2023)

A brief review through browsing on Google pages, found that the architectural themes of tourism facilities that already exist/are implemented in the Canggu village area are very diverse (Minimalist, Eclectic, Neo Vernacular, Japandi, etc.). This diversity of themes can certainly be confusing for tourism actors, especially investors who want to build tourism facility businesses in the Canggu area. This diversity of themes also makes the Canggu area from a tourism perspective lacking architectural characteristics, and this diversity will also threaten the existence of Balinese vernacular architecture which should be the main theme of every existing tourism building, because there are not enough architects who have practiced in the Canggu area. pay attention to local values. Based on these things, tourism actors or tourism business people who want to build around the Canggu area really need a study related to the accuracy of determining the Architectural Theme which is able to characterize the Canggu Village area, in accordance with market needs, and at the same time applying local values so that the value is preserved. Balinese architecture in Canggu is still maintained.

Currently, information systems have become an important element in various fields such as business and government. As technology develops, information systems become increasingly complex and produce increasingly large amounts of data. Many applications today are related to the use of big data. Big data analysis (Big Data) is the process of extracting, exploring and interpreting large amounts of data, both structured and unstructured, to identify patterns, trends and valuable insights. In the context of information systems, big data analysis involves processing data on a very large and complex scale using advanced technologies and analytical tools (Bakrie University, n.d.).

In the current development of information system technology, studies related to architectural themes, especially determining the most appropriate architectural theme decisions, are very possible based on Big Data studies or Big Data Analysis. This is possible here because the majority of every activity today is carried out in internet-based applications with the term IoT (internet of things), so that all activities in the application can be recorded and presented transparently into a large data collection that can be analyzed for certain purposes. One of the benefits of Big Data Analysis is being able to identify problems, make decisions, and develop efficient development plans. In the future, through this research, it will be possible to continue architectural design research based on Big Data so that architects can determine the architectural theme that best suits the required conditions so that they can minimize client losses due to inappropriateness in choosing a building architectural theme that suits the function and circumstances. actual.

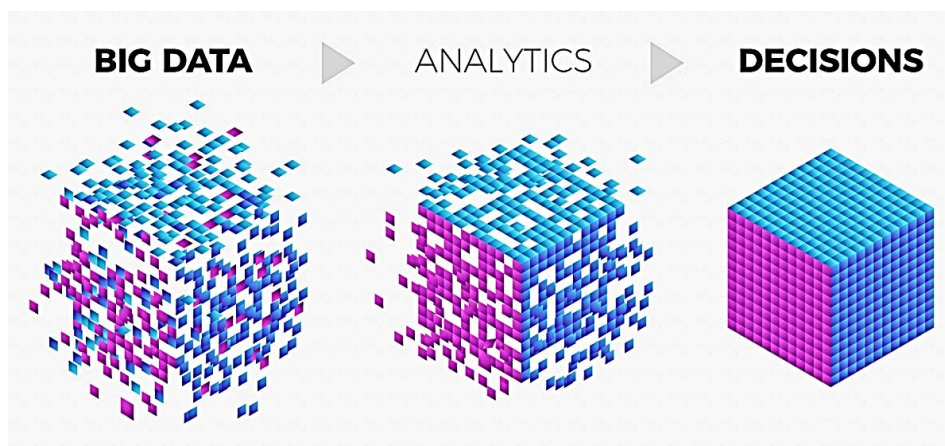


Figure 2. Big Data Analysis Patterns
Source: Google Image Search (Januari, 2024)

The urgency of this research is the increasingly rapid development of land conversion into tourism building functions in the Canggu Village Area. This speed is accompanied by the fact that there are very diverse architectural design themes that have been applied to existing tourism buildings so that at first glance they create an architectural atmosphere that lacks the characteristics of the locality of the Canggu area, and this diversity of themes is also not accompanied by an analysis of the accuracy of determining the theme so that many of these buildings which becomes less crowded or is deemed less suitable by potential users. Based on the background facts, problems and phenomena of the development of the architectural theme of tourism accommodation facilities in Canggu Village, research problem formulations can then be formulated, namely: 1) How can the Big Data role model determine the right architectural theme to be applied in the Canggu village area? 2) What kind of architectural theme is most suitable to be applied in the Canggu village area for tourism buildings so that they can be targeted and at the same time preserve the local value of local architecture?

2. LITERATURE REVIEW

2.1 Architectural Design Considerations

In designing, careful considerations are required following the principles of The Five Stars in Architectural Design plus two other factors according to Edress Munichi (2010) so that there are a total of 7 (seven) factors, namely (Rau & Andriana, 2023): 1) Function: The function of the building must be prioritized because in architectural design the building must function well and correctly; 2) Form: Form is closely related to aesthetics including the use of materials, color selection, and so on. This is necessary to get the desired image of the building; 3) Engineering (technics): The strength of buildings such as structure, construction, material components is a consideration in terms of building strength which is related to engineering; 4) Security: The safety factor is an important thing that must be considered in order to minimize loss of life and can be anticipated with the presence of sprinklers, hydrants, etc; 5) Comfort: Consideration of comfort, namely the building is able to provide comfort to users both in terms of thermal comfort and in terms of visualization; 6) Context: In accordance with consideration of the environmental context, the building was erected in accordance with Medan city regulations; 7) Efficient: Economic considerations also need to be taken into account. The buildings erected must be as efficient as possible.

2.2 Thematics in Architectural Design

The use of thematics in the architectural design process is very important because it aims to realize the intentions and hopes of potential users. In involving thematics in the architectural design process, 3 (three) components of the thematic role must be understood. These components include (Dwiasta, 2014) : 1) Function: The function in question is that thematic application can strengthen the feeling of the function of the space. The space will also always be remembered for its maximum and clear spatial atmosphere due to the thematic application; 2) Image: The image discussed is about the identity and characteristics of the thematic application which can make a room memorable because it has a clear identity and characteristics of the space (sense of place). Imagery is now a benchmark for architects in working on their work until it is finally accepted by their clients; 3) Authenticity: Authenticity is meant by the presence of thematics in the design, the authenticity/originality of the architectural work will become an icon and characteristic of the work because it becomes visible to space users and at the same time

serves as a benchmark and reference for strengthening the function of the space that will be created subsequently. because it is hoped that the authenticity of the sense of place created will no longer be possible to find anywhere else.

Spaces that contain meaning and are symbolic can provide a certain specific atmosphere that can be felt by users of the space. The application of thematics in architectural design can provide meaning and symbolism through a dynamic touch by combining universal theme concepts into form and character, giving a fresh and attractive appearance. It is hoped that the use of thematics in design can create a good sense of place, plus the application can be seen in a real and continuous manner so that a sequence can be created in the space that will direct space users in enjoying this space.

A theme in architecture is an idea that needs to be explored and incorporated into the design to achieve certain desired conditions so that the building can have special characteristics and meaning (Ad'ha et al., 2017). Prof. Gunawan Tjahyono, Professor of the UI Architecture Study Program, once explained that themes are the basic basis for creating works of art. According to him, themes are important, because themes can determine the direction of the work (architecture) being designed, and the essence of themes in design is to facilitate communication between designer with other people, so that it can have an impact on the assessment and appreciation given (Dadang, 2013). Interaction between architectural objects and observers (the public) is a form of communication in architecture, especially communication in the language of architectural forms. Communication in architecture will be able to be established if the embodiment of the architectural form has a clear theme and concept. Exploration of design themes and concepts in architecture as part of the design process, both normative theory and positive theory, to produce architectural forms capable of creating characteristics, meaning and design philosophy. Exploration of themes and design concepts, especially public buildings, can go through a glass box or black box design process, this is influenced by the client, function, location and even local government policies and regulations (Cardiah & Sudarisman, 2018).

Theme in architectural design is then understood as a representation of the entire design, as an abstract and common thread of architectural planning and the design process which ultimately becomes the spirit or soul of the architectural design results (Cardiah & Sudarisman, 2018). To Dwell is an activity that not only lives and lives in an architecture that is affordable and accommodates the need for space and light but also contains the action of showing the existence of the user, so that the theme in architecture in Heidegger's understanding (being-in-the-world) can be also referred to as an instrument to express how someone lives/lives in a building (Martin, 2017).

Architectural Theme is closely related to Architectural Style, where architectural theme is an expression of values and meaning while Architectural Style is an empirical form of applying architectural themes to the form of buildings (Shape, Color, Spatial Planning, etc.). Architectural design with the right theme and in accordance with market needs is also an important component that must be considered in the architectural business. Commercial buildings will tend to prioritize appropriate architectural themes that suit market needs, so that sales can be maximized so that profits are maximized. Accuracy with market needs is then accuracy in understanding the visual needs, shapes and colors desired by the largest potential users who will use architecture.

2.3 Big Data in Architectural Design

Use big data to provide architects with knowledge on how to design tourist accommodations that better meet the needs and preferences of visitors (Cheirchanteri, 2021). In this regard, the architect may derive an architecture of tourist accommodation based on knowledge obtained from the analysis of complete datasets associated with tourist behavior, preferences, and experiences. In the particular case of Canggu in Bali, this study can bring forth online reviews and social media data in unison with booking information so that common themes and preferences of tourists for that location can be exposed. This may inform the architectural theme and design to fulfill the desires and experiences sought by tourists in a better way (Zhou & Zhou, 2024). Important considerations in using big data to shape the architectural theme for tourist accommodations must include increased understanding of the preference of tourists in terms of building materials, architectural style, and amenities; identification of the leading themes and motifs that are easy to be acquainted with by visitors to the area; and tailoring of the overall design to come up with something unique and memorable in relation to the local culture and environment.

3. RESEARCH METHODS

This research will use quantitative-exploratory research approach in exploring the problem. Quantitative-exploratory research approach are selected as they are suitable for investigating relationships between multiple variables and for exploring new phenomena with limited prior research (Niraula, 2019). This methodology typically involves the following key steps: 1) Data gathering: Collection of online user comments, images, and reviews related to information touching on architectural themes of tourist accommodations in Canggu village; 2) Data organization: Organizing the collected data in tables, diagrams, mapping, or graphs with the help of computer software like PowerPoint, Excel, or Microsoft Word; 3) Correlational analysis: Related analyses that link the variables of the collected data allow conclusions to be derived; 4) Conclusion of research: Presentation of the findings of the research. This will allow an in-depth and detailed examination of the research topic that is in line with the aims and objectives of the study. Such a methodology will enable the researchers to achieve an inclusive understanding of the phenomena by exploring the perspectives and meanings ascribed by individuals or groups to the relevant social issues (Cresswell, 2014).

The data collection method is a way to obtain the required data according to the variables that have been selected to conduct research. The data collection methods in this research are: 1) Big Data Exploration: This research will collect all relevant data that can be found in online applications related to the application of architectural themes to tourism buildings in Canggu Village; 2) Documentation: Collect existing data and arrange it in a book report, magazine or article. The documentation also includes photographs that can support the analysis of architectural themes. After collecting and filtering data using the big data analysis method, the data will then be analyzed using comparative and correlational analysis methods. This research method is based on statistics, where in applying this analytical method the researcher needs to consider the relationship between the research variables found and then process them, study them, and present/conclude them in detail. (Purwanto, 2022). The tabulation of architectural theme data collected will then be analyzed and classified into Ratio Data, Ordinal Data, Interval Data, or Nominal Data depending on which classification is most appropriate to produce the most appropriate conclusions. In general, big data analysis aims to find patterns, trends and

relationships in massive data sets, including ratio data, ordinal data, interval data and nominal data. This complex analysis requires special tools and technology, computing power, and data storage that supports this scale, so the help of computer software such as MS. Excel, Word, Photoshop and Power Point are very important.

4. FINDINGS AND DISCUSSION

NO	SUMBER DATA	CODING NAMA SAMPLE	TIPOLOGI BANGUNAN	SKOR REVIEW	JUMLAH REVIEWER	IMAGE BANGUNAN REPRESENTATIF
1	Traveloka	CTDN	Apartemen	9,0	102	
3	Booking.com	PDVIL	Villa	9,5	62	
4	Booking.com	ZDCG	Hotel	8,6	107	
5	Booking.com	SMVLCASSA	Villa	8,6	10	
6	Traveloka	SCL	Hotel	8,5	890	
7	Agoda	SWRGBB	Hotel	8,9	1250	
8	Airbnb	VMY	Villa	4,94	81	
9	Traveloka	LRSVIL	Villa	9,1	35	
10	Traveloka	VIC	Guest House	8,4	9	
11	Agoda	ZNCV	Mix (Campuran)	9,1	1.341	
12	Agoda	LEAHC	Villa	9,5	266	
13	Traveloka	HTB	Resort	9,4	13	
14	Traveloka	LRSRV	Resort		3	
15	Booking.com	ASTCG	Mix (Campuran)	8,2	1735	
16	Booking.com	MAYAVI	Villa	9,1	67	
17	Agoda	CMUC	Mix (Campuran)	9	252	
18	Agoda	CHC	Hotel	9,6	577	
19	Airbnb	PATROSC	Apartemen		30	

Figure 3. Best Sample Tabulation Results Based on Big Data Exploration
Source: Reseachers (2024)

4.1 Data Gathering & Organizing

Based on the results of exploration and tabulation (data gathering & data organization) from big data sources in this research, 100 samples of tourism facility buildings that have the best reviews can be found and compiled. The best review here is categorized as that the sample has been able to pass the standard initial sample screening standards, namely: 1) Has 3-5 stars; 2) Number of Reviewers; 3) Reviewer Score. In reviewing each of these buildings, the reviewer is faced with several assessment components, namely: 1) Room Comfort & Quality; 2) Cleanliness; 3) Affordability (Value for Money); 4) Services; 5) Facilities provided (Facilities); 6) Location. Of the 100 samples that were found, the research team selected again to find the best samples with the highest review scores and number of reviews that were able to exceed 3 averages data calculation: 1) Having a 3-star rating or above; 2) have a review score of 4.26 or above; and 3) Has a total of 322 reviewers or above. The further selection process revealed that of the 100 samples, only 46 samples (46%) deserved to be declared the best of the best. From big data tabulation process researchers can found from the reviewers perspective/experience regarding data that has the most popular architectural themes correlation aspects related to tourist needs for pleasure are the combination of building design and nature (Nie et al., 2019).



Figure 4. Sample Data in One of Agoda.com's Big Data Tourism Source Applications
 Source: Agoda.com (2024)

4.2 Data Analysis

Based on the results of further data selection, 46 samples were found. These 46 samples were then analyzed in detail and in depth regarding the thematic aspects of the architecture they had. In the process of deepening the samples, the existing samples were dominated by buildings functioning as tourist accommodation with various types such as: 1) Villas; 2) Hotels; 3) Resorts; 4) Mixed (Hotel-Resort/etc.); 5) Guesthouses. The percentage of the number of best data findings based on building type can be seen in Figure 5.3.

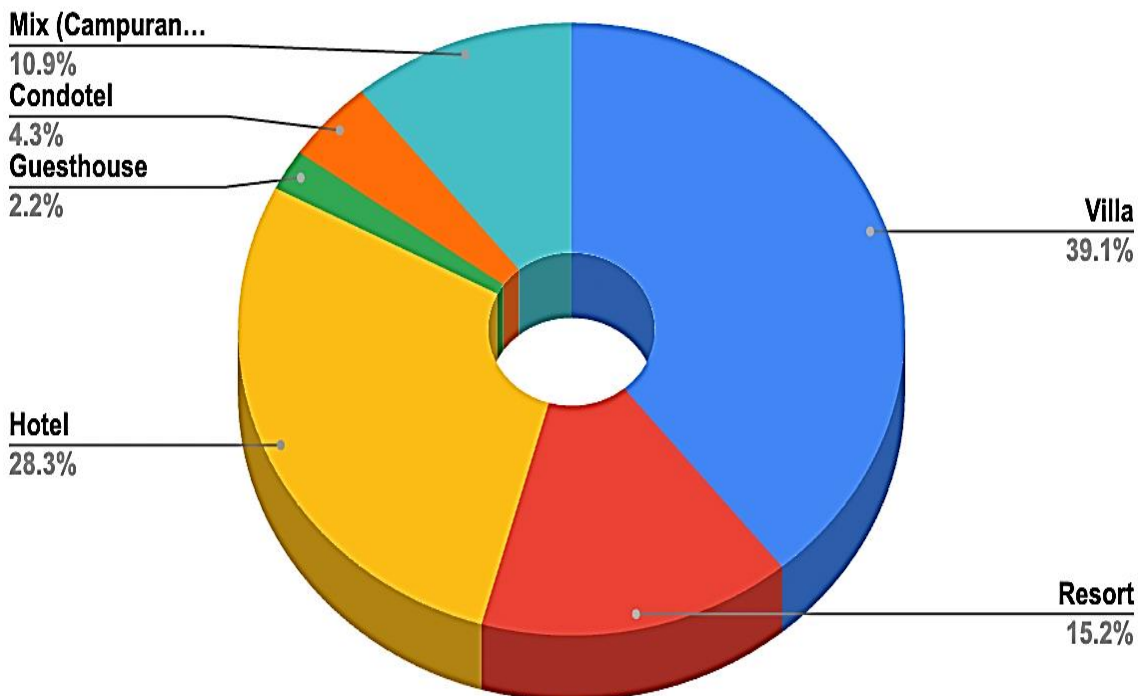


Figure 4. Percentage Analysis Number of Each Type of Tourist Accommodation Sample
 Source: Researchers (2024)

The next process carried out by the researchers was to analyze the building characteristics of each recorded tourist accommodation to find the architectural themes adopted so that they could be tabulated or recorded in relation to any architectural themes applied in the Canggu Village area. The research team then carried out an analysis related to the dominance of material use, color, building shape (openings, global), roof shape, and decoration through in-depth analysis of architectural photos of tourist accommodation which are marketing photos consisting of interior and exterior photos.

MODASI	TIPOLOGI BANGUNAN	RATING	SKOR REVIEW	JUMLAH REVIEWER	MATERIAL DOMINAN	TONNE MATERIAL MAYORITAS	BENTUK ATAP	RAGAM HIAS NON BALI	BENTUK BUKAAN (ENTRANCE, PINTU, JENDELA, VENTILASI)	BENTUK GLOBAL BADAN BANGUNAN	IMAGE BANGUNAN REPRESENTATIF	TEMA ARSITEKTUR (SIMPULAN)
wa Beach	Apartemen	Bintang 4	4	9,0	102	Beton Plesteran Dicot	Puth	Pelana	Minimalis	Kotak Kotak (Standar)	Kubus	Arsitektur Modern Minimalis
ayan	Vila	Bintang 5	5	9,5	62	Beton Plesteran Dicot	Puth	Pelana	Minimalis	Elemen Diagonal (Garis Miring)	Segilima-Segienam	Arsitektur Modern Minimalis
u	Hotel	Bintang 4	4	8,6	107	Kayu	Coklat (Tanah)	Limasan	Minimalis	Kotak Kotak (Standar)	Kubus	Arsitektur Neo Vernakular
Beyond	Hotel	Bintang 4	4	8,5	890	Beton Plesteran Dicot	Puth	Datar	Minimalis	Kotak Kotak (Standar)	Campuran	Arsitektur Parametric (Bentuk Abstrak)
Bali Brawa	Hotel	Bintang 5	5	8,9	1250	Beton Plesteran Dicot	Abu-Abu	Pelana	Minimalis	Kotak Kotak (Standar)	Kubus	Arsitektur Bali Modern
	Vila	Bintang 4	4	4,94	81	Beton Plesteran Dicot	Puth	Melengkung	Minimalis	Elemen Lengkung	Kubus	Arsitektur Modern Minimalis
port &	Mix (Campuran)	Bintang 4	4	9,1	1.341	Bambu	Lainnya	Melengkung	Minimalis	Kotak Kotak (Standar)	Campuran	Arsitektur Neo Vernakular
nggu -	Vila	Bintang 5	5	9,5	266	Beton Plesteran Dicot	Abu-Abu	Datar	Minimalis	Kotak Kotak (Standar)	Kubus	Arsitektur Modern Minimalis
Beach	Mix (Campuran)	Bintang 4	4	8,2	1735	Beton Plesteran Dicot	Puth	Limasan	Minimalis	Kotak Kotak (Standar)	Kubus	Arsitektur Neo Vernakular
	Vila	Bintang 5	5	9,1	67	Beton Plesteran Dicot	Puth	Limasan	Style Eropa	Elemen Lengkung	Campuran	Arsitektur Modern Minimalis
nggu	Mix (Campuran)	Bintang 5	5	9	252	Beton Plesteran Dicot	Puth	Pelana	Minimalis	Kotak Kotak (Standar)	Kubus	Arsitektur Modern Minimalis

Figure 5. Data Analysis Relates to the Architectural Theme Adopted by the Sample
Source: Researchers (2024)

Based on the analysis results relating to these aspects, it can be found that there are 5 architectural themes adopted from a total of 46 samples of the best tourist accommodation based on user reviews. The 5 architectural themes are: 1) Modern Minimalist Architecture; 2) Neo Vernacular Architecture; 3) Industrial/Bohemian Architecture; 4) Parametric Architecture (Abstract Shapes); and 5) Modern Balinese Architecture. After finding the architectural themes adopted, the research team analyzed the percentage of the most themes adopted in Canggu Village, and the results showed that the Modern Minimalist Architecture theme had the highest percentage, namely 56.52%, followed in second place by Modern Balinese Architecture at 19.57%.

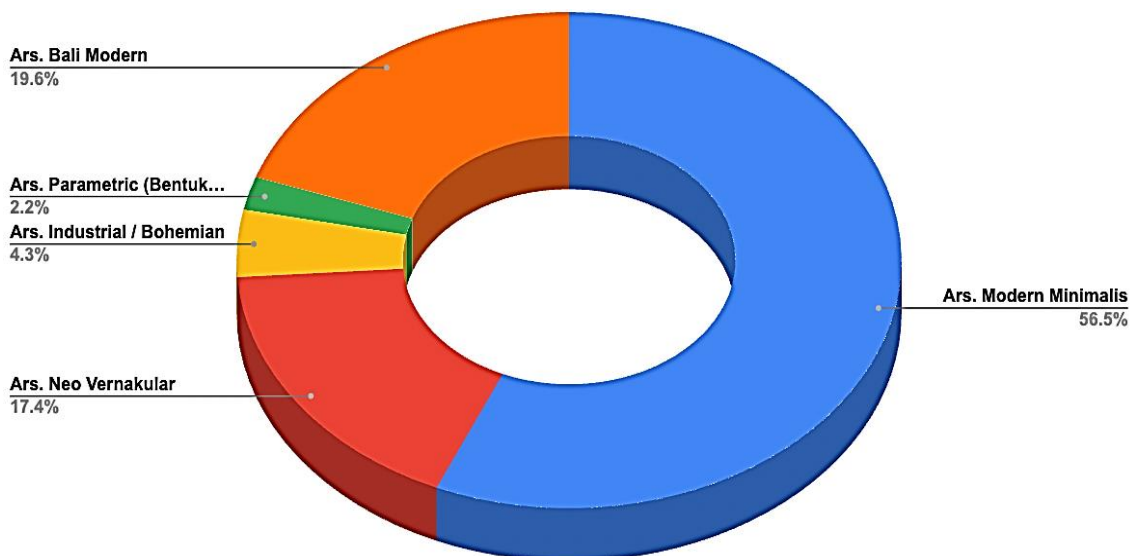


Figure 6. Analysis of the Percentage of Architectural Theme Findings from Tourist Accommodation
Source: Researcher (2024)

As previously discussed in the literature section, architectural thematic or themes are a total combination of architectural components such as color, texture, shape, image, comfort, etc. Those related to terminology or special characteristics of the theme. 46 The samples that have been selected are then analyzed in depth regarding tourist review data relating to the elements that make up architectural themes. The next process is that the research team dissects the categorization of reviews on each application. In the process of finding review categories from tourism applications (agoda, Traveloka, booking.com, Airbnb, etc.) the research team found that there were a total of 5 (five categories), namely: 1) Comfort: The value of the comfort of the existing spaces and the quality of the tourist accommodation building as perceived by users (tourists); 2) Cleanliness: The value of the overall cleanliness of the space and facilities that exist and are used by users (tourists); 3) Value For Money: The value of the affordability of tourist accommodation prices for users (tourists); 4) Service: The value of the service of tourist accommodation staff in serving the overall needs of users (tourists); 5) Facilities: The value of the complete availability of facilities in tourist accommodation that can be maximally used by users (tourists). 6) Meal: The value of the meal served by the tourist accommodation staff Location: The value of the proximity; 7) of tourist accommodation to tourist destinations or popular tourist objects.

In connection with understanding the aspects that make up architectural themes, referring to the review categories, it was found that there was a correlation with the aspects that make up architectural themes in the "comfort" and "facilities" assessment aspects. The correlation of comfort and facilities with the architectural theme lies in the review description which states that the two categorizations are closely related to visual comfort and the comfort of activities using tourist accommodation spaces by tourists. The research team found that after examining the 46 samples again regarding the Comfort and Facilities assessment aspect, they found that each sample obtained an average score of 4.92 out of 5 (Traveloka) or 9.15 out of 10 (Booking.com, Agoda, etc.) which is the highest score. The highest score lies in the Modern Minimalist Architecture theme with a percentage of the number of samples that exceeds the average score of 10 (62.50%); followed by the theme Modern Balinese Architecture with 3 (18.75%); followed by the Neo Vernacular Architecture theme with 2 (12.50%); and finally the Industrial / Bohemian Architecture theme with 1 (6.25%). Details regarding the percentage calculation conclusions can be seen in Figure 4.6.

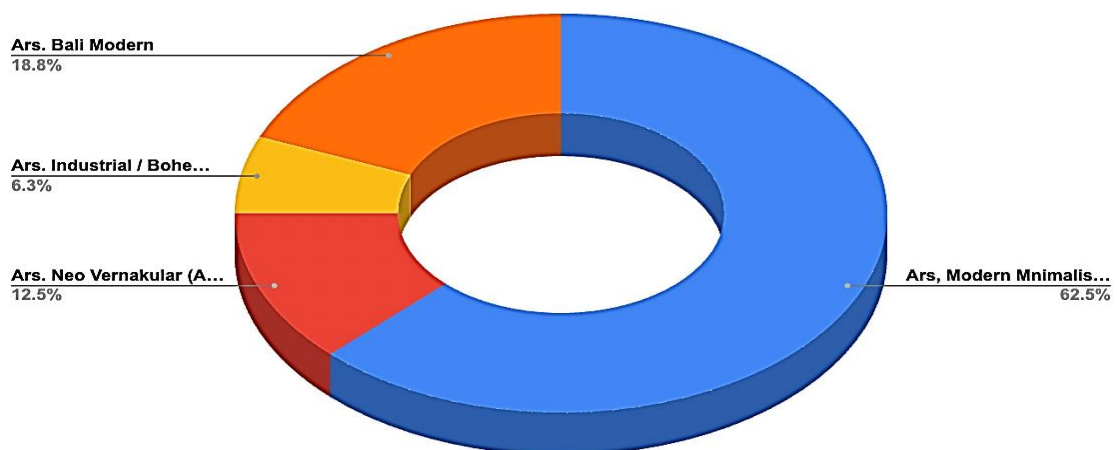


Figure 7. Analysis of the Percentage of Sample Architectural Themes with Comfort & Facilities Values Above the Average
Source: Researcher (2024)

Based on the results of calculating the "comfort" and "facilities" aspects, it is known that the architectural theme of a tourism accommodation building plays a role in satisfying its users, or in this case the tourists who stay in the building. It turns out that tourist satisfaction shown through the review of the numerical scores in each application is also supported by the feature of adding qualitative narratives directly from users in the form of "Comments" which also function for criticism and suggestions for future service development. An in-depth investigation of the narrative found that it turned out that users even discussed directly the atmosphere of the space, architectural facades, building forms, layout and layout of the tourist accommodation building where they were staying. The search then leads to a tabulation of keywords that lead directly to the aspects mentioned previously, this tabulation can be seen in Figure 5.7.

Table 1. Sample Tabulation with Narrative Comments on Architectural Themes by Users

No.	Sample	Architectural Theme	Keywords
1	CTDN	Arsitektur Modern Minimalis	"The Hotel Design is Superb"
2	PADVIL	Arsitektur Modern Minimalis	"This Villa is really beautiful, modern, well kept"
3	ZDC	Arsitektur Neo Vernakular	"The aesthetic of the accommodation was simple but beautiful"
4	SWRGSB	Arsitektur Bali Modern	"Beautiful Resort"
5	SCL	Arsitektur Parametric	"The advantage of having high art architecture and spots that can be used for relaxation or taking photos"
6	ZCR	Arsitektur Neo Vernakular	"Stylish Place"
7	THBOH	Arsitektur Industrial / Bohemian	"The Interior of Bohemian is exceptional, you can tell the owner putting effort in every detail"
8	PGKSR	Arsitektur Bali Modern	"The Time was comfortable and spacious"

Source: Researcher (2024)

The figure displays three sample reviews from a travel platform, each highlighting architectural aspects:

- Review 1 (Tait, New Zealand):** Rated 10/10. The reviewer describes the accommodation as "Exceptional" and "Nestled amongst the rice padi fields, the Padi Villas are the perfect accomodaiton if you're looking for luxurious accommodation, near enough to the action of Canggu but also far enough away you can get your peace and quiet. The pool and facilities are exceptionally clean, the room feels like it is brand new with beautiful decor and all the amenities you need. AC worked really well too." The reviewer also mentions it was a perfect place to relax before going home.
- Review 2 (Agung G.):** Rated 8.4/10. The reviewer notes: "Kelebihan: punya arsitektur seni yang tinggi, banyak function dan spot yang bisa dimanfaatin untuk relaxasi atau taking photos. Buat yang butuh ketenangan, di hotel ini tempat ya dan anda bisa dapatkan. Stafnya yang ramah dan membantu membuat masa menginap jadi lebih menyenangkan. Kekurangan: sangat disayangkan ...". The review includes several photos of the villa's interior and exterior.
- Review 3 (Shi, Singapore):** Rated 10.0/10. The reviewer states: "beautiful design & great location" and "lovely stay and impeccable service!". The review is for a "Deluxe Bamboo Room" and was written on May 07, 2023.

Figure 8. Sample Specific Findings of Consumer Reviews on Thematic Aspects of Architecture

Source: Researcher (2024)

5. CONCLUSION

Based on the process of finding findings which were the results of the research, the research team concluded that:

- a. In applying the architectural theme to tourism facility buildings, especially tourist accommodation buildings in the Canggu Village area, it is very relevant and appropriate to apply the theme of Modern Minimalist Architecture or Modern Balinese Architecture based on the excellent scores and comments given by tourists who have stayed previously.
- b. The application of certain architectural themes can have an impact on the user's level of comfort, for example Industrial / Bohemian Architecture or Parametric Architecture which have narrative comments that highly praise the architectural form-material layout but the score in terms of comfort & facilities is still below average, this means that the application of the theme has an effect on the presence of space that is spacious, comfortable, cool, etc. (ambience) which will most likely be sacrificed in order to realize an architectural theme.
- c. The finding that the Modern Balinese Architecture Theme is in 2nd place as an architectural theme that has a very good number of scores and narrative comments, indicates that Balinese Architecture still has a place as an Architectural Theme that is worthy of providing spatial and visual comfort for its tourist users.
- d. This Big Data-based analysis is very good if applied in research because it is up to date because every time there will always be reviews from guests who stay overnight through tourism applications that record them, so it is felt that this kind of model analysis will able to lead to more relevant research conclusions because it is based on accurate and up to date numerical data.

Some of these insights may be the main considerations in applying architectural themes for tourism buildings, especially future tourist accommodation for private institutions. Government institutions or authorized agencies can use it to prepare tourism building plans that are comfortable for tourists, but still safe according to applicable local rules, so that the fairly rapid tourism development in Canggu Village can be anticipated optimally and relevantly. From this research, researchers suggest potencies for further research may open widely in terms to make a better analysis for other architectural aspects so that architectural design process could always be optimized for the user that needs it.

REFERENCES

- Ad'ha, P. W., Rachmawati, M., & Nuffida, N. E. (2017). Penerapan Tema Atraktif dalam Rancangan Taman Wisata Brawijaya Malang. G67–G70. <https://media.neliti.com/media/publications/15453-ID-penerapan-tema-atraktif-dalam-rancangan-taman-wisata-brawijaya-malang.pdf>.
- Bakrie University. (n.d.). Kenalan Manfaat Big Data dalam Dunia Sistem Informasi! - Universitas Bakrie. Retrieved January 8, 2024, from <https://bakrie.ac.id/articles/578-kenalan-manfaat-big-data-dalam-dunia-sistem-informasi.html>.
- Bernada, C. C. (2023). Perkembangan Wisata Nomadik Di Kawasan Canggu, Bali [Universitas Gadjah Mada]. <http://etd.repository.ugm.ac.id/>.
- Cardiah, T., & Sudarisman, I. (2018). Exploration of Themes and Design Concepts as a Communication Form in Architecture. 3rd International Conference on Creative Media, Design and Technology (REKA 2018). <file:///Users/suryanathaprabawa/Downloads/25906918.pdf>.

- Cheirchanteri, G. (2021). Architecture as a Product of Tourism Consumption. *IOP Conference Series: Materials Science and Engineering*, 1203(3), 032004. <https://doi.org/10.1088/1757-899x/1203/3/032004>.
- Dadang. (2013, May). Kaji Materi tentang Tema dalam Arsitektur - ITS News. ITS NEWS. <https://www.its.ac.id/news/2013/05/17/kaji-materi-tentang-tema-dalam-arsitektur/>.
- Malini, & Nurhadi. (2024). Apa Itu Digital Nomad? Tempo.Co. <https://gaya.tempo.co/read/1816565/apa-itu-digital-nomad>.
- Martin, F. (2017). Analyzing Architectural Types and Themes as a Design Method. In L. Francisco Rico-Gutierrez & M. Thorne (Eds.), *105th ACSA Annual Meeting Proceedings, Brooklyn Says, "Move to Detroit"* (pp. 419–423). <https://www.acsa-arch.org/chapter/analyzing-architectural-types-and-themes-as-a-design-method/>.
- Nie, W., Wang, W., Xu, J., Wang, S., Fang, S., & Chen, Z. (2019). Visual Evaluation and Analysis of the Architecture for Scenic Tours Based on Psychophysical Methods. *IOP Conference Series: Earth and Environmental Science*, 218(1). <https://doi.org/10.1088/1755-1315/218/1/012034>.
- Purwanto, L. (2022). Macam Metode Penelitian Dalam Arsitektur. https://jurnal.unmer.ac.id/index.php/jam/article/view/7001/pdf_1.
- Qothtrunnada, K. (2023). Rekomendasi Aktivitas Menarik di Canggu Bali, Seru Banget! <https://www.detik.com/bali/wisata/d-6368834/rekomendasi-aktivitas-menarik-di-canggu-bali-seru-banget>.
- Rau, F. A., & Andriana, M. (2023). Perencanaan City Hotel di Jl. Gatot Subroto dengan Tema Arsitektur Modern. *INNOVATIVE: Journal of Social Science Research*, 3, 14354–14365.
- Raj Niraula, S. (2019). A review of research process, data collection and analysis. *Insights in Biology and Medicine*, 3(1), 001–006. <https://doi.org/10.29328/journal.ibm.1001014>.
- Wahyundaria, D. A., & Sunarta, N. (2020). Jurnal Destinasi Pariwisata Identifikasi Dampak Perkembangan Pariwisata terhadap Lingkungan di Desa Canggu, Kecamatan Kuta Utara, Kabupaten Badung. *Jurnal Destinasi Wisata*, 9(1), 225–233.
- Yusdy Dwiasta, A. (2014). Pemanfaatan Tema Arsitektur Tradisional Lokal Terhadap Transformasi Bentuk Dan Fungsi Arsitektur Di Perkotaan Dalam Konteks Kekinian. 12.
- Zhou, L., & Zhou, S. (2024). Design of Virtual Tourism Interactive Products Based on Deep Features. *Computer-Aided Design and Applications*, 21(s7), 104–118. <https://doi.org/10.14733/cadaps.2024.S7.104-118>.



Volume 7 Issue 2, December 2024, pages: 29-40

ANALYSIS OF INTELLIGIBILITY AND CONNECTIVITY-INTEGRATION RELATIONSHIPS IN THE CANGGU VILLAGE SPACE NETWORK BASED ON SPACE SYNTAX

Made Suryanatha Prabawa^{1*}, I Wayan Widanan², Made Mas Surya Wiguna³,
Made Jaguandana Dwi Putra⁴, I Made Rudita Antara⁵
Architecture Study Program, Universitas Warmadewa^{1*2345}
prabawa@warmadewa.ac.id

Received: 21/10/2024

Revised: 17/12/2024

Accepted: 23/12/2024

Abstract

Canggu Village, located in Badung Regency, Bali, is a popular tourist destination known for its beach and nightlife, which has led to rapid tourism development. This growth has both positive and negative impacts, including traffic congestion and uncontrolled construction. To address these issues, this study analyzes the spatial planning of Canggu Village, focusing on accessibility, connectivity, interaction, and intelligibility. The aim of this analysis is to be able to produce output values for aspects of the level of effectiveness of spatial planning which in the future can be used as a reference for providing recommendations for more appropriate village tourism development so that tourism development and community residential needs can still stand side by side. Using a quantitative-experimental approach and Space Syntax analysis via the DepthmapX application, the research finds: (a) low to moderate local connectivity (average 2.46) with limited intersections; (b) relatively low local integration (mean 1.04), requiring more effort for movement; (c) high intelligibility ($R^2 = 0.87722$), allowing effective navigation; and (d) numerous minor roads emerging from major routes, creating an accessible spatial structure. This raises questions about the factors influencing connectivity amid unplanned development. Suggested development plan according to research results are: 1) Improving Connectivity in Local Areas (intersection/direct routes); 2) Boosting Integration Between Tourism Zones; 3) Optimizing navigation; 4) Tourism Supporting Infrastructure Development; 5) Involvement of Technology and Smart Tourism.

Keywords: Tourism, Spatial, Space Syntax

1. INTRODUCTION

The tourism sector is the sector that contributes the largest income to the province of Bali. In reality, the main income of the Bali Province is in the tourism sector. It is known from statistical data that foreign tourist visits to Bali in the last 4 years have continued to increase. This sector is capable of creating millions of livelihoods for local communities, either through direct employment or through the sale of goods and services. Canggu Village, as one of the village areas in Bali which has a high level of tourism popularity, also enjoys many tourist visits to its area. Canggu Village has become popular

because it has many tourist attractions, so many tourists choose to spend their holidays in Canggu Village (Qothtrunnada, 2023).

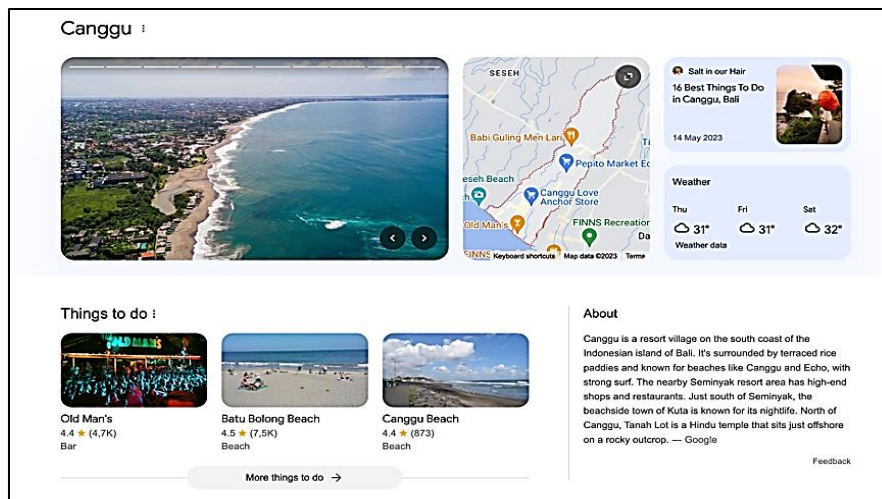


Figure 1. Map of Locations and Popular Tourism Destinations in Canggu Village
Source: Google Image Search (Desember, 2023)

Canggu Village, with its popularity, also apparently has several important problem points that need to be underlined based on the results of research by researchers from ITB (Bandung Institute of Technology), namely Ir. Tubagus, Hafsa, and Titan. Some of these points are: 1) There has been a change in land use from rice fields to built-up areas, and this change has intensified after 2019; 2) The increasing tourism activity causes a reduction in mutual cooperation in society; 3) Traditional art in Canggu Village is still preserved and preserved, however, increasing crime and traffic jams are problems that need to be overcome (Nurul Annafi, 2023). These problems arise as a result of the Land Use Transformation Phenomenon which is influenced by the development of aspects of the surrounding built environment, including local community settlements as residential areas supporting tourism (Widhijanto & Tisnaningtyas, 2018).



Figure 2. Overview of Spatial Planning Issues that occur in the Canggu Village Area
Source: Google Image Search (Desember, 2023)

The problems summarized are closely related to the current (existing) aspects of village spatial planning which have been impacted by tourism developments from year to year. In the future, related to the continuous development of tourism in Bali, especially Canggu Village, Canggu Village needs to formulate optimal and efficient development where development must be able to accommodate residential needs and also tourism needs that continue to grow. The Development Formula can be prepared by first carrying out a Space Syntax-based spatial planning study to analyze the level of accessibility, connectivity, interaction and intelligibility of the current Canggu village spatial plan. The findings are analyzed and aligned to find out what characteristics of the spatial configuration are formed (morphology). The big hope of this study is of course to be able to find problem points in the existing spatial planning so that in the future we can formulate solutions in the form of spatial development plans that are able to solve existing problems. From these characteristics, in the future, it can be continued with the preparation of Village Spatial Development Recommendations which can be proposed to the Village as Design Guidelines for Spatial Planning for the Tourism Responsive Canggu Village. Based on the background facts and phenomena of tourism development in Canggu Village, optimal future tourism development planning is of course very necessary, so answers to the following research questions are existed : What is the current level of accessibility, connectivity, interaction and spatial intelligibility of Canggu Village as an impact of tourism development?; This research purposes is to find the value of the level of accessibility, connectivity, interaction and spatial intelligibility of Canggu Village and use it as a reference for recommendations for the development of the Canggu Tourism Responsive Village in the future.

2. LITERATURE REVIEW

2.1 Spatial Configuration

The organization and planning of space in a village, referred to as village spatial configuration, focuses on optimizing the management of natural resources, infrastructure, and services. This comprehensive process encompasses various aspects, including the physical layout of the village, territorial organization, allocation of natural resources, infrastructure planning, spatial arrangements, and the coordination of social and economic services. The primary objective of village spatial configuration is to maximize the efficient and effective utilization of available resources, infrastructure, and services within the village context. Efficient spatial configuration can be achieved through effective residential spatial planning. The efficiency of spatial configuration is closely associated with aspects of Connectivity, Integration, and Intelligence. Connectivity primarily assesses spatial configuration solely in spaces that are directly connected to each other within a given configuration (Sarma, 2006).

Basically connectivity measures how many roads are connected to the observed road. Connectivity is used to determine the level of interaction of each space with spaces that are near that space. The main function of values is to measure the level of intelligence. Calculate the connectivity value by adding up all the rooms that are directly connected to the observation room. Integration is measuring the configuration from each original space to other spaces in a system. In general, it quantifies how close the observation space is to all other spaces and can be seen as a measure of relative asymmetry (Hillier & Hanson, 1984). Integration basically measures how integrated a road (or center) is in the network. Integration can be considered to represent the potential of a destination. The more space that is connected to the observation space, the higher the integration value. Good

connectivity and integration of the space syntax can mean that an area is an area that has good accessibility and is easy to reach most of the time (Ramadhan et al., 2018). The high accessibility of this area makes it suitable for establishing social or public facilities, as it holds significant potential for attractions and destinations. In space syntax, intelligibility is the most comprehensive measurement. It reflects the relationship between local-scale measurements (connectivity) and global-scale measurements (integration). Therefore, intelligibility assesses the structure of spatial configurations. Unlike connectivity and integration, intelligibility represents a property of the overall spatial system, whereas connectivity and integration are properties of individual spaces.

2.2 Space Syntax

To examine the accessibility, connectivity, interaction, and intelligibility aspects of the spatial layout in Canggu Village, a solid understanding of Space Syntax is essential. Space Syntax is a spatial theory accompanied by a set of analytical tools, both quantitative and descriptive, used to analyze spatial formations in various contexts such as buildings, cities, interior spaces, or landscapes (Sarma, 2006). The primary objective of Space Syntax is to explore the connection between humans and the spaces they inhabit. It is based on the idea that certain human traits are embedded within spatial systems, and that these traits are conveyed through the space and its organization (Dursun, 2007). Space syntax highlights the relational nature of spatial configuration and how it shapes human behavior by conveying social information. Its goal is to develop strategies to design spaces that reveal their social meaning, leading to practical insights on how spatial layout influences social or cultural factors. The focus of space syntax research is understanding configured space and its social significance (Bafna, 2016). Space syntax is a tool for understanding space by analyzing its organization, movement patterns, and social meaning. It views space as dynamic and experienced by its occupants. The DepthMapX application (space syntax app) simplifies space syntax analysis, making it easier to interpret, and can be used to study individual movement within circulation patterns.

3. RESEARCH METHODS

The choice of appropriate methods greatly impacts the accuracy of research results. To find the right method, it's essential to first define the problem and review relevant literature. This study uses a quantitative approach based on measurable simulations, making it experimental (Groat & Wang, 2013). The Canggu Village Area was designated as a case study in this research to examine the optimality of circulation, interaction and connection between residential areas and village tourist destinations based on spatial configuration tests. This experimental study combines connectivity and integration with existing residential circulation patterns. Using simulations, the researcher proposed a plan and tested a problem-solving planning model (Prasasti Barada & Mutiari, 2013). This quantitative-experimental methods done in 4 (four) steps: 1) Survey & Simulation; 2) Data Tabulation; 3) Simulation Based Analysis; and 4) Research Conclusions. For this research there were 2 datasets: 1) Primary Data (tracing, mapping, surveys); and 2) Secondary Data (journals, books, etc.). Data collection were done by observation, mapping/tracing, documentation. 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 the relationship between spatial configurations and people in a scalable way, using graphical and mathematical language (Lesmana, 2022). This research utilizes Space Syntax analysis with the help of

DepthMapX software to study individual movement in circulation. The analyses available in DepthMapX include Axial Line, Convex Space, Visibility Graph, and Agent Analysis (Sa'diyah et al., 2019). Especially for this research, Axial Line Analysis were used for a better understanding on complex spatial structure in Canggu Village area. Space syntax analysis has 3 indicators of analysis results, namely: connectivity, integrity and intelligibility. In DepthMapX, assessment indicators are needed to measure space configuration analysis. It uses the visual area method, with gradient colors indicating parameter values. Dark blue represents the lowest value, while red indicates the highest. Space syntax analysis reveals key insights into urban spatial structure and human behavior, identifying patterns that link spatial configurations to human activities (Liu et al., 2015). It explores scales from buildings to entire cities (Khairanisa, 2022)., and while it doesn't capture individual motivations, it explains much of the variation in aggregate human movement (Penn, 2003). This method is a powerful tool for understanding urban space dynamics, providing a quantitative foundation for urban planning, design, and research.

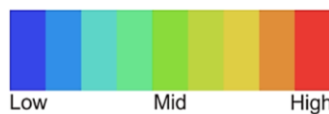


Figure 3. Gradation Color Parameters in Space Syntax Analysis on Application DepthMapX
Source: Google Image Search (Desember, 2023)

4. FINDINGS AND DISCUSSION

Before conducting space syntax analysis, a base map in .dxf format is needed, compatible with DepthmapX software. This map is created using Cadmapper, followed by manual adjustments in AutoCAD to reflect field conditions. The spatial mapping of Canggu Village shows a high density, with a total area of 5.23 km². Of this, 2.43 km² (46.48%) has been developed, while 53.52% remains undeveloped, consisting of gardens, rice fields, and vacant land.

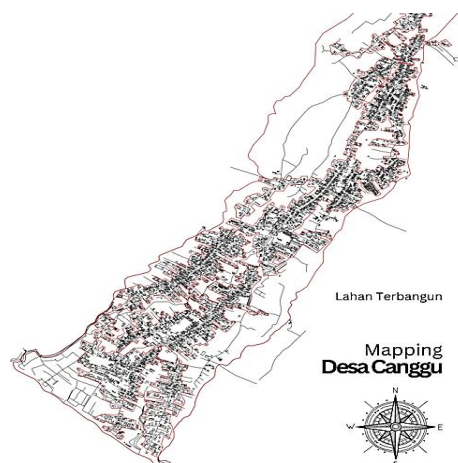


Figure 4. Mapping and Calculation of Built-up Land Area in Canggu Village
Source: Researcher (2024)

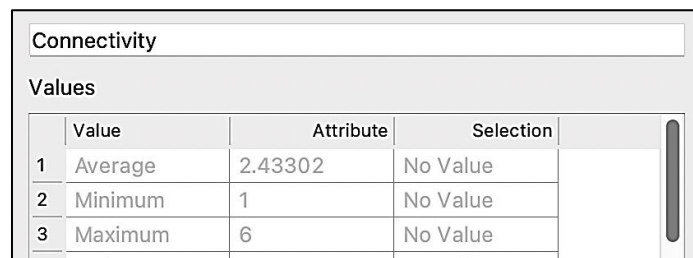
The 46,48% already developed area shows a complex linier spatial structure of Canggu Village mapping that based on the structure of the street/road line (major and minor). With this mapping, a further stage, namely the axial space syntax analysis stage, can be carried out.

4.1 Space Syntax Analysis

Space syntax analysis for Canggu Village uses segment analysis due to its higher detail and sensitivity to local movement, making it ideal for residential areas with complex road networks and smaller spatial scales compared to city centers.

4.1.1 Axial Analysis on Space Connectivity Levels

Axial analysis of Canggu Village examines spatial connectivity between buildings to identify points with high, medium, or low connectivity. The average connectivity score is 2.43 out of 6, indicating a "Low" level of connectivity overall. Many minor circulation routes, classified as private access, are not interconnected, making spatial connectivity challenging.



	Value	Attribute	Selection
1	Average	2.43302	No Value
2	Minimum	1	No Value
3	Maximum	6	No Value

Figure 5. Results of Axial Analysis of Spatial Connectivity Levels in Canggu Village
Source: Researcher (2024)

In axial line-based space syntax analysis, connectivity is a parameter that shows the number of direct connections (intersections or deviations) that an axial line has with other axial lines. In this context, the connectivity value reflects how many road sections or paths are directly connected to a road or space being analyzed. If in the analysis results the average connectivity value is 2.46, and the connectivity value is in the range 1-6, the following is the interpretation of the analysis results:

a. Average Connectivity Value 2.46

In accordance with the previous discussion of the average value, the number 2.46 shows that on average each axial line (lane/road) in the network is directly connected to around 2 to 3 other segments/lanes. This means that these lines have a relatively low level of connectivity. In networks with low connectivity values, paths are often more isolated or do not have many direct connections with other paths.

b. Classified as Low Connectivity

With values ranging from 1 to 6, the average of 2.46 is at the bottom of the connectivity spectrum. The paths or roads in this network tend to have few direct connections with other paths, indicating a more closed or separated road network. In settlements, a low connectivity value can mean that the streets or spaces are not directly connected, so movement between spaces may be more limited.

c. Low Connectivity Impact

Mobility Limitations: Routes with low connectivity often do not support smooth or direct movement between places, so regarding tourism activities people need to travel longer distances or go through more intersections to reach their destination. And the roads are too private sometimes can causes confused in user movements. **Impact on Social and Economic Activities:** Low connectivity may reduce social interactions and economic flows in certain areas, as some places may be more difficult to reach. These more isolated areas may be less developed or socially and commercially inactive.

If the results of the axial analysis show that the average connectivity is 2.46, this indicates that the level of spatial connectivity in the network is relatively low. low level arises related to locals information regarding the construction of tourism facilities (homestays, inns, villas, cafes, restaurants, etc.) causes the opening of many new small roads which are not connected to each other. As a recommendation, improving connectivity could be considered, for example by designing a more integrated road layout or improving inter-space accessibility, so that it can support better mobility and improve social dynamics in the environment.

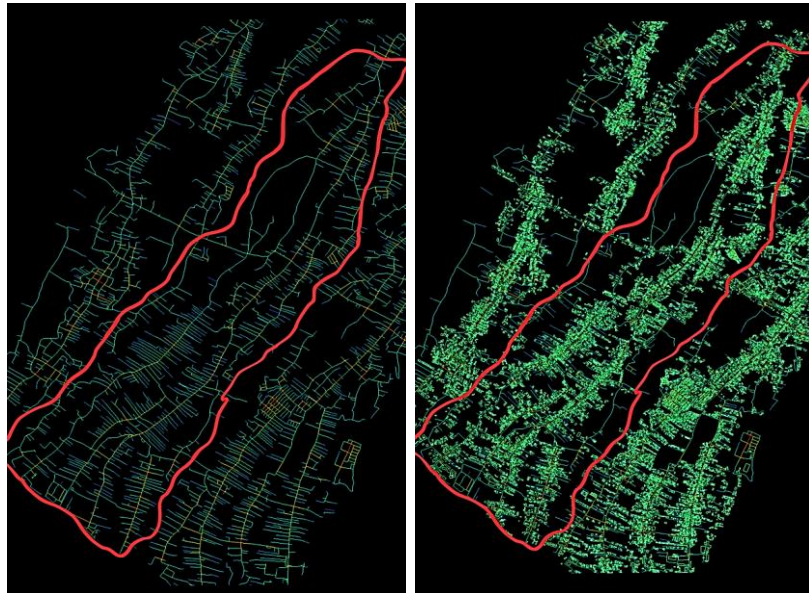


Figure 6. Axial Analysis Map of Spatial Connectivity Levels in Canggu Village Based on Major and Minor Road Lines and Building Blocks
Source: Researcher (2024)

4.1.2 Axial Analysis of Level of Space Integration (Integration [HH] 3)

In axial line-based space syntax analysis, the integration parameter [HH] (Hillier and Hanson integration) measures how easily a road segment can be reached from all other segments in the network. Integration [HH] 3 is usually used to analyze integration at the local level, with a radius that covers three steps or deviations from a particular segment. The analysis results of the average integration [HH] 3 value in Canggu Village are 1.04, and the range of values found in the network is between 1 and 2.06, so the interpretation of these results is as follows:

- a. The average value of Integration [HH] 3 is 1.04

A value of 1.04 indicates that the average level of integration in the analyzed road network is relatively low compared to the existing range. Integration [HH] measures how "integrated" or how accessible a segment is to other segments within a certain radius. The higher the value, the easier a segment is to connect to other parts of the road network.

- b. Classified as Low Integration

In the value range of 1 to 2.06, a value of 1.04 is at the bottom of the integration scale. This indicates that the segments in the network are less connected or require more steps (deviations) to be accessed from other segments in the network. With low integration, movement within a local radius (3 intersections) may be inefficient, because most roads or spaces are not directly connected to each other.

c. Implications of Low Integration

Local Accessibility Limitations: Paths or spaces in the network may be difficult to reach from one point to another within a short local radius. This could mean that movement within the residential area takes more time or requires a longer route. **Low Potential for Social or Economic Activity:** In residential contexts, low integration may indicate that areas may be more isolated and less connected to centers of social or commercial activity. This can influence social activities, interactions between residents, and local economic development.

Attribute Properties			
Name			
Integration [HH] R3			
Values			
	Value	Attribute	Selection
1	Average	1.04426	No Value
2	Minimum	0.210897	No Value
3	Maximum	2.06349	No Value
4	Std Dev	0.334046	No Value
5	Count	10699	0
6	< 0.396156	532	No Value
7	0.396156 to 0.581416	204	No Value

Figure 7. Results of Axial Analysis of Integration Level (Integration [HH] 3) of Space in Canggu Village
 Source: Researcher (2024)

To improve integration in Canggu Village, redesigning the road network or adding more connecting roads can be considered. This would enhance mobility and improve the flow of people, fostering a more active social and economic environment. The current integration [HH] value of 1.04 (on a scale of 1-2.06) indicates low network integration, meaning local connectivity within a three-junction radius is suboptimal. To create a more connected and accessible area, increasing integration should be a priority.

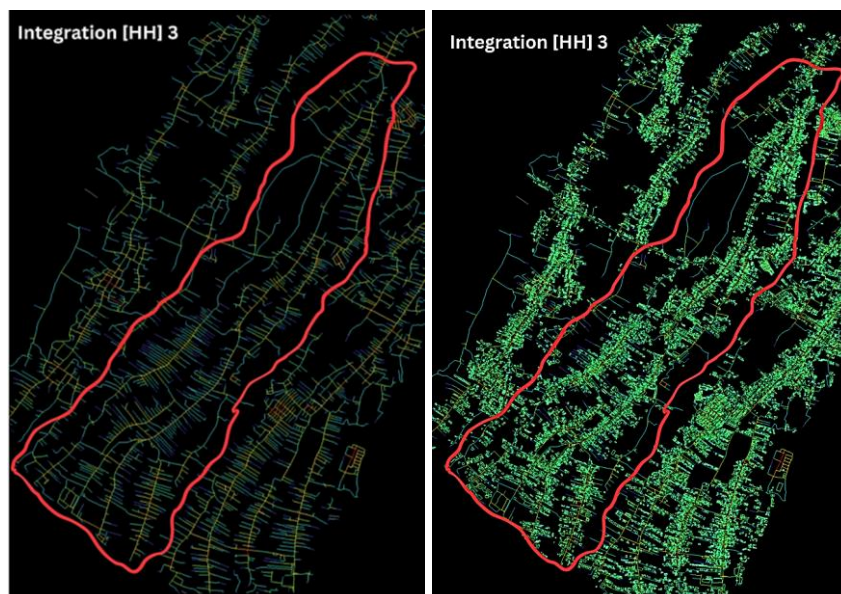


Figure 8. Axial Analysis Map of Integration Level (Integration [HH] 3) Space in Canggu Village Based on Major and Minor Road Lines and Building Blocks
 Source: Researcher (2024)

4.1.3 Segment Analysis of Spatial Intelligibility Levels

Intelligibility in space syntax measures the relationship between connectivity and integration. Specifically, intelligibility assesses how well local connectivity can predict the level of global integration of a space network. In other words, intelligibility helps understand whether spatial networks that have high connectivity locally are also well integrated on a larger scale.

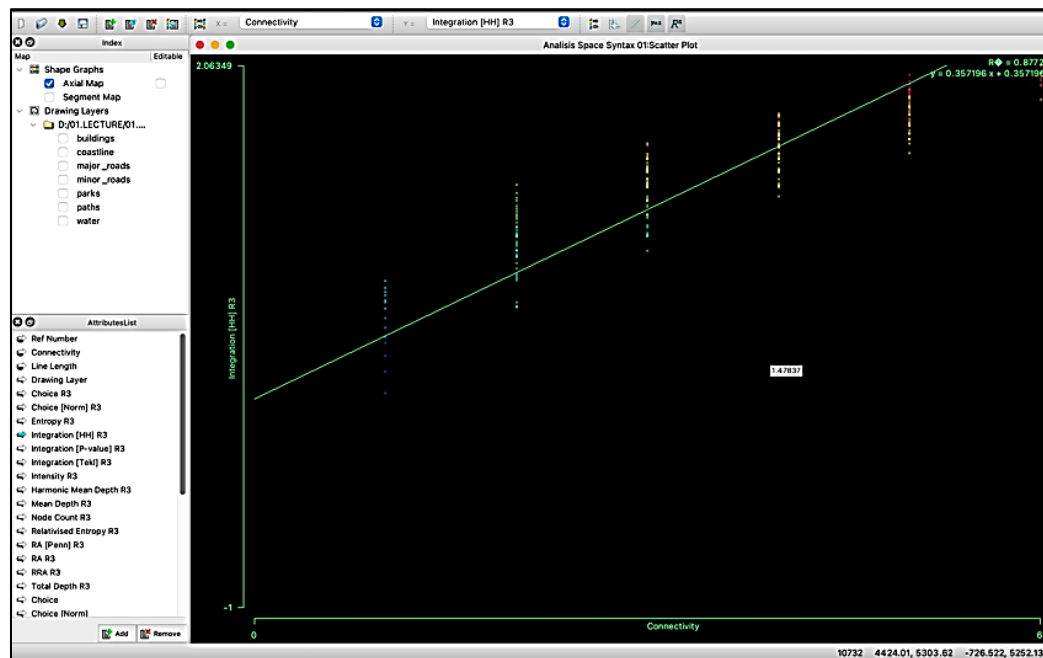


Figure 9. Axial Analysis of the Level of Clarity (Intelligibility) of Space in Canggu Village
Source: Researcher (2024)

After analyzing connectivity and integrity at the final stage, it is necessary to carry out an analysis of clarity or Intelligibility. Intelligibility analysis examines the relationship between connectivity levels and spatial integrity. A space becomes easier to recognize when it has a strong connection between these two variables (Setyaningrum et al., 2022). The degree of Intelligibility is determined by the correlation value (R^2) which shows the reliability of the resulting regression model (Hillier, 2007). By plotting connectivity as the "x" variable and integration (Integration [HH] 3) as the "y" variable in the DepthmapX application, the correlation value R^2 was obtained: 0.87722. This figure shows a "High" level of correlation, because it is close to the value "1". A high integrity value indicates that the spaces in the regional structure tend to be easily accessible (natural movement theory) (Hillier, 2007). In detail, the analysis of the Intelligibility diagram shows that the Visual Interpretation of Canggu Village Space Configuration based on axial line connection structures (Roads/Circulation) is as follows:

a. X-axis (Connectivity):

Shows the connectivity value (number of direct deviations) which ranges from 0 to 6. So, in this network, each segment is on average connected to 1 to 6 other segments directly.

b. Y axis (Integration [HH] R3):

Shows the integration value at a radius of 3 deviations. The highest value is around 2.06, and the lowest is around -1 (although in integration analysis usually negative values are rare, this may be related to scale adjustments or small anomalies).

c. **R² Value (Intelligibility):**

Located in the upper right corner with an R² value = 0.87722, which shows a strong correlation between connectivity and integration. An R² value close to 1 indicates that local connectivity is very good at predicting global integration, with most of the variation in integration being explained by connectivity.

d. **Data Point Distribution:**

The data points in the scatter plot appear to form a vertical pattern, with several groups indicating certain connectivity groupings.

This vertical pattern shows that the integration value varies greatly for each level of connectivity, which is a common result in urban spatial networks. Even though there are variations, the pattern still shows a good relationship between the two parameters.

5. CONCLUSION

Based on the process of finding the findings above which are the results of measurements from Canggu Village mapping, the research team concluded that:

- a. Local connectivity in the network is quite low to moderate. With an average connectivity of 2.46, each segment does not have many direct intersections with other segments, indicating that the road pattern may be rather simple or limited in terms of branching.
- b. Local integration within a radius of 3 deviations is also relatively low. With a mean of 1.04, the network may be less locally integrated, meaning movement within a small radius requires more effort (more turns or indirect paths).
- c. However, even though connectivity and local integration are low, the intelligibility value is “very good” (R² = 0.87722) indicating that the structure of this space is quite easy for users to understand. Even though there are some areas that are less locally connected, people moving within the network can still navigate space quite well, because a little local connectivity is still able to predict accessibility within the wider network.
- d. Findings from the analysis of points a-c show that the massive development of tourism development in the Canggu Village area has resulted in many branch (minor) roads on the main (major) road, but the large number of branches actually results in an optimal regional spatial structure in terms of ease of understanding for users. To be accessed with good navigation, this is a phenomenon that can be studied further because development is not planned holistically but is able to produce good spatial/spatial connectivity structures, what is the process behind it all? What factors influence it?

Suggested development recommendation:

- a. Improving Connectivity in Local Areas: a) Because the average connectivity is only 2.46, increasing the number of intersections or direct routes can help improve local accessibility, especially for tourism areas that must be easily accessible to tourists.; b) The addition of pedestrian paths and dedicated bicycle lanes can improve the tourist experience in moving between destinations, creating a more efficient road network.
- b. Increasing Integration Between Tourism Zones: a) With a relatively low integration [HH] 3 value of 1.04, improvement is needed in connecting tourism areas more directly with other activity centers, such as shopping, lodging and recreation areas; b) Designing public transportation routes that are more connected between tourism areas and the city center will increase global integration, so that accessibility for tourists is more efficient and faster.

- c. Optimizing Navigation with High Intelligibility: a) With an excellent intelligibility value ($R^{-\leq} = 0.87722$), navigation in this area is quite intuitive. However, to support tourism development, it should be noted that clear signage and information in new areas is very important; b) Creating a layout that is easier for visitors to understand - for example by designing simple and integrated routes - will support the tourist experience.
- d. Tourism Supporting Infrastructure Development: a) Construction of facilities such as rest areas, cafes and tourist information centers located at points with high connectivity and well integrated can be a supporting element; b) Integrating tourist focal points (landmarks) in spatial planning using the results of integration analysis will make it easier for tourists to recognize and reach main destinations

Involvement of Technology and Smart Tourism: Utilize the results of space syntax analysis to implement smart tourism technology. Information about connectivity and spatial integration can be used in digital navigation applications, so tourists can get the best route guidance in real-time.

REFERENCES

- Bafna, S. (2016). Space Syntax: A Brief Introduction to its Logic and Analytical Techniques. <http://dx.doi.org/10.1177/0013916502238863>, 35(1), 17–29. <https://doi.org/10.1177/0013916502238863>.
- Dursun, P. (2007). Space Syntax in Architectural Design. Proceedings, 6th International Space Syntax Symposium, 056-1-056–12. <http://spacesyntaxistanbul.itu.edu.tr/papers/longpapers/056%20-%20Dursun.pdf>.
- Groat, L., & Wang, D. (2013). Architectural Research Methods. Wiley Publishing. https://books.google.co.id/books?hl=en&lr=&id=0jADDQAAQBAJ&oi=fnd&pg=PR7&dq=architectural+research+methods&ots=x5y7L3guQ5&sig=BubXSXyzYfBECuE7TgJKVKBOJuI&redir_esc=y#v=onepage&q=architectural%20research%20methods&f=false.
- Khairanisa, F. (2022). Function, Role, Limitation, and Potential of Space Syntax Analysis in Architectural Field. *Journal of Artificial Intelligence in Architecture*, 1(2), 23–31. <https://doi.org/10.24002/jarina.v1i2.6093>.
- Lesmana, K. (2022). Space Syntax Analysis in Kampung Tenun's Urban Corridor. Proceedings of the International Webinar on Digital Architecture 2021 (IWEDA 2021), 671, 297–301. <https://doi.org/10.2991/ASSEHR.K.220703.053>.
- Liu, J., Wu, D., Hidetosi, F., & Gao, W. (2015). Investigation and Analysis of Urban Spatial Structure around the Train Stations in Kitakyushu by Using Space Syntax and GIS. *Open Journal of Civil Engineering*, 05(01), 97–108. <https://doi.org/10.4236/ojce.2015.51010>.
- Nurul Annafi, H. R. (2023). Soroti Masifnya Perkembangan Pariwisata di Canggü, SAPPK ITB Adakan FGD bersama Lembaga Desa Canggü dan Pemkab Badung - Institut Teknologi Bandung. <https://www.itb.ac.id/berita/soroti-masifnya-perkembangan-pariwisata-di-canggü-sappk-itb-adakan-fgd-bersama-lembaga-desa-canggü-dan-pemkab-badung/59675>.
- Penn, A. (2003). Space Syntax and Spatial Cognition. *Environment and Behavior*, 35(1), 30–65. <https://doi.org/10.1177/0013916502238864>.
- Prasasti Barada, W., & Mutiari, D. (2013, December 5). Analisis Space Syntax Rumah Susun Berbasis Gang Kampung. Simposium Nasional RAPI XII - 2013 FT UMS. <http://publikasiilmiah.ums.ac.id/handle/11617/4092>.

- Qothtrunnada, K. (2023). Rekomendasi Aktivitas Menarik di Canggu Bali, Seru Banget!
[https://www.detik.com/bali/wisata/d-6368834/rekomendasi-aktivitas-menarik-di-canggu -bali-seru-banget](https://www.detik.com/bali/wisata/d-6368834/rekomendasi-aktivitas-menarik-di-canggu-bali-seru-banget).
- Ramadhan, T., Ramadhan, G., Wijaya, K., & Permana, A. Y. (2018). Kajian Spasial Penempatan Fasilitas Sosial di Permukiman Pada Kota Bandung Menggunakan Analisis Space Syntax Studi Kasus: Wilayah Kelurahan Burangrang, Kecamatan Lengkong, Kota Bandung. *Arcade: Jurnal Arsitektur*, 2(2), 66–72. <https://doi.org/10.31848/arcade.v2i2.58>.
- Sa'diyah, A. H., Nugroho, R., & Purwani, O. (2019). Space Syntax Sebagai Metode Perancangan Ruang Pada Galeri Kreatif Di Kota Surakarta. *Senthong*, 2(2). <https://jurnal.ft.uns.ac.id/index.php/senthong/article/view/1052>.
- Sarma, A. K. (2006). *The social logic of shopping: A syntactic approach to the analysis of spatial and positional trends of Community Centre markets in New Delhi*. University of London.
- Widhijanto, A. A., & Tisnaningtyas, Y. (2018). Identifikasi Kawasan Permukiman Pendukung: Analisis Proximity Pengembangan Destinasi Wisata Danau Toba. *Jurnal Neo Teknika*, 4(1), 11–19. <https://doi.org/10.37760/neoteknika.v4i1.1062>.



Volume 7 Issue 2, December 2024, pages: 41-50

CAMPING GROUND POTENTIAL TO IMPROVE MANGROVE BEACH TOURISM MARKETING

Muhammad Rizki Lubis^{1*}, Ikhlas Ramadhan²

Tourism Destination Study Program, Politeknik Pariwisata Medan^{1*2}
mr.lubis91@gmail.com

Received: 28/11/2024

Revised: 17/12/2024

Accepted: 23/12/2024

Abstract

Mangrove Beach has many tourist attractions and is one of the choices for marine tourism. With various attractions offered, Mangrove Beach has a camping ground as one of the supporting accommodations for the attractions offered. The purpose of this study was to analyze the potential of the camping ground owned by Mangrove Beach to increase tourism marketing. This study is a descriptive study with a qualitative approach with Miles and Huberman data analysis techniques. Based on the results of the study, it was concluded that the potential for camping ground at Mangrove Beach, Serdang Bedagai Regency is the only beachside camping ground in Serdang Bedagai and its surroundings, has a very large area for setting up tents, there are sunset attractions, there are 2 homestay units as supporting accommodation, free camping ground fees if you bring personal equipment, has educational tours related to mangroves where this is one of the attractions for visitors, and there are fishermen who offer various catches that can be a choice of culinary visitors.

Keywords: Camping Ground, Tourism Potential, Mangrove Beach

1. INTRODUCTION

Tourism development in Indonesia is one of the important sectors that receives special attention from the government and various related parties. Tourism is considered as one of the main pillars of the Indonesian economy because of its great potential and the wealth of nature and culture owned by the country. Tourism is part of national development that is carried out systematically, planned, integrated and sustainable, by providing protection for religious values, culture that lives in society, environmental sustainability and quality and national interests. Tourism in Indonesia is also seen as a tool for empowering the local community economy. Tourism in the current digitalization era must be supported by the role of quality and professional human resources. This is due to the increasingly tight competition in the world of tourism. This situation is what encourages tourism managers to provide various complete and adequate facilities and infrastructure, so that they can attract tourists to visit a tourist destination. Tourists will be more comfortable enjoying the beauty of a tourist destination if supported by complete facilities and infrastructure. (Mistriani, 2019). If many tourists come to regional tourist attractions, it can indirectly increase the original income of the region itself, the community around the tourist attraction can also benefit from the existence of

employment opportunities that will increase the income and welfare of the surrounding community (Ritzkal et al., 2018).

According to Suwanto (2019), the strategy for developing tourism consists of: 1) Marketing/Promotion is something that is done to introduce, inform the public about tourist attractions in an area; 2) Accessibility is the condition of the road that will be passed by visitors when going to tourist attractions. The availability of good and smooth road access will make many tourists interested in visiting; 3) Tourism areas are tourist attractions that must be developed by the local government and the community, such as providing the facilities and infrastructure needed. This is useful as a support for the tourist attraction; 4) Types of tourist attractions are the types of tourism in the area, for example: mountains, beaches, culture, and religion; 5) Tourism products are everything offered by the tour. Both in terms of the facilities provided and other supporting facilities and infrastructure; 6) Human resources are a very important subject in developing tourism. Human resources that form groups with the aim of developing tourism are called tourism awareness groups; 7) The national tourism awareness campaign is something that is done and implemented with the aim of providing disciplinary affirmation related to tourism activities, and each regional government has usually formed a tourism awareness group whose group members are the community around the tourist spot.

Tourism development can be done to increase tourist visits which will have an impact on increasing tourism marketing. Camping activities are the most popular among the activities carried out in nature, especially in forest areas. People are increasingly interested in camping activities to get away from urban life and spend time in nature, improving physical, social and cognitive health (Lin & Chuang, 2021). The maintenance and repairs carried out in the Camping Ground area aim to provide a sense of comfort for tourists who come there while camping (Darayani et al., 2023). Accommodation facilities are one of the factors that determine tourist satisfaction. Camping ground is one of the accommodations that is popular with young people. Camping ground can be designed on plantation or agricultural land. Camping ground on the beach is one of the tourism concepts that combines the camping experience with exploration of local sports and nature. This concept allows tourists to enjoy the beauty of nature while being directly involved with the lives of the local community.

Mangrove Beach is one of the marine tourism located in Serdang Bedagai Regency, North Sumatra. Mangrove Beach has great potential to attract tourists (Nainggolan & Rahayu, 2023). Mangrove Beach has many tourist attractions and is one of the marine tourism options in the Serdang Bedagai area. With various attractions offered, Mangrove Beach has a camping ground as one of the supporting accommodations for the attractions offered. This is in line with the trend of tourist destinations in the North Sumatra area, where camping grounds are becoming the choice of people to stay. Camping grounds provide a different experience of staying compared to staying in other types of accommodation. With the attractions owned by Mangrove Beach, camping grounds are a facility that has the potential to be developed. Therefore, this study intends to determine the potential of camping grounds to increase tourism marketing for Mangrove Beach, Serdang Bedagai Regency. Through this study, it is hoped that deeper insights can be obtained into the role of camping ground in propelling the tourism sector. The purpose of this study was to investigate how camping ground influences the promotion of tourist destinations, with a focus on specific strategies implemented. The study's findings should give managers of tourism destinations deeper understanding for

creating more successful marketing plans. Objectives of this study are camping ground as marketing for tourism development.

2. LITERATURE REVIEW

Tourism potential is everything and events that are regulated and provided so that they can be utilized for tourism development, either in the form of atmosphere, events, objects, or services. Tourism potential can also be in the form of diverse natural resources from physical and biological aspects, as well as human cultural wealth that can be developed for tourism (Indrianeu et al., 2021). Human Potential is a part that must be placed as an object and subject of tourism. Humans can be a tourist attraction and attract tourist visits, it is not extraordinary (Heryati, 2019). Basically, tourism potential leads to tourism development which is a process of repairing and increasing something to be repaired. Tourism destination development is an activity of building, maintaining and protecting plantations, land and infrastructure and other facilities. Tanihatu et al. (2021) states that destination marketing is described as a continuous, sequential process by which a Destination Management Organization (DMO) plans, researches, implements, controls, and evaluates programs aimed at meeting the needs and desires of tourists as well as the vision, goals, and objectives.

According to the Big Indonesian Dictionary (KBBI), camping means making or setting up a tent. (Sulaeman, 1983) argues that by doing camping activities can improve the quality of individual pleasure that is difficult to find in other activities as a filler of free time (Sulaeman, 1983) Camping Ground is an outdoor or outdoor recreational activity for recreation or refreshing from all daily activities. Camping Ground is generally followed by groups or in groups, both school groups, students, communities, or a company.

Camping Ground has a function as one of the learning methods carried out outdoors or in the wild, although it can be applied in the classroom. Which can be interpreted that the learning method in the wild can be carried out in the classroom, adjusting to how the arrangement of the method to be carried out, which causes the classroom atmosphere to be more enjoyable (Susapti, 2010). The purpose of camping ground recreation is as follows.

- a. Fostering cooperation and unity and team brotherhood.
- b. Able to provide an experience of a sense of mutual connection with the natural environment.
- c. Able to develop an attitude of responsibility in the future in order to appreciate the balance of the universe.
- d. Increase the spirit of courage in overcoming obstacles ahead.
- e. Create a sense of joy.

Based on its goals and objectives, camping grounds are divided into several types, namely:

- a. Bakti Camp. Bakti Camp is a large camp-like meeting of Scouts. Bakti Camp is one of the forums for activities in realizing the goals of the bakti camp, namely building a spirit of nationalism.
- b. Scientific Camp. Scientific Camp is one of the forums for scientific development covering the fields of social sciences, culture, and science aimed at increasing students' interests and abilities in science and research.

- c. Recreational Camp. Recreational Camp is one of the forums for recreational activities that can be done in groups or individually, which aims to fill free time as well as refresh from the hustle and bustle of daily activities.
- d. Educational Camp. Educational Camp is one of the activity containers where the camp is educational, so it is expected that visitors will get a lesson after visiting the camp.
- e. Camp about other areas. Camps that aim to get to know and learn more about the culture and social conditions in other areas.

Camps that are sustainable can benefit the environment by enhancing environmental quality and reducing ecological footprints. For many camp organizations, reduction of food waste has been a primary area of emphasis (Chen et al., 2022). Sustainability initiatives that cater to environmental and social motivations, while simultaneously acknowledging economic benefits, are likely to be most effective. Because camp organizations impact millions of youth and adults each year, they have a unique potential to reshape the sustainable thinking and actions of future generations (Larson et al., 2023).

3. RESEARCH METHODS

This research is a descriptive study with a qualitative approach. Qualitative research is used to determine the condition of a context by directing a detailed and natural description of the phenomena that occur in the field (Nugrahani, 2014). Descriptive research with a qualitative approach emphasizes details about the object being studied. This study aims to see a picture of the potential of camping ground for the Mangrove Beach community in Serdang Bedagai Regency.

The research was conducted at Mangrove Beach, Pantai Labu District, Serdang Bedagai Regency with the subjects studied being the Manager of the relevant tourist area, Village Head, and Head of Tourism Division at the Serdang Bedagai Regency Tourism Office. To obtain research data, data collection techniques in this study were interviews, literature studies, and documentation.

Interviews are mostly used in conducting qualitative research. Interviews are communicated directly with related parties in Pantai Mangrove Village. The data obtained are in the form of answers from 2 respondents to the questions asked. Literature studies are conducted by searching for and collecting data related to references such as journals and websites. The documentation carried out in this study is to review literature or documents and photographs of documentation that are relevant to the potential of camping grounds in Pantai Mangrove Village.

The data used in this study are primary data and secondary data. Primary data collection was obtained directly through interviews and observations. Secondary data collection was obtained through various sources of related publication data published by authorities such as the Central Statistics Agency, the local Tourism Office, journals, and books. The data analysis technique used in this study is Miles and Huberman data analysis.

- a. Data reduction, is the process of selecting, focusing on simplification, abstraction, and transformation of raw data that emerges from written notes in the field. This process is carried out continuously throughout the qualitative research-oriented project.
- b. Data presentation, is a collection of structured information that allows for drawing conclusions and taking action. Researchers can find out what is happening, and determine steps in drawing the right conclusions.

- c. Drawing conclusions is part of one activity from a complete configuration. Conclusions are also verified during the research.

4. FINDINGS AND DISCUSSION

Serdang Bedagai Regency, North Sumatra, is known for its various stunning natural tourist destinations. One of the mainstay tourist attractions is Mangrove Beach in Serdang Bedagai. This beach not only offers unique natural beauty, but also prioritizes the preservation of the mangrove forest ecosystem that surrounds it. Mangrove Beach in Serdang Bedagai offers unique and distinctive natural scenery. Surrounded by lush mangrove forests, this beach provides a cool and natural atmosphere that is rarely found on other beaches. The wooden bridge that crosses the mangrove forest allows visitors to walk while enjoying the beauty of the flora and fauna that live in it.

In addition to its natural beauty, Mangrove Beach is also famous for its seafood cuisine. There are food stalls around the beach serving a variety of fresh seafood, such as grilled fish, crab with oyster sauce, fried squid, and boiled shrimp. All food ingredients are taken directly from local fishermen, so freshness is guaranteed. The price of food at Mangrove Beach is also very affordable, making it a perfect choice for culinary tourism. Visitors can enjoy seafood while enjoying the beautiful views of the beach and mangrove forest. Here are some accommodations, attractions, and amenities available at Serdang Bedagai Mangrove Beach.



Figure 1. Hall with Seating Facilities, Speakers and Microphones
Source: Researcher (2024)



Figure 2. One of the Camping Ground Spots
Source: Researcher (2024)



Figure 3. Coffee Shop at the End of the Beach
Source: Researcher (2024)



Figure 4. Bridge Connecting the Mangrove Area and the Beach
Source: Researcher (2024)



Figure 5. Canteen at the Beach Location
Source: Researcher (2024)



Figure 6. Joglo Under Construction
Source: Researcher (2024)



Figure 7. Prayer Room
Source: Researcher (2024)



Figure 8. Hut
Source: Researcher (2024)

In exploring the potential of camping ground located at Mangrove Beach, Serdang Bedagai Regency, researchers conducted interviews with the management and field observations. The following are the results of interviews with the management of Mangrove Beach, Serdang Bedagai Regency. Based on the results of the interview, it is known that camping ground is one of the potentials owned by Mangrove Beach, Serdang Bedagai Regency to increase tourism marketing. Based on the results of the observation, it was found that visitors who stayed using tents were predominantly bringing personal equipment. This is because the facilities owned by the management are still limited so that the promotion carried out also has an impact. Camping ground has quite a large potential considering the many tourist destinations that are currently offering camping ground, but for coastal areas or marine tourism, Mangrove Beach is still the only one that offers Camping Ground on the beach.

Camping ground at Mangrove Beach, Serdang Bedagai Regency can be developed through various marketing methods. The marketing method that has been carried out by the management is promotion on social media. Based on the interview results, it is known that the management has never invited a special party that can promote the camping ground, in this case such as social media influencers. This method has been widely used by various destinations to introduce their attractions. Another strategy that can be carried out by the management is to explore other advantages of the mangrove beach and promote it to the maximum.

4.1 Discussion

Based on the research results, it is known that the camping ground at Mangrove Beach, Serdang Bedagai Regency has a lot of potential that can be developed, including being the only beachside camping ground in Serdang Bedagai and its surroundings, having a very large area for setting up tents, there are sunset attractions, there are 2 homestay units as supporting accommodation, free camping ground fees if you bring personal equipment, which is not available at other camping ground locations.

In addition, Serdang Bedagai Regency Mangrove Beach also has educational tourism related to mangroves which is one of the attractions for visitors, both daily visitors and those who stay overnight. There are fishermen who offer various catches that can be a culinary choice for visitors. With the various potentials it has, the camping ground at Serdang Bedagai Regency Mangrove Beach can develop and attract more visitors so that it has a positive impact on increasing tourism marketing at Serdang Bedagai Regency Mangrove Beach. This is in line with the results of Setiawan's (2015) research which concluded that in order to maximize the utilization of abundant natural resources, tourism managers must have the necessary system to implement or assist efforts to implement marketing strategies in order to achieve the set targets.

The potential of camping grounds as a tourist destination can be maximized through effective marketing strategies. Several aspects that can be emphasized in marketing camping grounds as a tourist destination are outdoor experiences, attractive facilities, the right target market, and visual and digital content. Many tourists are looking for a different experience from their daily routine, especially those close to nature. Marketing can be focused on the beauty and tranquility of nature, as well as outdoor activities such as swimming or campfires. Camping grounds that offer facilities such as clean bathrooms, electricity access, Wi-Fi, or even glamping (glamorous camping) can attract tourists who want comfort in the outdoors. This is in line with the results of research by Huda et al. (2023) which concluded that one strategy for developing camping

grounds is planning and developing tourist attractions and attractions, including; the landscape of the camping area, climate, parking lot, zoning, and carrying capacity.

Marketing campaigns can highlight how easy it is to get to the campsite, either by accessible land routes or public transportation. A campground that is child-friendly and offers family activities will appeal to travelers who want to spend time with their families in a different way. Campgrounds can also be marketed to communities with specific interests, such as nature photographers, bird watchers, or mountain climbers. Photos and videos that show beautiful scenery, fun activities, and experiences offered can be an effective way to attract tourists. Research by Harahap et al. (2024) concluded the same thing, explaining that the marketing strategy of Camping Grounds to increase visitors is currently quite good in promoting camping services, as Camping Ground Owners often upload various kinds of camping visitor activities, collaborate with the Tourism Office and hold various Camping Ground events. With a marketing strategy that focuses on unique nature experiences, comfortable facilities, and the right promotion, a campground can be a very attractive tourist destination for various segments of tourists.

5. CONCLUSION

The potential of camping ground at Mangrove Beach, Serdang Bedagai Regency is the only beachside camping ground in Serdang Bedagai and its surroundings, has a very large area for setting up tents, there are sunset attractions, there are 2 homestay units as supporting accommodation, free camping ground fees if you bring personal equipment, which is not available at other camping ground locations, has educational tourism related to mangroves which is one of the attractions for visitors, and there are fishermen who offer various catches that can be culinary choices for visitors . Camping ground development strategy to increase marketing at Mangrove Beach, Serdang Bedagai Regency through outdoor experiences, modern facilities, the right target market, and visual and digital content. With a marketing strategy that focuses on unique natural experiences, comfortable facilities, and the right promotion, camping ground can be one of the most attractive tourist destinations for various tourist segments. Improving mangrove beach tourism marketing with a focus on a camping ground can create a unique and sustainable travel experience. Some recommendations are focus on the natural beauty of the mangroves, the beach, and the camping experience, emphasize eco-tourism and sustainability, work with local food vendors, tour operators, and artisans to create a complete cultural experience, and get certified as an eco-friendly destination to attract conscious travelers.

REFERENCES

- Chen, S., Kraak, V. I., Price, T. T., Love, K., Byker Shanks, C., & Serrano, E. L. (2022). Exploring food waste at a residential youth summer camp: a mixed-methods study. *Journal of Hunger & Environmental Nutrition*, 17(1), 135–148.
- Darayani, D. H., Jihat, M., Cindrawati, C., Ahmad, M., Sakaki, M., & Sarmila, S. (2023). Development of Sumberan Camping Ground Tourism in Improving Facilities in Lantan Village, Central Lombok. *Abdi Masyarakat*, 5(2), 2267–2270.
- Harahap, V. S., Subhan, A. B., & Mahendra, M. (2024). Strategi Komunikasi Pemasaran Gayo Camping Ground Terhadap Upaya Meningkatkan Pengunjung Wisata Ke Danau Laut Tawar. *Telangke: Jurnal Telangke Ilmu Komunikasi*, 6(1), 61–71.
- Heryati, Y. (2019). Potensi pengembangan obyek wisata pantai tapandullu di kabupaten mamuju. *GROWTH Jurnal Ilmiah Ekonomi Pembangunan*, 1(1), 56–74.

- Huda, S., Utami, A. F., & Siahaan, K. J. (2023). Strategi Pengembangan Camping Ground Desa Wonosalam Dusun Mangirejo dalam Perekonomian Pariwisata. *Jurnal Manajemen Kreatif Dan Inovasi*, 1(3), 279–288.
- Indrianeu, T., Fadjarajani, S., & Singkawijaya, E. B. (2021). Analisis Potensi Pariwisata Di Kabupaten Cianjur. *JURNAL GEOGRAFI Geografi Dan Pengajarannya*, 19(1), 73.
- Larson, L. R., Rivera-Zuniga, J., Garst, B. A., Keith, S., Sudman, D., & Browne, L. (2023). “Going Green”: Investigating Environmental Sustainability Practices in Camp Organizations across the United States. *Journal of Outdoor Recreation, Education, and Leadership*, 15(1).
- Lin, C.-H., & Chuang, Y.-W. (2021). A study of participation motivation, experience and satisfaction in camping tourists. *Open Journal of Applied Sciences*, 11(2), 190–201.
- Nainggolan, H. C., & Rahayu, A. (2023). Pengemasan Paket Wisata di Desa Wisata Kampoeng Lama Kabupaten Deli Serdang. *Manajemen Dan Pariwisata*, 2(1), 104–115.
- Nugrahani, F. (2014). *Metode penelitian kualitatif dalam penelitian pendidikan bahasa*. Publisher.
- Setiawan, I. (2015). *Potensi destinasi wisata di Indonesia menuju kemandirian ekonomi*.
- Sulaeman, I. (1983). *Petunjuk praktis berkemah*. Gramedia.
- Susapti, P. (2010). Pembelajaran berbasis alam. *MUDARRISA*, 2(1).
- Suwantoro, G. (2019). *Dasar-dasar pariwisata*.
- Tanihatu, M., Tahalele, M., Talahatu, I., Simarmata, R., & Sutiksno, D. (2021). Kajian dan desain tourism marketing di Negeri Oma: profil dan pemetaan. *MIX: Jurnal Ilmiah Manajemen*, 11(3), 412–426.



Volume 7 Issue 2, December 2024, pages: 51-64

IS DEVELOPING NEW CAFÉ & CO-WORKING SPACE IN CANGGU-BALI STILL FEASIBLE? (A MARKETING PERSPECTIVE)

Jonathan Dharma Pramono¹, Rimalinda Lukitasari^{2*}, I Ketut Wibawa³
Hospitality Management Study Program, Politeknik Internasional Bali^{12*3}
rimatanzil@gmail.com

Received: 28/11/2024

Revised: 17/12/2024

Accepted: 23/12/2024

Abstract

The café industry in Canggu is attractive for business, but also very competitive. As the village of digital nomads, combining three market segments of café, event space, and co-working space can be an attractive option for business development. Freelancers are seeking flexible workspaces along with premium-quality food and beverages. Although promising, a study to further see the feasibility is still needed. This study aims to analyze the business feasibility of establishing a café with event and workspace facilities in Canggu area. The research took an R&D approach with data collection methods of interviews, observations, and document research. This feasibility analysis took a market and marketing perspective. The Market analysis consists of market potential, competitor analysis, and market size, then the marketing analysis utilizes the 7Ps frameworks. The results show that the café, co-working, and event space concept has strong potential, demonstrating that this business model is viable for further development in the Canggu area.

Keywords: Feasibility Study, Marketing, Café and Co-Working Space, Canggu

1. INTRODUCTION

Bali is an island known for its rich culture and traditions. Its natural resources and tropical climate have long been enchanting the international eyes. According to the Indonesian Statistic Agency, by 2023, Bali is still the most visited destination in Indonesia by international tourists (Direktorat Statistik Keuangan, 2024). This condition undeniably has made Bali a prime location for tourism-related business development. The tourist activities in Bali are currently still centered around Southern Bali. Areas like Canggu and Tibubeneng at North Kuta District have grown exponentially. Some media have covered that tourist prefer staying around North Kuta area (Ermalia, 2022; Khoiri, 2022). The areas are not only attractive to the regular tourist, but also for the digital nomad. As the number of digital nomad tourist being the highest in these areas compared to others in Bali (Simangunsong & Tashandra, 2022), means that there is also a growing demand in café and co-working spaces in the area. Vice versa, the digital workspaces in cafes, offering high-speed internet, along with communities like digital camps and nomad academies, have created an ecosystem for digital nomads in Canggu (Prabawati, 2020a).

The official number of cafes and co-working spaces in Canggu is not available yet, but some media have written articles that show the overview of the rising popularity of this concept of café in Canggu (detikBali, 2022; Manuaba, 2023).

The emergence of new trends, such as Work from Bali (WFB) and Work from Cafe (WFC), has further boosted Canggu's popularity. Several cafes combined with co-working spaces have opened in Canggu, such as Tribal Co-Working Bali, Tropical Nomad Co-Working Space, Outpost Co-Working, and PUCO Rooftop Co-Working Space & Eatery. These co-working space cafes target a specific market segment: customers seeking comfortable environments to complete their work productively. Beyond being co-working spaces, many cafes also function as event venues. Events have now become a growing cultural trend, expected to continue evolving in the future. Observations suggest that combining event spaces with co-working spaces is highly complementary, with each concept compensating for the other's shortcomings. This hybrid concept presents innovation and potential prospects, particularly in the Canggu area, where it has yet to be fully realized. This concept holds significant potential as it merges three key markets: The Food & Beverage market, the event market, and the digital worker market. It is envisioned as a venue for events and meetings in a strategic location, offering clean and comfortable facilities, along with a menu featuring authentic Indonesian dishes made from high-quality ingredients.

From the explanation above, it is evident that the integration of event spaces and co-working spaces creates a unique concept. However, further analysis through a business feasibility study of an Event and Co-Working Space Café is necessary. Although there is a growing demand for this concept of business in Canggu area, the area itself is problematic. The Fodor Magazine currently crowns Bali as one of its "Not To Visit" list (Fodor's Travel, 2024). The list did not emphasize that a destination is not worth visiting but rather highlights the problem of over-tourism and its impact on the environment and local community. The issue of over-tourism in Bali mainly arises due to the imbalance of tourist distribution which is currently still gathered around the southern part of Bali, including Canggu. The visibly overcrowded district can bring opportunity as the demand is high, but it can also mean tight competition. For this reason, this paper aims to provide a preliminary insight into the feasibility of developing a hybrid business of café, co-working & event space in Canggu area from the marketing point of view.

2. LITERATURE REVIEW

2.1 Canggu and the SMEs

Canggu has not always been a tourist village. It started as an agriculture and fishery village. The development of tourism began along with the coming of surfers to the village in 1980s and then gradually the village was shifting socially and economically into a tourism-centered society with flocking tourism businesses (Adhinata & Sawitri, 2022). These businesses can be grouped into three categories which are innovators, adapters, and survivors. The innovators are those with well-thought-out strategies and well-financed. To some extent, these businesses are owned by foreigners. The innovators are more agile in answering the changing market, while the adapters are more likely to be the followers of the innovators. The survivors are those who have been operating for generations without defined strategies. They have extensive local knowledge but little about the trend and market. The businesses in this category of SMEs are usually locally owned and have not had a clear plan on how to compete in a fast-changing competition in Canggu area (Kludzeweit et al., 2020). The discussion by Kludzeweit et.al (2020) also

stated that the development in Canggu area cannot be stopped, but the three categories of SMEs can still thrive to survive without further pushing Canggu into a mass tourism area. Despite the rapid changes that are happening in Canggu, there have not been much researches that provide a clear feasibility study about developing any new café businesses in Canggu area. This topic of research can be very beneficial to see the development of Canggu phenomena in a yearly basis.

2.2 Café & Co-Working Space

The word “café” came from a French word which means “coffee”. Café originally an establishment that was only serving coffee known as coffee house. In the development, café also serve other light meals. Looking at history, a café has always been a place to socialize (“Cafe,” n.d.). In this highly online world with many remote working possibilities, cafes often also serve as “co-working spaces”. The term “co-working space” is a term that is used to describe a working arrangement where people from different teams and companies gather and work in one particular space (Howell, 2022). The growth of café and co-working spaces in Canggu cannot be separated from the shifting of the digital nomad base from Ubud to Canggu. Started 2016, Canggu has gradually moved to be a digital nomad village due to the establishment of digital start-ups in Canggu. Some of the reasons of preference are the complete package that Canggu can offer as a tourist area, which is the availability of attractions, accessibility, amenities, and ancillaries (Prabawati, 2020b).

2.3 Feasibility Study

A feasibility study is done to determine if a business idea is worth to develop or not provides any necessary information about a certain business idea before making an investment. It analyses any roadblock that could have the potential to influence the investment (Nykiel, 2007). The business feasibility study needs, among others, an analysis in terms of market and marketing aspects. These aspects include the analysis on market potentials, competitor analysis, market size analysis, and analysis on marketing strategy (Hasan et al., 2022; Kasmir & Jakfar, 2020) . This paper will only elaborate the results of the study on the competitor analysis and marketing strategy analysis from the perspective of marketing mix. The competitor analysis was done by identifying the possible competitors in the area and their strengths and weaknesses.

2.4 Competitor Analysis

A competitive analysis is crucial in the feasibility study, as it can be used to determine the right strategy for a company to compete in the competitive environment sustainably. The competitor analysis deals with the examination of business performance of the competitors. The analysis of business competitors, weighs in the success keys of the business and the area in which they have failed. By understanding the competitor's strengths and weaknesses, the company can anticipate the threat that those competitors can bring to the business by developing a strategy to compete effectively (Baxter, 2018; Fleisher & Bensoussan, 2007).

2.5 Marketing Mix

The feasibility from a marketing perspective was utilizing the 7Ps marketing mix framework. The marketing mix is a set of marketing tools a company can use to influence its market. By using this framework, the study aims to determine if the hybrid concept of

café, coworking and event space is feasible to be develop in Canggu area. This framework was also used to gain insight into the customer preferences from 4Ps perspective. The marketing mix was first coined by Jerome E. McCarthy in 1960 as a 4Ps framework consisting of Product, Price, Place, and Promotion. In 1981, another 3Ps were added by Bernard Booms and Mary Jo Bitner to answer the needs of service businesses. The 3Ps were Process, People, and Physical Evidence (Masterson & Pickton, 2014).

3. RESEARCH METHODS

This research follows the Research and Development (R&D) methodology. Research and Development (R&D) involves basic research activities to obtain information about user needs (needs assessment), followed by development activities to produce a product and evaluate its effectiveness (Sugiyono, 2017). The object of this research is the café and co-working spaces in Canggu – Bali. The type and source of data used is qualitative data. The qualitative data collection is carried out using primary and secondary sources related to the business of Event Cafés and Co-Working Space Cafés. Primary data comes from observations, documentation, and interviews. Secondary data is obtained through literature studies, including the internet, books, and journals.

The research was done during the period of June – August 2024. There were three types of informants in this research. They are general consumer informants, event management (as event space consumers), and café management informants. Below is the profile data for the informants:

Table 1. Profile Data of General Consumer Informants in Canggu Area

Informant	Gender	Age	Occupation	Origin	Frequency of visiting Cafe
Informant 1	Female	32	Creative Marketing	Russia	3-5/Week
Informant 2	Male	36	Information Technology Support	India	2-3/Week
Informant 3	Female	28	Creative Marketing	Indonesia	1-2/Week
Informant 4	Male	24	University Student	Indonesia	1-2/Week
Informant 5	Female	55	Tourist Guide	Australia	3-5/Week
Informant 6	Female	23	University Student	Indonesia	3-4/Week

Source: Researcher (2024)

Table 2. Profile Data of Café Management Informants in Canggu Area

Informant	Gender	Age	Position	Origin	Workplace Types
Informant 7	Male	26	Senior Barista	Bali	Cafe
Informant 8	Male	47	Founder	Australia	Café & Coworking Space

Source: Researcher (2024)

Table 3. Profile Data of Event Management Informants

Informant	Gender	Age	Position	Origin
Informant 9	Male	25	Event Organizer	Bali
Informant 10	Male	32	Wedding Organizer	Indonesia

Source: Researcher (2024)

The data were analyzed qualitatively by applying the process of transcription, data reduction, data coding, data interpretation, data triangulation, and conclusion drawing. The triangulation was done by doing source-based cross-checking among the informants and with the observation data. This research acknowledges some limitations, including the limited time, the number, and the background variety of informants. The consumer informants were selected through the convenience sampling method, so the findings

cannot be made as a generalization. Other informants are selected purposively, due to their experience in the café field and event organizing field. Their answers may be related closely to their business experience in the fields and have the possibility to differ from the experience of other business practitioners.

4. FINDINGS AND DISCUSSION

This paper shows a feasibility study for starting a café, co-working, and event space in Canggu area, particularly at the Jalan Babakan Kubu area with the capacity of 100 seats. Based on the observations and interviews conducted, the findings meet the market and marketing aspects, summarized as follows:

4.1 Market Aspect

4.1.1 Market Potential Analysis

Market Potentials can be understood as forecasts on the expected demand of a product or service in a given environment. The market potentials speak more on the condition of the expected market rather than the numbers (Kotler & Keller, 2016). By this concept, the study tried to break down the market potentials of the hybrid business as Co-Working Space Café and Event Space Café. The Co-Working Space Café has significant market potential from the rising trend of flexible work and the need for modern collaborative spaces. The growth of the digital economy, coupled with post-pandemic shifts in work culture, presents a major opportunity for this concept to position itself not just as a dining space but also as a productivity hub. The Canggu area has been known as a digital nomad village in Badung area. It shows popularity among the expatriates, including the digital nomads, because of the ability to keep the rural ambiance compared to its neighboring areas such as Kuta and Legian (Rakhmadi, 2021). This shows that there is a significant number of tourists who need working spaces that cater to their online working needs. There is no available exact data to show how many digital nomads there are in Canggu area. Nonetheless, by comparing to the existing competitor, an average of net income can be made. According to the founder of Lighthouse Studi Bali, an average of IDR. 200.000.000 net income per month can be secured with their 100 seats capacity (interview, June 2024). This income comes from the co-working café concept.

The second market potential is from the event space café concept. This concept targeted on events revenue such as from small events, parties, weddings, and also from community events. The event program related to arts, music, workshops, and wellness can also be included. The market from this concept is aiming both individuals and corporate consumers. According to an interview with a Freelance Event Organizer (interviewed, August 2024).

“Canggu has great potential to host small to medium-sized events. Its relaxed yet modern environment, along with the large number of expats and digital nomads, makes it a perfect spot for various types of events, from workshops and networking events to private parties”.

Combining the concepts of a café, co-working space, and event venue can attract various customer segments, ranging from digital nomads and start-ups to companies needing multifunctional spaces for meetings or special events.

4.1.2 Competitor Analysis

Before launching a new business, owners need to understand the situation and conditions in the market to make informed decisions. One of the key steps is analyzing the local environment and identifying potential competitors, which helps refine the Event and Co-Working Space Café's concept and offerings. Below are competitors with similar concepts:

- a. Twelve Urban Café, located on Jalan Pantai Batu Mejan No. 12c, Canggu, this café operates from 8:00 AM to 12:00 AM. As an urban café, it offers a modern, stylish atmosphere suitable for both working and socializing, making it a strong competitor. It is a popular destination among tourists and has a Google rating of 4.9/5 stars from 1,210 reviews. Advantages: Weekly events like movie nights on Tuesdays, which are rare in Bali, attract digital nomads. Disadvantages: Delayed service for both dine-in and delivery, due to high foot traffic.
- b. Lighthouse, Podcast & Video Studios - Co-Working – Café, located at Jl. Raya Kerobokan No. 5X, this café operates from 8:00 AM to 7:00 PM. It offers a unique concept with podcast and video recording studios alongside co-working space. The café serves Indonesian-style western food, such as nasi campur with international flavors. It holds a Google rating of 4.7/5 stars from 193 reviews. Advantages: Its multiple studios attract creators who also dine on-site. Disadvantages: Limited hours; it closes at 7:00 PM, missing out on dinner and evening crowds.
- c. AT 06 (Dine | Coworking | Gym | Wellness | Events | Catering) Located at Jl. Batu Mejan No. 6, AT 06 operates from 6:00 AM to 10:00 PM and offers a multi-concept space, including dining, co-working, gym, wellness facilities, events, and catering services. It has a Google rating of 4.8/5 stars from 523 reviews. Advantages: It caters to a diverse market with its wide range of services. Disadvantages: Relatively high prices, starting at IDR 50,000 for food and IDR 30,000 for beverages, excluding 10% tax and 5% service charge, which may not suit local customers.

4.1.3 Market Size

Due to the lack of saturated data regarding the population size and the sample of tourists in Canggu seeking accommodation in the form of event and co-working spaces, the market size for this Co-Working Space Café, is estimated based on competitor analysis. Observations have also been made on Bagels, 12 Urban Café, AT 06 Dine, Coworking, Gym, Wellness, Events & Catering, Fine by SATUSATUCOFFEE, Joon Canggu, and Ring Djinar Coffee & Resto. Bagels has an annual gross profit of around IDR 2,160,000,000. 12 Urban Café generates an average annual revenue of IDR 4,400,000,000, while AT 06 has an average yearly revenue of around IDR 4,800,000,000. Fine by SATUSATUCOFFEE has an average annual profit of IDR 1,800,000,000. Joon Canggu's estimated revenue is around IDR 3,600,000,000, Ring Djinar Coffee & Resto's average sales are IDR 2,400,000,000, and Lighthouse Studio's is IDR 6,000,000,000. From this data, the total market size in the location where Co-Working Space Café is to be established amounts to IDR 25,160,000,000 annually.

Co-Working Space Café is expected to capture a market share of 26.3% in that area, or around IDR 6,609,600,000. Each month, the projected Event and Co-Working Space Café is expected to generate approximately IDR 550,800,000. The café has a capacity of 100 customers. Open every day from 8 AM to 10 PM, Co-Working Space Café operates for a total of 420 opening hours per month. If calculated in terms of Revenue Per Available Seat Hour (RevPASH), it stands at IDR 13,114 per seat per hour.

4.2 Marketing Mix

Marketing strategy refers to the marketing logic through which a company aims to create customer value and establish profitable relationships (Kotler & Keller, 2016). It aligns with the 7P marketing mix theory which consists of Product, Price, Place, Promotion, People, Process, and Physical Evidence. The feasibility of a café, coworking and event space from the 7P marketing mix is explained as follows:

4.2.1 Product

The Co-Working Space Café offers products such as food and beverages, co-working spaces, and event spaces. The food and beverage menu is intentionally limited to ensure the best quality, quantity, and pricing for the options available. The goal is to meet customer expectations, providing a positive first impression of the food and beverages. According to the informant (interviewed, August 2024):

“I’m drawn to cafes that serve quality coffee, fresh pastries, and healthy options like avocado toast or grain bowls. I appreciate places that offer locally sourced ingredients and have a focus on sustainability, which is important to me. I like spending time in cafes to work on my laptop, catch up with friends, or just relax with a good book. A comfortable environment with reliable Wi-Fi is key”.

Looking at the preferences, the types of products that are feasible to offer include delicious, high-quality, and affordable food and beverages. This is also supported by the café’s comfortable ambiance, with adequate facilities such as fast Wi-Fi internet. In addition to the menu, the café provides co-working and event spaces, including a co-working office, meeting rooms, outdoor working spaces for smoking areas, a mini movie night mockup, a podcast studio, and a small outdoor stage for events of small to medium scale. A pool table is also available for customers to use during breaks or when they want to relax and hang out. Customers’ time at the café varies depending on their purpose: Casual visits (just for food, drinks, and facilities) take about 2 hours. Event participants usually spend 4 hours at the café. Co-working customers typically stay for 6 hours. The café offers a blend of Indonesian and Western dishes, and management ensures quality control with continuous food engineering analysis. If a particular menu item does not sell well, it will be replaced. Customers can also make special food requests, provided the ingredients are available. All menu items use high-quality ingredients stored properly to maintain freshness, and the café ensures that food is healthy and MSG-free. Additionally, the café offers buy-out options for the co-working and event spaces to accommodate the demand for such facilities in Canggu. The event and co-working space services aim to enhance customer experience through ongoing development and quality control.

4.2.2 Price

Pricing in Canggu cafés varies significantly based on the concept, service, and food offered. This café’s mix of Indonesian and Western dishes and high-quality, healthy ingredients allows it to compete with other premium cafés in the area. Interviews reveal that customers are generally willing to pay: IDR 70,000 for a meal, IDR 35,000 for a drink, IDR 150,000 for co-working spaces, IDR 400,000 for meeting/event spaces. The café’s pricing ranges Food: IDR 18,000 to IDR 128,000, Non-alcoholic beverages: IDR 16,000 to IDR 44,000, Co-working space: Starts at IDR 150,000, Meeting/event space: Starts at IDR 350,000. (based on interview, June 2024).

Table 4. Café Pricing Strategy Illustrations

Recipe	Fello Signature Otoro Tuna Steak				
Restaurant	Fello, Event & Co-Working Space Café				
Manager in Charge	Jonathan Dharma			Date	
Number of Portions	5	Food cost		Menu Price	Rp 68,000
Serving Size/ gr	500	Cost per Recipe	Rp 24,044	Food Cost % Actual	35%
Unit of Measure Per Serving	gr	Cost per Portion	Rp 24,044	Food Cost % Ideal/margin cost/desire cost	40%
Q factor	10%	Q Factor /Portion	Rp 26,449	Ideal Selling Price (28%)	Rp 60,110
		Beverage .	39		
		Margin per Portion	Rp 41,551		
		PERCENTAGE (%)	61		

Ingredients	Recipe Quantity (EP)			Yield Costing			Recipe Cost	
	Qty	Weight	Volume	AP/Unit	Unit	Yield%		EP/Unit
Kentang	150		gr	Rp 30	gr	100%	Rp 30	Rp 4,500
Mentega	10		gr	Rp 28	gr	100%	Rp 28	Rp 280
UHT Milk	30		ml	Rp 17	gr	100%	Rp 17	Rp 510
Garam	10		gr	Rp 24	gr	100%	Rp 24	Rp 240
Black Papper	10		gr	Rp 64	gr	100%	Rp 64	Rp 640
Selada	50		gr	Rp 25	gr	100%	Rp 25	Rp 1,250
Wortel	50		gr	Rp 18	gr	100%	Rp 18	Rp 900
Gula Merah	20		gr	Rp 20	gr	100%	Rp 20	Rp 400
Kecap Asin	5		ml	Rp 15	gr	100%	Rp 15	Rp 74
Saus Tiram	5		ml	Rp 50	gr	100%	Rp 50	Rp 250
Otoro Tuna	200		gr	Rp 60	gr	80%	Rp 75	Rp 15,000

NO	Qty	Price	Total	Basic Cost	Profit	Sharing
1	Fello Signature Otoro Tuna Steak	5	68,000	340,000	Rp 121,004	218,996
REVENUE	BEP (Break Event Point)	1.78				
			340,000			

Item	Marketlist		PURCHASE ORDER				portion
	Qty	Unit	QTY	Unit	unit price	Total Price	
Kentang	750	gr	0.75	Kg	Rp 30,000.00	Rp 22,500	5
Mentega	50	gr	0.05	Kg	Rp 28,000.00	Rp 1,400	5
UHT Milk	150	ml	0.15	L	Rp 17,000.00	Rp 2,550	5
Garam	50	gr	0.05	Kg	Rp 24,000.00	Rp 1,200	5
Black Papper	50	gr	0.10	Kg	Rp 32,000.00	Rp 3,200	5
Selada	250	gr	0.25	Kg	Rp 25,000.00	Rp 6,250	5
Wortel	250	gr	0.25	Kg	Rp 18,000.00	Rp 4,500	5
Gula Merah	100	gr	0.10	Kg	Rp 20,000.00	Rp 2,000	5
Kecap Asin	25	ml	0.00	Box	Rp 89,000.00	Rp 371	5
Saus Tiram	25	ml	0.03	Kg	Rp 50,000.00	Rp 1,250	5
Otoro Tuna	1,000	gr	1.00	Kg	Rp 60,000.00	Rp 60,000	5
					Rp 393,000	Rp 105,221	

Source: Data Processed (2024)

Looking at the accepted price range by the consumer in Canggu area, a comparison then being made by calculating a pricing strategy as illustrated at table above. From the illustration can be seen that the accepted pricing range is still within the acceptable range from the management point of view.

4.2.3 Place

The projected café is located at Jalan Babakan Kubu, Canggu, Kuta Utara, Badung, Bali. This strategic location attracts both local and international visitors. Canggu is known for its vibrant tourism, with many expats and digital nomads in need of co-working spaces. Additionally, the area offers complementary facilities like accommodations, hospitals, and is close to beaches and Denpasar city center. It takes

approximately 30 minutes to reach the café from Denpasar, making it accessible for locals. According to an interview with a guest (Interviewed, August 2024).

“Canggu is a prime spot for cafés. With so many expats and digital nomads in the area, there’s always a demand for good working space cafés”.

This demonstrates that Canggu is an ideal location for a co-working space café, given the high demand.



Figure 1. Café Design Illustrations
Source: Data Processed (2024)

4.2.4 Promotion

To increase brand awareness and reach a broader audience, the café will utilize social media platforms such as Instagram, TikTok, email, WhatsApp, and its website. Advertising through Meta Business tools will focus on targeting tourists on vacation. Interviews show that influencers and Key Opinion Leaders (KOLs) play a crucial role in promotion. As noted by a customer (interviewed, August 2024).

“I usually find out about cafés from Instagram, TikTok, or influencers”.

Collaborating with local and international Key Opinion Leaders (KOL’s) can attract more attention and build a positive brand image among tourists and locals. Word-of-mouth marketing is also vital. According to a customer (interviewed, August 2024).

“A café recommended by friends has a better chance of me trying it”.

This emphasizes the importance of providing excellent products, services, and facilities to encourage customers to share their experiences. While digital promotion is essential, print media remains relevant. Advertisements in local magazines, flyers, and posters will target audiences who may not be active on social media. Distributing printed materials in strategic locations like hotels, malls, and local communities will help strengthen the café’s brand presence and enhance its credibility.



Figure 2. Café Promotions Illustrations
Source: Data Processed (2024)

4.2.5 People

Human Resource Management (HRM) plays a vital role in ensuring the café operates smoothly. Cushway (1994) defines HRM as “part of the process that helps the organization achieve its objectives.” Employees are crucial to the café’s success, and attentive, polite service can significantly impact customer experiences. As expressed by a customer (Interviewed, August 2024).

“Great service is a must. Attentive and polite staff can make or break my experience at a café”.

Therefore, the café focuses on people-oriented management, ensuring fair treatment of all employees regardless of background. From this finding, for a café to be easily accepted in Canggu area, the characteristics of front-liners who are professional, friendly, and respectful, exceeding customer expectations, are still the main feasible strategy to be implemented. As Canggu is currently the heart of Bali tourism, finding suitable staff with excellent customer service skill can be considered relatively easy. With the abundance of tourism schools in the island, not to mention those from the neighboring island, finding a technically qualified candidate is not an issue.

A consideration that should be put into mind by the new investors is finding talent that can gather or build a community. As also been shown by Kludzewit et al. (2020), that the digital nomads also rely on the benefit that they can reap from the strong community bond provided by the co-working spaces. This implies that a co-working space with a highly active consumer community will be most likely attractive to digital nomads. The existence of strong-bonding groups of digital nomads can potentially lead to active co-working space activities, which also means good business. So finding the right talent is the issue, since it takes socially active persons, with great communication skills, and extensive networking.

4.2.6 Process

The café has streamlined processes to ensure efficient service. Customers can order food and drinks directly at the café or through online applications. The food and beverage preparation process is designed to be quick without compromising quality or presentation. The booking process for co-working and event spaces is easy and flexible, with simple registration and payment methods. Customers can pay via cash, cards, or digital payment platforms. All these processes are designed to create a seamless experience, prioritizing customer satisfaction and ensuring every visitor feels comfortable and has their expectations exceeded.

“I appreciate a smooth process clear menu, easy ordering, quick service, and staff that check in to ensure everything is good. Good service is essential. I appreciate staff who are attentive and make an effort to provide a pleasant experience” (interview, August 2024).

4.2.7 Physical Evidence

Physical evidence refers to the tangible aspects that customers experience when interacting with the café’s products and services. This includes the design of the building, atmosphere, and ambiance.

A customer explains that “The relaxed and cozy atmosphere, with visually pleasing décor, makes me feel at home. The right lighting and not-too-loud music also add to the comfort” (interview, June 2024).

This expressed that a Co-Working Space Café needs to ensure that every aspect of its physical environment is thoughtfully planned to create a memorable experience for customers. The design and layout are intended to foster a relaxed yet productive atmosphere, enhancing both leisure and work experiences for visitors. This comprehensive 7P marketing strategy for the Co-Working Space Café aims to create a competitive advantage by offering high-quality products, efficient service, and a welcoming environment while ensuring a seamless customer experience through both digital and traditional promotional efforts.



Figure 3. Café Environment Illustrations
Source: Data Processed (2024)

As previous research had shown, Canggu is on roll as the center of digital nomad activities. This situation has made the area very attractive to investors in developing new hospitality businesses. The media has highlighted how overcrowded Canggu has become. This issue also concerns many stakeholders as the cycle can soon turn to a decline if the situation cannot be controlled. Under these circumstances, the results of this research can be used as an insight into the market condition in Canggu, two years after the pandemic. Developing new business in Canggu is still possible, although thorough strategies should be made. This research also shows that each part of the 7Ps in the marketing mix does has its portion in creating an appealing place for the consumers. The people aspects should be highlighted, especially in Canggu area. This is due to the high communal characteristics in the Canggu’s expats and tourist communities.

5. CONCLUSION

Based on the overall research on the feasibility test aspects of the Café concept from a marketing perspective, the conclusion of the interview results which are divided into 3 sides, namely prospective customers, event crew and café management, can be concluded as follows:

Co-Working Space Cafe received a positive response as seen from the respondents who were interviewed. The results show that there is a significant demand for event space and workspace in Canggu area. The feasibility will be higher if the spaces also provide quality food and beverages. By combining the market of café, co-working space, and event space the business can aim for a wider market segment. This study shows that Co-Working Space Cafe that offers a unique concept and a modern design with natural elements, where indoor plant decorations and aesthetics and green outdoor areas create a relaxed ambiance can create a competitive advantage. The use of high-quality ingredients without artificial flavoring also preferable by the Canggu market. Since the community is quite crucial for Canggu market, the business needs to build an environment that support the community activities. This should be achieved not only by designing the physical environment but also from the human resources perspective. Creating a favorite place for remote workers that induces digital nomad community activities can be an advantage that can help the business to stand out amidst the competition of cafes in the Canggu area.

Some challenges in the form of brand awareness still need to be developed. Co-working space cafes that do not yet have sufficient capital will seek partnerships and investors to help finance the initial capital. Another challenge is the fairly high competition in the Canggu area and from those who already have good brand awareness. Co-working space cafes that also offer event spaces are predicted to be able to compete with their competitors because they have uniqueness and advantages that are still very rarely found in other cafes in Canggu.

Due to the research's limitations, there are some recommendations for future research. The research only shows a preliminary insight that covers only a small area of Canggu. Future research can be aimed at covering a wider area and to find more structured data on the market conditions in Canggu area. A mixed method that combines qualitative data and quantitative data can be beneficial in generalizing consumer preferences in Canggu. This type of data, by far, has not been openly available. This can be due to the fast-changing situation in Southern Bali tourism, and the resources that may be needed for thorough research. A yearly basis research on Canggu and its neighboring villages will be beneficial to monitor the development and to make strategies for more sustainable tourism development in Canggu.

REFERENCES

- Adhinata, B., & Sawitri, M. Y. (2022). Touristification and the Changing of Spaces for Tourism in Canggu Village. *Jurnal Ilmu Sosial Dan Humaniora*, 11(3), 447–457. <https://doi.org/10.23887/jish.v11i3.45696>.
- Baxter, M. (2018). *Product Design*. CRC Press.
- cafe. (n.d.). In *Britannica*. Encyclopedia Britannica.
- detikBali. (2022, September 17). *Perkembangan Pesat Canggu hingga Jadi Surga Para Digital Nomad*. DetikBali.
- Direktorat Statistik Keuangan, T. I. dan P. (2024). *Statistik Kunjungan Wisatawan Mancanegara (Vol. 15)*. Badan Pusat Statistik.

- Ermalia, A. A. U. (2022, March 19). Canggu Tetap Jadi Primadona Turis Asing di Bali. IDN Times.
- Fleisher, C. S., & Bensoussan, B. E. (2007). *Business Competitive Analysis: Effective Application of New and Classic Methods*. FT Press.
- Fodor's Travel. (2024, November 13). Fodor's No List 2025. Fodor's Travel.
- Hasan, S., Elpisah, Sabtohadhi, J., Zarkasi, & Fachrurazi. (2022). *Studi Kelayakan Bisnis*. Pena Persana.
- Howell, T. (2022). Coworking spaces: An overview and research agenda. *Research Policy*, 51(2), 104447. <https://doi.org/10.1016/j.respol.2021.104447>.
- Kasmir, & Jakfar. (2020). *Studi kelayakan Bisnis*. Kencana.
- Khoiri, A. M. (2022, September 27). Tiket dan Google: Bali Selatan Tetap Favorit Turis, Canggu Melejit. Detik Travel.
- Kludzeweit, I., a Kamargiannis, T., Tirta, T., & Middelkamp, E. (2020). Effective interventions for micro and small enterprises to reach the preferable future of the Canggu area in Bali. *Dos Algarves: A Multidisciplinary e-Journal*, 36, 22–40. <https://doi.org/10.18089/DAMeJ.2020.36.2>.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management Global Edition*. Pearson Education.
- Manuaba, I. P. (2023, July 3). Semakin Diminati, Coworking Space di Bali Terus Bertumbuh. ketik.co.id.
- Masterson, R., & Pickton, D. (2014). *Marketing: An Introduction* (3rd ed.). SAGE Publications.
- Nykiel, R. A. (2007). *Handbook of Marketing Research Methodologies for Hospitality and Tourism*. Psychology Press.
- Prabawati, N. P. D. (2020a). Desa Canggu, Bali Sebuah Basecamp Bagi Digital Nomad? Identifikasi Produk Wisata Berdasarkan an 4 A (Attraction, Amenity, Accessibility, Ancillary). *Jurnal Kepariwisata Indonesia: Jurnal Penelitian Dan Pengembangan Kepariwisata Indonesia*, 14(2), 91–108. <https://doi.org/10.47608/jki.v14i22020.91-108>.
- Prabawati, N. P. D. (2020b). Desa Canggu, Bali Sebuah Basecamp Bagi Digital Nomad? Identifikasi Produk Wisata Berdasarkan 4 A (Attraction, Amenity, Accesibility, Ancillary). *Jurnal Kepariwisata Indonesia*, 2(14).
- Rakhmadi, R. (2021, December 7). Role of Digital Nomad in Supporting Tourism in Indonesia: Case Study Bali. *Proceedings of the 2nd International Indonesian Conference on Interdisciplinary Studies (IICIS 2021)*. <https://doi.org/10.2991/assehr.k.211206.020>.
- Simangunsong, W. S., & Tashandra, N. (2022, September 13). Ada 3.017 Wisatawan Digital Nomad Selama 2022, Terbanyak di Canggu. Kompas.
- Sugiyono. (2017). *Metode Penelitian Kuantitaif, Kualitatif dan R&D* (25th ed.). Alfabeta.



Volume 7 Issue 2, December 2024, pages: 65-74

IMPLEMENTATION OF DIGITAL CONTENT ABOUT SACRED BALI AS A MEANS OF EDUCATION FOR TOURISTS IN PRESERVING THE CULTURE OF THE ISLAND OF BALI

I Wayan Agus Selamat^{1*}, I Made Weda Satia Negara², Ni Putu Tiya Paristha³,
Ni Wayan Purnami Rusadi⁴, Ni Kadek Sri Hendrayani⁵

Politeknik Nasional^{1*2345}
aguswayan91@gmail.com

Received: 28/11/2024

Revised: 17/12/2024

Accepted: 23/12/2024

Abstract

The in this study aims to discuss the application of digital content about sacred bali as a means of education for tourists in preserving the culture of bali island. The formulation of the problem in this study is how is the effectiveness of digital content about sacred Bali as a means of education for tourists in preserving Balinese culture and how is the role of tourism industry players in implementing digital content about sacred bali as a means of education for tourists in preserving Balinese culture. the methodology in this study uses data collection through observation, interviews, and literature studies. the sampling technique in determining informants in the interview uses purposive sampling. The data analysis used in this study is a qualitative descriptive analysis which has five stages, the first is data collection, the second is summarizing data, the third is adjusting data, the fourth is explaining data, the fifth is drawing conclusions based on theory. The results of the study show that there are four indicators that make digital content about sacred Bali effective to implement, including Reader Cognition, Sharing Motivation, Persuasion, Life Factors. And there are two actors in the tourism industry who have an important role in implementing digital content of sacred Balinese culture, including travel agents and the second is the local community as the god of the house.

Keywords: Sacred, Education, Digital Content

1. INTRODUCTION

The development of tourism in Bali has an impact on the lives of the Balinese people. This impact can be seen from the development of a good economy, as well as good environmental management and maintenance of local culture to maintain the existence of tourism in Bali which is famous for cultural tourism. The things that are of concern are not only providing positive impacts but also the negative impacts caused by the existence of tourism in Bali. The most visible negative impact is the harassment of sacred places on the island of Bali. Sacred is an aura of authority and charisma that has spiritual value that is believed by the local community on the island of Bali which is passed down from generation to generation (Djatkiko, 2018). The development of

tourism in Bali has a serious impact on cultural values that have been upheld by ancestors and passed down until now. This impact can be seen from the news to tourists that damages the sacred values of Balinese culture itself. Sacred values are something that is glorified, sanctified, respected, and cannot be tarnished which is guarded by the local community and inherited from generation to generation (Abdillah, 2022). As a result of this, coupled with Bali's unpreparedness in protecting itself from the negative impacts of tourism, several holy places, the Balinese environment, and social values that are used as tourist attractions have been abused. This can be seen from several problems or cases that have occurred in Bali regarding the abuse of sacred values on the island of Bali. The first case was a foreign tourist who occupied Padmasana at Pura Gelap Besakih. Then a foreign citizen (WNA) from Germany who danced naked during a Balinese dance performance at Puri Saraswati Ubud. An additional viral case collected from Detik.com describes that a couple of lovers had sex in front of the gate of a resident's house. The cases above certainly reflect that there is actually ignorance and no appreciation of the existence of sacred values in Balinese culture itself. This certainly deviates from the Hindu community in Bali who generally believe and trust that sacred is holiness and sacred values, charismatic values and dignity values found in every form of culture in the Province of Bali (Djarmiko, 2018).

In 2019, the Bali Provincial Government discussed regulations governing the protection of temples and sacred objects. The aim is to prevent abuse of sacred places, for example by limiting access to temples, where not everyone is allowed to enter all parts of the temple. The regulation was then ratified as Pergub No. 25 of 2020 Facilitating the Protection of Temples, Pratima, and Religious Symbols. In addition to the Pergub, there is Pergub Bali no. 28 of 2020 concerning Bali Tourism Governance and Bali Provincial Regulation No. 5 of 2020 concerning Bali tourism implementation standards. So from the Pergub and Perda issued by the Bali Regional Government regarding efforts to overcome the negative impacts of tourism activities have been carried out. The problem in this study can be seen that the existence of regulations is not well conveyed to tourists who travel to Bali. This is because there is no education for tourists about information about the sacred values in Bali that must be maintained by tourists. Educating about this information can utilize digital media that is currently developing. One of them is by creating content on digital media that informs and educates tourists about the sacred culture owned by the Island of Bali. As is known, the rapid development of information technology makes tourists choose tourist attractions based on the quality of content spread on social media (Sarifiyono, 2023) It can be said that the role of content in digital media is one of the effective creativity in providing information to the public, either through videos or writings that are made and distributed on the internet media (Sugiono, 2020).

The information obtained by tourists is only about the beauty of Balinese culture which is spread in digital content carried out by tourism industry players. The players in the tourism industry, especially in Bali, include the government as policy makers related to tourism development in Bali. Service providers as owners of various forms of accommodation used by tourists during their vacation in Bali. Tourists as consumers who use tourism products on the island of Bali. Finally, the community as hosts who have resources from tourist attractions developed for tourists (Damanik, 2006). The existence of tourism industry players, especially the tourism service provider industry in Bali, can be a liaison in educating tourists about the sacred values in the culture of the island of Bali (Mertha, 2018). This is because service providers such as travel agents and hotels interact directly with tourists. Not only the service provider industry but also the local

community as hosts can certainly be effective and trusted sources in describing the sacred culture in tourist attractions (Yanti, 2021). However, when viewed in various digital media, the content that is spread is only promotional about tourist attractions that can be visited by tourists. There is no content about the sacred values in cultural activities that are used as tourist attractions for tourists.

The urgency of this research is the negative behavior of tourists in areas that are sacred by the community on the island of Bali. This happens because of the lack of information about what can and cannot be done in areas that are sacred by the people of the island of Bali. With the very rapid development of information technology, it is important to create an information container that can reach tourists when traveling to the island of Bali. One of these information containers is by creating digital content about sacred Bali. This study aims to analyze the application of digital content about sacred Bali as a means of education for tourists in preserving the culture of the island of Bali. It is hoped that the existence of digital content about sacred Bali can provide knowledge or educate tourists who travel to the island of Bali to care more and maintain the culture or places that are sacred by the people of the island of Bali. This study discusses the role of digital content about sacred Bali as a means of knowledge for tourists in preserving Balinese culture. The aim is to see the effectiveness of digital media in providing knowledge about sacred Bali to tourists. It is known that digital media is developing very rapidly, but tourists do not know about the values of Balinese culture that are maintained by the Balinese people. This creates ignorance and takes actions that do not respect Balinese culture. So this study creates content that is able to educate tourists effectively so that tourists gain knowledge on how to maintain Balinese cultural values. The next goal is to determine the role of tourism industry players in implementing digital content about sacred Bali as a means of education for tourists in preserving Balinese culture.

2. LITERATURE REVIEW

Social media content is information and entertainment presented on a social media platform such as YouTube, Instagram, Facebook and so on which is created by a person or individual, a company and organization, placement on the social media platform allows for more direct interaction with users, so that in realizing its full effect, social media content must also be carefully oriented to the target group (Huang, 2020). Content on social media platforms must be able to create a strong influence on how the audience interprets views in terms of the advantages and disadvantages of the content of a message on social media itself, especially content that is informative and educates the audience (Gabore, 2020). From the research produced it shows several supporting factors in the influence of social media content as a source of information, including: 1) Ideological assumptions (Ideological assumptions) Ideology is an idea or assumption about a person's beliefs or beliefs. In interpreting content on social media, there are different beliefs or beliefs that cause the audience to make decisions based on personal beliefs about the limitations in using social media and the content they witness. 2) Sourcing of messages (Source of messages) Interpreting content on social media requires knowledge of the concept of mass media, because there is mutual involvement between mass communication and social media itself. The factor of sourcing of messages or source of messages is very close to the element of mass communication, because information produced by content on social media is part of a means of mass communication, of course the message conveyed from a content must be accountable from various aspects such as unreliable message content, messages that are excessive, misleading, hoaxes, sensational

news and unclear validity of the news and so on. 3) Tone of information (Tone of delivery) The tone of information refers to the affective component of the construction and presentation of content from an event or issue seen from the delivery of messages in the content presented, thus causing positive, neutral and negative views in the audience. The tone of news in social media content can influence the audience's interest in using social media, because the tone of news is related to matters regarding the delivery of messages of a content from the side of the summary of the general news framework that is presented as interestingly as possible from an event, such as making interesting coverage in the form of podcasts, interviews with sources, or talk shows with the nature of providing education and information.

The source of information on a social media certainly has significant aspects to provide relevant information between the communicator and the communicant. The aspects of the source of information put forward by (Mastley, 2017) can help this study in knowing how the audience interprets content as a means of information sources. These aspects include: 1) Information behavior (Communication behavior) Communication behavior is related to the communication actor, the source of information can be said to be positive or trustworthy if the message giver on social media applies the elements of mass communication, namely avoiding news or information that is not yet clear about the validity of the news. The audience is also required to be smart in choosing to accept the information obtained, by seeking the validity of information from various media sources or other communicators. 2) Information seeking (Information seeking) The main aspect of information sources is information seeking and how it is displayed, modified, or fulfilled on social media, this aspect prioritizes fulfilling the information seeking needs of the audience that cannot be done by traditional information sources, such as speed in providing information. 3) Information sharing and assessment (Information sharing and information assessment) Information sources and information assessment require the audience to be motivated to share information about the content of the message content generated from social media based on satisfaction with how the audience uses and obtains the desired and useful information. The audience's decision in interpreting the content of messages from social media is an important aspect so that the dissemination of the information presented is useful for the wider audience from a positive perspective.

Communication behavior of digital media users covers various aspects, such as the type of content shared, the communication style used, trends in the use of words and symbols, interactions between users, and other factors that influence communication behavior on the platform. In this study, the model used is the S-O-R model (Stimulus, Organism, Response), the SO-R theory is a response that is a backlash from individuals when receiving stimuli from the media. One can expect or predict a link between the effects of mass media messages and audience reactions. It can also be said that the effects caused are specific reactions to the stimulus response, so that one can expect and predict between the message and the reaction of the communicant (Effendy, 2003).

According to (Sitinjak, 2023) digital content can be said to be successful if it contains five criteria, namely: 1) Reader Cognition, content that is created and disseminated can be understood and attracts the attention of the audience and creates interaction both directly and indirectly. 2) Sharing Motivation, content has values that are in accordance with the target audience. 3) Persuasion, content can invite the target audience to find out the information provided in depth. 4) Life Factors, content can be adjusted to internal and external factors of the target audience.

According to (Prastiwi, 2016), educational tourism is a tourism concept that applies non-formal education about knowledge to tourists who visit a tourist attraction. According to, (Rizaly, 2021) educational Tourism is a tourism concept that has positive value and leads to the concept of edutainment, namely learning accompanied by fun activities. The main purpose of educational tourism is to provide maximum satisfaction as well as new knowledge to visitors who come and can be combined with various other things and serve various interests of tourists. Such as: Satisfying curiosity about other people, their language and culture, stimulating interest in art, music, architecture or folklore, empathy for the natural environment, landscape, flora and fauna, or deepening the appeal of cultural heritage or historical places. According to, (Srikalimah, 2021) educational Tourism is anything related to actions or experiences that have a formative effect on the character, mind or physical abilities of an individual.

3. RESEARCH METHODS

The research approach used in this study is a qualitative approach with a content analysis design. Starting with assumptions and the use of an interpretive or theoretical framework that shapes and influences the study of research problems related to the meaning imposed by individuals or groups on social problems (Creswell, 2014). In other words, qualitative research is conducted to understand a meaning that comes from a particular event based on the views of participants and researchers. Content analysis is the use of qualitative data in the form of text, making assumptions according to the researcher's thought analysis. Then continued with coding, and the results are interpreted in the form of words or stories (Rozali, 2022). From the content analysis steps, researchers will convey information using data from observations and interpreted documentation studies. Data were collected through observation, literature study, in-depth interviews with informants. The selection of informants in this study used purposive sampling. Based on the rule of thumb used for the descriptive research approach with a data collection method in the form of interviews with key informants, the researcher decided to use 30 samples according to the statement from (Sim, et al, 2018) that the minimum number of informants needed for a descriptive research approach with a data collection method in the form of a questionnaire is 30 people. The informants sought in this study were 10 Hindu priests, 10 tour guides, and 10 tourists who had visited temples in Bali. Data Analysis Model Miles (1984) stated that activities in qualitative data analysis are carried out interactively and continuously until complete, so that the data is saturated. The size of data saturation is marked by the absence of new data or information. Activities in the analysis include data reduction, data display and conclusion drawing and verification.

4. FINDINGS AND DISCUSSION

4.1 Effectiveness of Digital Content about Sacred Bali as a Means of Education for Tourists in Preserving Balinese Culture

In discussing this research to see the effectiveness of digital content about sacred Balinese culture, an approach from (Sitinjak, 2023) is used, which can be described as follows:

a. Reader Cognition,

In creating digital content about sacred Balinese culture, it can arouse interest for tourists who see or witness it. What makes tourists interested is by bringing up unique elements that make tourists feel like they are learning something new from routines that tourists have never seen before. Creating sacred digital content in Bali

uses cultural elements that are reflected in the concept of what is allowed to be done in Bali and what is not allowed to be done when traveling to Bali. Knowledge about Balinese culture for tourists is very important to be instilled through creative content published on the internet media (Larasati, 2021). This is because the existence of social media is very helpful for tourism actors in providing information to tourists about the uniqueness of Balinese culture. The culture of the Island of Bali itself has very religious values that are strictly guarded from generation to generation. The use of this digital content provides a deep understanding of the ritual activities that must be respected by tourists visiting the Island of Bali. These ritual activities have a very deep meaning for the sustainability of the lives of the Balinese people. Tourists give a very deep appreciation to the ritual activities in Bali. Such as participating in traditional dance performances, as well as participating in the procession of offerings to God in Hindu teachings. The content is packaged in the form of traditional music and explanations of important information that tourists should know. Based on an interview with a tourist named Tricia (45 years old), she explained that there needs to be a very interesting sacred video to explain Balinese culture and also things that tourists should appreciate as knowledge for tourists when traveling to Bali. This is in line with the findings obtained from Abel (2023) who stated that in selecting content on social media there must be something that stimulates someone to see and watch it happily, one of which is the uniqueness contained in the content that attracts the general public.

b. Sharing Motivation

Digital content about sacred culture in Bali provides a positive perception of the cultural values held by the local community. These values are a reference for tourists in traveling. Because it is a unique view on a tourist trip. This is because tourists have never seen the uniqueness of Balinese culture in any country. In (Arifin's, 2023) research, he explained that the role of digital media in maintaining local Indonesian culture in the era of globalization is able to maintain religious values that can be given to the wider community. This is also the same as the activities or sacred cultural values held by the Island of Bali. This makes tourists appreciate Balinese culture more and enjoy the trip with a unique experience that has never been felt before. The values contained in the sacred Bali information video can be easily shared by tourists. This is because the video was made for two minutes and immediately discussed the points that tourists should know. Based on an interview with a tourist named Riccardo (35 years old), he explained that the sacred video about Balinese culture does contain values that must be appreciated by tourists. Because tourists are guests who come, they must understand the cultural values held by the local community. Based on the theory presented by (Effendy, 2003) that the behavior of the communicant who receives the message information, and is processed through attention, understanding, acceptance. so that the content created containing sacred Balinese values is noticed by tourists, then understood by tourists, and tourists accept the sacred values and follow the applicable rules and share the values with their friends and relatives so that there is a wide dissemination of education about the sacred cultural values of Bali that must be respected and appreciated by tourists.

c. Persuasion

The creation of digital content is able to provide information that invites tourists to appreciate the cultural values contained therein. In the creation of digital content about sacred in Bali, there is more information that makes tourists know and understand the culture owned by the people of Bali. Digital content becomes very effective by making the content seen by tourists very easy to understand and understand according to the needs of tourists. What makes tourists understand digital content about sacred culture in Bali is certainly marked by tourists being able to adapt well to the applicable rules applied by the Balinese community. Like tourists in every temple wearing sarongs and dressing modestly. Complying with the rules of not entering the temple to look inside the temple. In the study (Rahmawan, 2019) it was stated that providing positive content to the community can influence the activities they will do. Such as reading the manual before doing something according to the memory of the positive content. In terms of sacred cultural content, tourists choose to follow the directions given according to the content that tourists see through social media about sacred culture in Bali. Based on an interview with a tourist named Iguine (34) explained that in making a video of sacred Balinese content, there must be an activity to invite people to obey the cultural rules that exist on the island of Bali. The rules are explained as not being too complicated and not detrimental to tourists. Because it is like following a travel guidebook. This must be done because of the many issues about tourists who do not have an understanding of the culture that exists in Bali.

d. Life Factors

In creating sacred digital content of Bali, what must be considered is adjusting to tourist behavior. This must be done in collaboration with travel agents or other tourism industry parties. Tourists who travel to Bali are not only from Australian tourists but from various countries with different languages. Therefore, in distributing sacred digital content of culture in Bali so that it can be understood by each country, of course, it must adjust the language of tourists who will visit Bali. This will certainly make tourists who see sacred cultural content in Bali more quickly understood by tourists. Because not all countries can understand English. Tourists who want to see the culture in Bali become more aware of the concepts passed down from generation to generation. This is also in line with research conducted by (Arifin, 2023) which explains that content that is able to provide education must pay attention to adapting to the living environment of the audience, so that the intent of the content disseminated to the audience can be understood properly. Based on an interview with a tourist named Carlos (37), he stated that many people from Italy cannot speak English, so adjustments are needed to provide an understanding of the sacred cultural content in Bali.

4.2 The Role of Tourism Industry Players in Implementing Digital Content about Sacred Bali as a Means of Education for Tourists in Preserving Balinese Culture

a. The Role of Travel Agents

A tour agency or travel agent is a type of business that operates in the service sector that serves travel needs. Travel agents provide services for individuals or groups who want to travel but do not have the time or knowledge to prepare things related to the trip. Travel agents generally offer various facilities such as

transportation tour packages, accommodation, travel plans, and travel tickets. The existence of a travel agent will certainly make it easier for tourists to travel. The existence of a travel agent is also a factor in the number of tourists visiting a place. In addition to aiming to help travelers in providing facilities, travel agents also help introduce new places that were previously unknown. Travel agents are one of the vanguard industries of tourism that connect and provide information to tourists about the conditions and situations of tourist attractions visited by tourists (Suwena, 2017). Travel agents provide information about sacred places in Bali through tour guides. Tour guides are a key factor in disseminating information to tourists because tour guides operate the tour packages created by the travel agent. The code of ethics for tour guides states that tour guides are required to provide information about all forms of culture in Bali. Based on the results of the interview with the head of the Bali tour guide association, it was explained that the role of travel agents in minimizing the abuse of sacred values on the island of Bali must provide information about Balinese culture before tourists arrive in Bali to provide knowledge about the sacred values in the Bali Island area. Travel agents act as a liaison between tourists and components of tourist attractions, so the role of travel agents is to educate tourists about the sacred values of Balinese culture. This education begins by sending sacred cultural content in Bali before tourists come on vacation to Bali. This is done so that tourists can understand Balinese culture before visiting the island of Bali. It is important to note that tourists who travel to Bali only want to do fun activities and enjoy their free time on the beach and enjoy the uniqueness of the culture in Bali (Taufiq, 2023). Tourists have not received information about the rules relating to what can and cannot be done when traveling to Bali. So the role of travel agents in providing education to tourists by sending sacred digital content of Balinese culture is very important to do.

b. Role of Society

In developing a tourist attraction, the participation or involvement of the local community cannot be ignored. The local community is the first person to know about the conditions of their area rather than people from outside the area. Thus, the participation of the local community is very necessary both in planning, implementation, development to the end, namely work evaluation. The hope for the future is none other than to realize a sense of ownership in the local community itself, so that awareness and responsibility arise to participate in developing tourist attractions. Community participation is not only limited to community participation, but is expected in the next stage, namely community participation in assessing whether the development carried out is in accordance with expectations and can improve the community's economy. Community participation is the main role in the implementation of development. In development, the community plays a role as a subject and object that has a very important position in the sustainability of development. Tourism development touches almost all of the lives of the people around it. Thus, there needs to be full support and active participation from the community, both from the government and the general public. Tourism development and active community participation will benefit the community itself and the region. Tourism development can increase employment opportunities and opportunities to build businesses, improve and grow the culture in the tourism development area (Ratnaningsih, 2015).

In maintaining the culture owned by the community, of course, they must understand the potential of the area of the community itself. One of them is the temple as a tourist attraction in the community environment. The local community plays a role in maintaining the sacred values contained in the temple. What the Balinese people do is to create information at the entrance to the temple tourist attraction regarding the rules that must be obeyed by tourists. The rules contain about maintaining the sanctity of the temple by wearing a sarong. It is not allowed to enter the temple when tourists are menstruating. And the rule is not to dirty the temple area. The development of the digital world certainly provides benefits for local communities in disseminating information about sacred values that have been passed down from generation to generation. Local communities disseminate digital content information about sacred Bali using QR codes. So that tourists can learn in full the sacred values that must be considered and maintained by tourists who come to visit holy places in Bali.

5. CONCLUSION

Based on the results of the discussion on the application of digital content about sacred Bali as a means of education for tourists in preserving the culture of the island of Bali, seen from the formulation of the first problem about the effectiveness of digital content about sacred Bali as a means of education for tourists in preserving Balinese culture. This found four indicators that make digital content about sacred effective, including the first Reader Cognition, namely the content delivered contains cultural elements and has uniqueness about sacred values that can attract audiences such as foreign tourists. The second is Sharing Motivation, namely sacred cultural content in Bali has benefits to be shared with all tourists as knowledge about the sacred values of Balinese culture. The third is Persuasion, namely content about sacred Balinese culture is able to invite tourists to respect the rules contained in Balinese culture that are passed down from generation to generation by the Balinese people. The fourth is Life Factors, namely digital content of sacred Balinese culture that adapts to the travel behavior of tourists, such as the use of language that is adjusted to the country of origin of tourists in traveling and the purpose of traveling such as spiritual tourism.

Based on the results of the study on the role of tourism industry players in implementing digital content about sacred Bali as a means of education for tourists in preserving Balinese culture. Shows that there are two industry players who have important roles. The first is the role of travel agents who are providers of information about sacred Balinese cultural content. Travel agents disseminate information about sacred Balinese cultural content to tourists before tourists arrive on the island of Bali. The second is the local community who have a role in providing information in sacred places that are used as tourist attractions such as providing information boards and providing QR information to share digital content about sacred Bali in the sacred areas of local communities.

REFERENCES

- A. Djatmiko. 2018. Perubahan Ruang Sakral Wilayah Kuta, BALI," *Jurnal Arsitektur dan Perkotaan. KORIDOR*. vol. 09, no. 02, pp. 189-192.
- A. P. Sarifiyono. 2023. Konten Social Media Marketing dan Tourist Attractions melalui Minat Berkunjung akan Meningkatkan Keputusan Kunjungan Wisatawan pada UMKM di Kawasan Wisata Jawa Barat. *Jurnal Maksipreneur*, vol. 12, no. 2, pp. 582- 601.

- Abdillah. 2022. Persepsi Masyarakat Terhadap Nilai Sakra Lalun-Alun Lamongan. *Jurnal Buana Sains*, pp. 63-68.
- Arifin, Johan 2023. Peranan Media Digital Dalam Mempertahankan Budaya Lokal Indonesia Di Era Globalisasi. *Jurnal Ilmiah Kanderang Tingang*. Vol.14 No.1.
- Bogdan, R. C., & Biklen, S. K. 2014. *Qualitative Research for Education: An Introduction to Theories and Methods*.
- Creswell, W, J. 2014. *Penelitian Kualitatif dan Desain Riset (1st ed.)*.
- Effendy, O. U. 2003. *Ilmu, Teori, dan Filsafat Komunikasi (A. Elvinaro (ed.))*. Citra Aditya Bakti.
- Gabore, S. M. 2020. Western and Chinese media representation of COVID-19 news coverage Africa. *Journal of Communication*, 30(5).
- Huang, G. 2020. Platform Variation and Content Variation on Social Media: A Dual-Route Model of Cognitive and Experiential Effects. *Journal of Promotion Management*, 26(3), 396–433.
- I. W. Mertha. 2018. Stakeholders: Peran Dan Kendala Pelibatangannya Dalam Pengembangan Desa Wisata Di Bali. *Jurnal KEPARIWISATAAN*, vol. 17, no. 2, pp. 15-23,
- J. & W. H. F. Damanik. 2006. *Perencanaan Ekowisata: dari Teori ke Aplikasi*. Yogyakarta: Andi Offset.
- Larasati, Putu Karin Pradnya. 2021. Efektivitas Content Creator dalam Strategi Promosi di Era Digital. *Seminar Nasional Desain*. Volume 1 Tahun 2021.
- Mastley, C. P. 2017. Social Media and Information Behavior: A Citation Analysis of Current Research from 2008–2015. *Serials Librarian*, 73(3–4), 339–351.
- Prastiwi, S. 2016. *Manajemen Strategi Dinas Kebudayaan Dan Pariwisata Kabupaten*. Publika.
- Rahmawan, Detta. 2019. Pengembangan Konten Positif Sebagai Bagian Dari Gerakan Literasi Digital. *Jurnal Kajian Komunikasi*, Volume 7, No. 1.
- Ratnaningsih. 2015. Partisipasi Masyarakat Lokal Dalam Pariwisata (Studi Kasus Di Desa Wisata Belimbing, Tabanan, Bali). *Jurnal Destinasi Pariwisata*. Vol. 3 No 1.
- Rizaly, Elza Nova. 2021. Persepsi Guru dan Dosen Tentang Homestay Dalam Melakukan Kegiatan Wisata Edukasi Sekolah. *Penelitian dan Pengabdian Masyarakat Bidang Pariwisata*.
- Rozali, Y. A. 2022. Penggunaan Analisis Konten Dan Analisis Tematik. *Penggunaan Analisis Konten Dan Analisis Tematik Forum Ilmiah*, 19- 68.
- Sim, J., Saunders, B., Waterfield, J., & Kingstone, T. (2018). Can sample size in qualitative research be determined a priori? *International Journal of Social Research Methodology*, 21(5), 619–634.
- Srikalimah. 2021. *Model Pengembangan Kampung Tahu Menjadi Kawasan Wisata Edukasi*. Pekalongan: Nasya Expanding Management.
- Sugiono, Shiddiq. 2020. Industri Konten Digital dalam Perspektif Society 5.0. *Jurnal IPTEK-KOM (Jurnal Ilmu Pengetahuan dan Teknologi Komunikasi)*, Vol. 22 No. 2, pp. 175 – 191.
- Suwena & Widyatmaja. 2017. *Pengetahuan Dasar Ilmu Pariwisata*. Denpasar: Pustaka Larasan.
- Taufiq, Muhammad Luqman. 2023. Dampak Perilaku Wisatawan Asing di Bali Dan Respon Sentimen Pengguna Twitter. *Journal ARS University*. Vol.5, No.2, pp. 25.
- Yanti. 2021. Community Based Tourism dalam Menyongsong New Normal Desa Wisata Bali. *JURNAL KOMUNIKASI HUKUM*. Vol.7, No.1, pp. 72-86.



Volume 7 Issue 2, December 2024, pages: 75-84

INNOVATION OF ADDING GREEN MUSTARD TO RICE CRACKERS

Billy Tanius^{1*}, Heru Pramudia², Iwan Surjawan³
Culinary Art Study Program, Politeknik Internasional Bali^{1*23}
billy.tanius@pib.ac.id

Received: 05/12/2024

Revised: 17/12/2024

Accepted: 23/12/2024

Abstract

Crackers are a type of dry food that contains quite high starch, made from tapioca flour as a base ingredient. Different spices are added to produce different types of crackers. Crackers can also be innovated by using other ingredient substitutions that aim to add and have functional value, one of which is the addition of green mustard. This research aims to utilize green mustard into an innovative rice cracker product. This is caused by the lack of rice cracker products with vegetables as processed products. This study uses a quantitative approach. Specifically, this research was carried out using the rules of the experimental method which is laboratory research. This research uses quantitative data in the form of formula recipes and results of sensory tests and organoleptic tests. The formula or recipe comes from experimental tests carried out in the laboratory, namely the Bali International Polytechnic kitchen. Meanwhile, organoleptic test data was obtained from research respondents. Experiments in the laboratory and collecting responses from respondents are the primary data sources in this research. Apart from that, this research also uses secondary data sources in the form of literature related to the research topic. This research uses cracker processing theory and culinary product development models as a basis for carrying out research. Based on the results of experiments, rice crackers with the addition of green mustard can be developed into crackers that have a different color, aroma, taste, texture & crunch, as well as a shape from rice crackers in general. Crackers produced using the same method but with the addition of green mustard are more popular in terms of taste, texture, aroma, shape and color, better than rice crackers in general. And this research also found that crackers that have been dried for a long time must be dried again in the hot sun so that the crackers can bloom perfectly.

Keywords: Innovation, Crackers, Green Mustard

1. INTRODUCTION

Crackers are a popular snack across Southeast Asia, particularly in Indonesia, where they are consumed as both accompaniments to meals and standalone snacks. Traditionally made from starchy ingredients like tapioca flour, crackers have evolved significantly with innovations aimed at enhancing both flavor and nutritional value. Such innovations often involve incorporating additional ingredients like vegetables or proteins, which provide functional benefits beyond the conventional formula (Kawiji, 2009; Krisnawati, 2022).

In Indonesia, food waste remains a critical issue, particularly with leftover rice, a staple food central to the Indonesian diet. Studies indicate that households waste between 54.58 g and 185.55 g of rice monthly, which, if repurposed, could yield high-value food products (Nafiroh et al., 2019). One promising solution to this challenge is turning leftover rice into rice crackers, an innovative approach that minimizes waste while creating a nutritious and appealing product.

Green mustard, or *Brassica rapa* subsp. *pekinensis*, is a widely cultivated leafy vegetable in Indonesia, known for its high nutritional value, including vitamins A, C, K, and antioxidants. Its health benefits range from boosting immunity to reducing the risk of chronic diseases such as cancer and heart disease (Jatnika, 2010; Alifah, 2019). Despite its abundance and nutritional profile, green mustard is often limited to traditional culinary uses, such as fresh consumption or as an ingredient in soups and stir-fries. There is considerable untapped potential to incorporate it into processed foods, such as crackers, to broaden its applications and increase its consumption (Sari, 2021).

This study explores the integration of green mustard paste into rice crackers, aiming to enhance the product's sensory and nutritional qualities. By utilizing readily available and underutilized ingredients like green mustard and leftover rice, this research promotes sustainable culinary practices while innovating within Indonesia's vibrant culinary landscape. Purpose of the Study, this research seeks to develop an innovative rice cracker formulation by incorporating green mustard paste. The primary objectives include enhancing the organoleptic properties of the crackers such as flavor, aroma, texture, and appearance while improving their nutritional content. Additionally, the study aims to highlight the potential of reusing leftover rice to create economically and nutritionally valuable products.

The primary aim of this study is to create an innovative rice cracker by incorporating green mustard paste, emphasizing sustainability and nutritional enhancement. This goal aligns with the broader need to promote eco-friendly culinary innovations while addressing consumer demands for health-conscious and functionally enriched food products. The study's objectives are further specified to ensure a comprehensive approach to developing and evaluating the product. First, it seeks to develop and optimize the formula for rice crackers enriched with green mustard paste. This involves leveraging experimental methods to refine ingredient proportions and processing techniques, ensuring the crackers achieve the desired quality standards. By systematically experimenting with various formulations, the study aims to determine the optimal recipe that balances taste, texture, and visual appeal. Second, the research focuses on assessing the sensory properties of the crackers through organoleptic evaluations. This step involves testing attributes such as taste, texture, color, and aroma, which are critical determinants of consumer acceptance. By gathering feedback from target audiences, the study provides insights into how well the crackers meet consumer preferences and expectations.

Finally, the study evaluates the product's potential for commercialization and its market acceptance. This involves analyzing the crackers' feasibility as a commercial product, including considerations of production scalability, economic viability, and consumer demand. The results of this evaluation will serve as a foundation for future innovations and provide actionable recommendations for culinary entrepreneurs looking to introduce similar products to the market. By addressing these objectives, the study not only contributes to the advancement of sustainable culinary practices but also highlights

the value of integrating locally sourced and underutilized ingredients, such as green mustard and leftover rice, into innovative food products.

This research carries both theoretical and practical significance, contributing meaningfully to the culinary arts and addressing contemporary challenges in food sustainability. Theoretically, it enriches the existing knowledge base by exploring the integration of vegetables, such as green mustard, into processed food products. This advancement expands the scope of culinary innovation, offering a framework for incorporating nutrient-dense, plant-based ingredients into popular snacks like crackers.

On the practical side, the study provides a sustainable solution to food waste management by repurposing leftover rice into high-value culinary products. This approach not only reduces waste but also promotes circular food practices. Moreover, the research offers economic benefits, particularly for regions like Riang Gede Village, where green mustard cultivation is abundant. By introducing a new product concept, it supports local economies and encourages the utilization of underexplored agricultural outputs. Additionally, the findings serve as a resource for future research and a catalyst for culinary entrepreneurs to venture into innovative food product development.

To achieve its objectives, the study leverages two foundational theoretical frameworks. The Cracker Processing Theory sheds light on the critical role of starch in determining the texture and expansion properties of crackers during frying (Herman, 2005). This framework ensures that the product meets the desired sensory and structural standards. Additionally, the Culinary Product Development Model by Harrington (2004) provides a systematic approach to food innovation. This model outlines four essential stages: formulation of the recipe, implementation of the innovation, evaluation and control through sensory analysis, and public introduction (Harrington & Ottenbacher, 2013).

To ensure the scientific rigor of the study, experimental methods were employed for the development and assessment of the green mustard-enriched rice cracker formula. Organoleptic tests, focusing on attributes such as taste, texture, aroma, and color, were conducted to evaluate consumer preferences. Quantitative data from these tests were analyzed using descriptive statistical methods, enabling a precise understanding of the crackers' sensory appeal. This robust methodology ensures that the findings are both reliable and actionable, paving the way for future culinary innovations.

2. LITERATURE REVIEW

In recent years, there has been increasing interest in enhancing traditional snack products by incorporating vegetables. This approach not only improves the nutritional profile of food but also aligns with growing consumer demand for healthier, more sustainable options. Several previous studies have laid the groundwork for this research, which focuses on the innovative addition of green mustard (sawi hijau) to rice crackers (kerupuk nasi), a combination that has not been widely explored in literature.

Kawiji (2009) was one of the first researchers to explore the economic and sensory characteristics of vegetable-based crackers. His study, which focused on the addition of sweet corn to crackers, found that vegetables could significantly enhance the vitamin and protein content of the product, providing a dual benefit: improved nutritional value and greater market appeal. This foundational work established the potential for using vegetables to create more functional snack products, setting the stage for future research in this area.

Similarly, Krisnawati (2022) examined the sensory properties of crackers made with green mustard, demonstrating that the incorporation of green mustard flour resulted in improvements in taste, aroma, texture, and color. Her research supports the idea that vegetables like green mustard can not only improve the flavor and appeal of traditional snacks but also provide additional health benefits. The study highlights the importance of sensory characteristics in the success of innovative food products, an aspect that is central to the current research on rice crackers.

Further supporting this trend, Sari (2021) explored the use of moringa leaves in rice-based crackers, demonstrating that the inclusion of moringa enhanced both the flavor and nutritional value of the product. Moringa, like green mustard, is rich in vitamins, minerals, and antioxidants, making it an ideal candidate for fortifying snack foods. Sari's findings underline the potential of leafy vegetables in the development of healthier, nutrient-dense snacks, providing valuable insights for the current study on green mustard-infused rice crackers.

In the context of green mustard, Jatnika (2010) highlighted its exceptional antioxidant content, as well as its high levels of vitamins A, C, K, and essential minerals. These nutritional benefits make green mustard a powerful ingredient for enhancing the healthfulness of food products. Its use in the current research as a fortifier for rice crackers offers an innovative solution for improving the nutritional profile of this popular snack. Green mustard's known benefits such as boosting immunity, improving cardiovascular health, and offering anti-cancer properties—are particularly relevant in the context of this study, as they align with the increasing consumer preference for functional foods.

The principles of culinary innovation are deeply embedded in the work of Harrington & Ottenbacher (2013), who emphasized the integration of sustainability and creativity in food product development. Their research advocates for the creation of innovative food products that not only meet consumer expectations for taste and texture but also address broader concerns such as food sustainability. The incorporation of green mustard into rice crackers in this study adheres to these principles, offering a sustainable and nutritious alternative to conventional snack foods. It reflects the growing trend in the food industry to use ingredients that are both healthy and environmentally conscious.

Koesoemawardani et al. (2018) also contributed significantly to the understanding of crackers as a popular snack in Southeast Asia. Their study highlighted the widespread consumption of crackers, particularly in Indonesia, where they serve as both a snack and a meal accompaniment. The popularity of crackers creates an ideal platform for innovation, allowing for the integration of vegetables to address the rising consumer demand for healthy snacks. The current study builds on this foundation by introducing green mustard as a new ingredient in rice-based crackers, providing an opportunity for healthier and more sustainable snacking options.

Purwanti (2011) emphasized the importance of diversifying crackers to meet the evolving tastes and preferences of consumers. Her research highlighted the potential for innovation in cracker formulation by experimenting with different bases, flavors, and shapes. The incorporation of green mustard into rice crackers, as explored in this study, represents a novel approach to cracker diversification, offering a new and potentially marketable product that aligns with current trends toward health and sustainability.

In line with this, Maureen et al. (2016) detailed the seven stages involved in the traditional cracker-making process, which include ingredient preparation, dough mixing, steaming, cooling, cutting, drying, and frying. These stages are crucial in determining the texture, appearance, and flavor of crackers. By following this process and incorporating

green mustard into rice-based crackers, this study ensures that the desired sensory attributes are maintained while enhancing the nutritional value of the final product.

Koswara (2009) defined crackers as dry, starch-rich foods that undergo a process of expansion during frying. The use of rice, a starch-rich ingredient, as the base for crackers in this study adheres to this definition while introducing green mustard to enhance both the taste and health benefits of the product. This research explores the potential of incorporating unconventional ingredients, such as vegetables, into crackers, contributing to the diversification of snack products.

The concept of food sustainability is also addressed in this research, particularly using leftover rice, a common food waste issue in many households. Hidayati (2015) and Nafiroh et al. (2019) have both highlighted the substantial amounts of rice waste generated in Indonesia, which could be repurposed into food products like rice crackers. This research addresses this challenge by using leftover rice as the base for the crackers, contributing to both food waste reduction and nutritional enhancement.

While studies such as Taewee (2011) and Rohaendi (2009) have explored the role of tapioca flour in crackers, emphasizing its importance for achieving the characteristic puffing and crispiness, the current study takes a different approach by replacing tapioca with rice and adding green mustard. This represents a significant departure from traditional cracker-making, offering a healthier and more sustainable option without compromising on texture or taste.

Finally, Sherly et al. (2020) discussed the process of culinary innovation and the importance of creativity in developing new food products that align with consumer trends. This study contributes to this body of research by combining green mustard with rice to create a novel snack product that meets the increasing demand for healthy, functional, and sustainable foods.

In conclusion, this literature review highlights the growing body of research on the incorporation of vegetables in cracker products. Building on studies by Kawiji (2009), Krisnawati (2022), Sari (2021), and others, this research introduces green mustard into rice crackers, offering a unique contribution to the field by addressing food waste and enhancing nutritional value. This aligns with current trends in culinary innovation, sustainability, and the increasing consumer preference for healthier snacks.

3. RESEARCH METHODS

This research adopts a quantitative approach with an experimental method conducted in a laboratory setting. The experimental approach is chosen as it aligns with the research goal of developing an innovative rice cracker product with the addition of green mustard, to evaluate its sensory characteristics and consumer preferences. This method is deemed appropriate for systematically identifying the results of the innovation and assessing the product's quality through structured and controlled organoleptic testing.

The research is conducted over six months, taking place at two locations: Desa Jatiluwih for sourcing the green mustard and the Kitchen Lab at Politeknik Internasional Bali (PIB) for the experiment and recipe testing.

3.1 Research Procedure

- a. Preparation for Materials and Equipment
 - Main ingredients: rice, tapioca flour, green mustard, and supporting seasonings such as garlic, salt, ground coriander, and flavoring agents.

- Equipment: blender, steaming pot (dandang), baking trays, oven, and stainless-steel knives, ensuring hygienic and high-quality standards.
- b. Experimental Stages
- Admixture preparation, rice is soaked for 2 hours and then blended with green mustard and garlic. The mixture is combined with tapioca flour and other seasonings.
 - Shaping and steaming, the mixture is shaped into uniform trays and steamed at 100°C for 25 minutes.
 - Cooling and cutting, the steamed mixture is cooled at 10°C for 18 hours to facilitate cutting.
 - Drying, the crackers are dried in an oven at 50–60°C for 4 hours to enhance shelf life.
 - Frying, the dried crackers are deep-fried in hot oil until they expand to the desired crispness.
- c. Organoleptic Testing
- Involves untrained panelists from the public who are familiar with cracker products.
 - The panel evaluates the crackers based on taste, aroma, texture, color, and shape using a scoring scale from 1 (dislike) to 5 (like very much).

Data are analyzed descriptively using percentage methods to illustrate consumer preference levels. This process involves calculating maximum and minimum scores, as well as the percentage range, which are then interpreted using predefined criteria for liking.

The experimental laboratory method is chosen to maintain control over variables, ensure replicability, and provide measurable results. Organoleptic testing is employed to directly assess consumer preferences, which is aligned with the research objectives. The choice of research locations, Desa Jatiluwih for local ingredient sourcing and PIB Kitchen Lab for experimentation, strengthens the connection between culinary innovation and local potential.

3.2 Limitations

- a. Subjectivity of respondents, organoleptic assessments may vary based on individual preferences.
- b. Environmental conditions, the drying process, if done using direct sunlight, can be influenced by weather conditions, affecting the consistency of the product.
- c. Scale of Experimentation: The research is limited to small-scale laboratory experiments, and further validation may be required on a larger production scale.

This systematic approach is expected to provide strong empirical data to support the innovation of rice crackers made with green mustard.

4. FINDINGS AND DISCUSSION

4.1 Development of Rice Crackers with Green Mustard

The findings of this study reveal key insights into the innovation of rice crackers (kerupuk nasi) by incorporating green mustard (sawi hijau), contributing significantly to the development of functional food products. Below is a summary of the key findings:

The research introduced an innovative approach by integrating green mustard into the rice cracker production process. Two types of crackers were produced: Kerupuk A (without mustard) and Kerupuk B (with green mustard). The green mustard was

incorporated by replacing a portion of the rice with 80g of blanched mustard leaves. The addition of green mustard changed the sensory profile of the crackers, improving their color, aroma, taste, and texture compared to the traditional rice-based cracker.

Crackers A and B have almost similar ingredients. The only difference lies in the addition of green mustard used in these crackers. Apart from that, the manufacturing process is also the same. The following is the difference in appearance of crackers A and B in the manufacturing process.

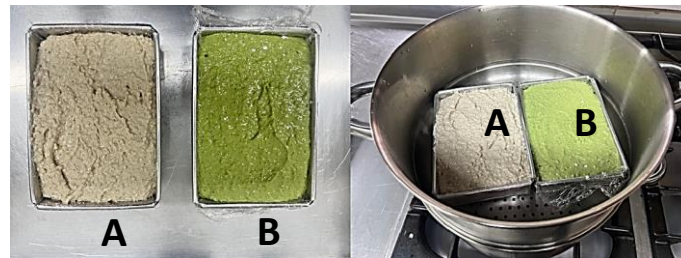


Figure 1. Difference Between Cracker Dough A and B
Source: Researcher Documentation (2024)

Figure 1 shows the difference between cracker dough A and B before steaming. The color differences are clearly visible in the three mixtures. Cracker B dough has green elements, while cracker dough A has the lightest color. The following is the appearance of cracker dough A and B after steaming for 25 minutes.

The dough has been steamed for 25 minutes and then cooled in the refrigerator for approximately 18-24 hours. Then the cracker mixture is thinly sliced. The slices are then dried in the sun and dried so they can then be fried like crackers in general. The following is the shape of crackers A and B after slicing thinly before drying.



Figure 2. Crackers A & B After Slicing
Source: Researcher Documentation (2024)

Crackers A and B that have been dried in the sun are then fried like frying crackers in general. The frying results showed that crackers that had just been dried in the sun would produce greater swelling power compared to crackers that had been stored for a long time. The following is what the crackers look like after frying.

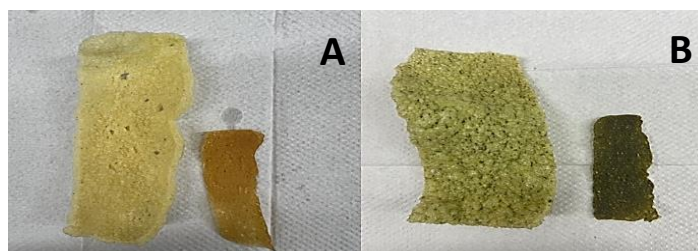


Figure 3. Fried Crackers
Source: Researcher Documentation (2024)

From Figure 3, rice crackers with the addition of vegetable ingredients have a higher swelling power compared to rice crackers. This is almost the same as research in Tanius (2023) which states that cracker dough using tapioca flour will make the dough 2-3 times bigger than the size of a cracker.

4.2 Sensory Analysis and Preference

A sensory evaluation was conducted to assess the preferences of respondents towards Kerupuk A and Kerupuk B. The results indicated that Kerupuk B, with the addition of green mustard, was preferred by 75% of the respondents. This preference was based on better scores in texture, aroma, taste, and color. Kerupuk B was favored for its enhanced sensory characteristics, likely due to the nutritional and aromatic qualities imparted by the mustard leaves.

The addition of green mustard significantly enriched the crackers with vitamins and minerals, particularly vitamin K, vitamin C, and various essential minerals such as calcium and iron. These nutrients contribute to the functional value of the product, positioning it as a healthier alternative to traditional rice crackers. Green mustard is known for its health benefits, including its role in boosting immunity, improving bone health, and reducing cholesterol levels.

4.3 Favorite Ranking Test Results for Crackers A and B

The results of the analysis of 30 respondents' level of preference for crackers A and B can be depicted in the following picture:

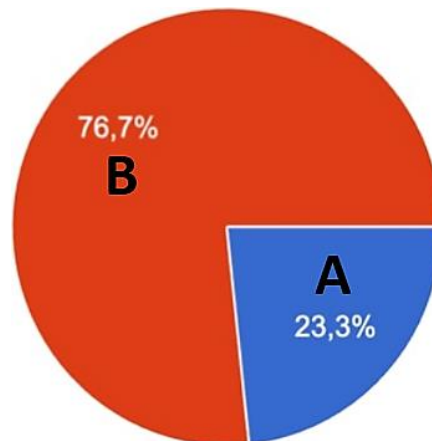


Figure 4. Results of Liking Test for Crackers A and B
Source: Research Results (2024)

Based on Figure 4 regarding the comparison of people's preferences for crackers A and B. From the round diagram, respondents chose Crackers B compared to Crackers A. Of which 23 respondents chose Crackers B, which reached more than 75% percent of respondents chose Crackers B.

5 CONCLUSION

The study also highlighted an important finding regarding the drying process of the crackers. It was discovered that crackers that had been left to dry for an extended period before frying required re-drying under the sun to ensure optimal expansion during frying. This step was crucial for achieving the desired texture and crispness, which might otherwise be compromised if not properly re-dried.

The results suggest a promising market acceptance for Kerupuk B as a product that combines the popularity of traditional rice crackers with the added value of functional ingredients like green mustard. Based on sensory preferences and the enhanced nutritional profile, it is recommended that this innovation be explored further for commercial production, especially in regions with a strong cultural affinity for snack foods.

Recommendations for Further research is encouraged to explore the use of other green vegetables in the production of rice crackers. This could diversify the range of flavors and functional benefits while providing a sustainable way to utilize surplus vegetables. Additionally, experiments with different drying techniques or alternative flour combinations could further improve the product's quality.

This study contributes to the field of food, particularly in enhancing the nutritional value of traditional snack foods through the incorporation of vegetables like green mustard. It also demonstrates the potential for creating products that are not only popular in terms of taste but also offer significant health benefits, thus expanding the functional food market.

REFERENCES

- Alifah, N. (2019). Nutritional Profile and Applications of Green Mustard in Processed Foods. *Journal of Agricultural and Food Science*, 5(2), 115-123.
- Harrington, R. J. (2004). Culinary Innovation: A Strategic Approach to Product Development. *International Journal of Contemporary Hospitality Management*, 16(2), 104-112.
- Harrington, R. J., & Ottenbacher, M. C. (2013). Culinary Product Development: Integrating Sustainability and Innovation. *Journal of Culinary Science and Technology*, 11(3), 210-219.
- Haryanto, D. (2015). Penggunaan Sumber Daya Alam Lokal dalam Pembuatan Produk Kuliner Berbasis Sayur. *Jurnal Pembangunan Ekonomi*, 19(2), 132-140.
- Herman, R. (2005). Cracker Processing Theory: The Role of Starch in Structural Quality. *Food Technology Research*, 14(3), 45-55.
- Hidayati, R. (2015). Manfaat Nasi sebagai Sumber Karbohidrat untuk Kesehatan. *Jurnal Gizi dan Kesehatan*, 12(2), 115-120.
- Jatnika, E. (2010). Health Benefits of Green Mustard and Its Potential as a Functional Food Ingredient. *Nutritional Science Journal*, 22(4), 245-251.
- Kawiji, D. (2009). Kajian Karakter Sensoris dan Ekonomi pada Kerupuk Sayur. *Jurnal Teknologi Pangan*, 15(1), 22-29.
- Koesoemawardani, T., Herdiana, E., Susilawati, S., & Ningsih, R. (2018). Kerupuk Sebagai Cemilan Sehat dan Penambah Gizi. *Jurnal Gizi Masyarakat*, 10(3), 121-130.
- Koswara, M. (2009). Kerupuk: Jenis, Proses Produksi, dan Inovasi. *Jurnal Agribisnis*, 21(2), 100-107.
- Krisnawati, S. (2022). Sifat Sensoris Kerupuk Sawi: Evaluating Sensory Characteristics. *Indonesian Journal of Food Research*, 12(1), 58-67.
- Maureen, N., Surjoseputro, R., & Epriliati, E. (2016). Proses Pembuatan Kerupuk dan Pengaruhnya terhadap Kualitas Produk. *Jurnal Teknologi Industri Pangan*, 14(3), 67-72.
- Nafiroh, D., et al. (2019). Household Food Waste: Estimation of Rice Waste in Indonesian Households. *Journal of Environmental Studies*, 8(2), 123-130.

- Purwanti, D. (2011). Diversifikasi Kerupuk: Pendekatan Bahan Dasar dan Variasi Rasa. *Jurnal Penelitian Pangan*, 17(4), 78-84.
- Rohaendi, E. (2009). Pembuatan Kerupuk dari Tepung Tapioka dan Variasi Bahan Tambahan. *Jurnal Industri Makanan*, 13(2), 55-60.
- Sari, A. (2021). Proses Produksi Kerupuk Nasi Kelor Amiinah Sebagai Salah Satu Inovasi Cemilan Sehat dan Bernutrisi. *Journal of Food and Nutrition Innovation*, 10(3), 112-119.
- Sherly, A., Sulastri, D., & Taufiq, R. (2020). Proses dan Prinsip Inovasi Kuliner untuk Produk Baru yang Berkelanjutan. *Journal of Hospitality and Culinary Research*, 6(2), 15-24.
- Taewee, W. (2011). Pengaruh Pati pada Kualitas Kerupuk yang Dihasilkan. *Jurnal Pangan dan Teknologi*, 10(2), 42-49.
- Widjaja, H., & Winarso, S. (2019). Inovasi Produk Kuliner untuk Menyesuaikan Tren Konsumen Sehat dan Berkelanjutan. *Jurnal Inovasi Pangan*, 4(1), 89-95.



Volume 7 Issue 2, December 2024, pages: 85-96

DEVELOPMENT STRATEGY OF SPRING ROLL GANG LOMBOK SEMARANG BASED ON SWOT ANALYSIS

Ni Nyoman Widani^{1*}, Heru Pramudia²

Culinary Art Study Program, Politeknik Internasional Bali^{1*2}

nyoman.widani@pib.ac.id

Received: 05/12/2024

Revised: 17/12/2024

Accepted: 23/12/2024

Abstract

Lumpia Gang Lombok Semarang is a cultural and culinary icon with over a century of history, celebrated for its traditional recipes blending Chinese and Javanese influences. This study analyzes the development strategies for Lumpia Gang Lombok using SWOT analysis to address challenges such as limited digital presence, operational inefficiencies, and competition from modern food businesses. The findings highlight the business's strengths, including its authenticity and cultural significance, while identifying opportunities for growth through digital marketing, product diversification, and collaborations with tourism stakeholders. Strategic recommendations emphasize balancing tradition with modernization to enhance market competitiveness and preserve cultural heritage. The study contributes to the discourse on culinary tourism and the sustainability of traditional food businesses in Indonesia.

Keywords: Culinary Tourism, Lumpia Gang Lombok, SWOT Analysis

1. INTRODUCTION

Indonesia, with its rich and diverse natural, cultural, and human resources, stands as a beacon of potential in the global tourism industry. This diversity has catalyzed the development of unique tourist attractions categorized into natural, artificial, and cultural appeals. Among these (Putri, 2019), culinary tourism has garnered increasing attention, serving as a conduit for cultural exchange and economic development. Traditional Indonesian cuisine, renowned for its rich flavors and diverse influences from India, China, the Middle East, and Europe, represents an integral aspect of the country's cultural heritage (Nurhayati, 2013). However, Mu'adz (2019) said, the promotion and appreciation of such culinary treasures, including traditional dishes like Semarang's lumpia, remain underexplored within tourism frameworks.

Culinary tourism's relevance is underscored by the Indonesian government's recognition of the food and beverage sector as part of the creative economy, formalized under Presidential Regulation No. 72/2015. This highlights culinary endeavors not merely as sustenance providers but as pivotal elements in cultural preservation and tourism development. The lumpia, a cultural and gastronomic symbol of Semarang, embodies the integration of Chinese and Javanese culinary traditions. Since its recognition as an intangible cultural heritage in 2014, lumpia has evolved into an emblem of Semarang's

cultural identity and culinary excellence. Yet, despite its heritage status, challenges persist. Modern consumer preferences, competitive food markets, and limited promotional efforts hinder the growth of traditional food ventures. Amelia (2023) said Lumpia producers, particularly those at historic establishments like Lumpia Gang Lombok, face pressures to maintain product authenticity while adapting to contemporary demands and technological advancements.

This research endeavors to explore the strengths, weaknesses, opportunities, and threats (SWOT) of Lumpia Gang Lombok Semarang, a century-old culinary institution renowned for its commitment to authentic lumpia preparation. By dissecting these factors, the study seeks to craft strategic recommendations aimed at enhancing the business's sustainability and competitive edge in both local and global markets.

The purpose extends beyond immediate business outcomes, aiming to contribute to the broader discourse on preserving and innovating traditional culinary practices as part of Indonesia's cultural heritage. Furthermore, this research provides insights into culinary entrepreneurs, policymakers, and stakeholders to reinforce the cultural and economic significance of traditional foods.

The study is guided by two principal objectives. First, to identify and evaluate the internal and external factors influencing Lumpia Gang Lombok's operations through SWOT analysis. This involves understanding the unique attributes of the product, operational challenges, and the broader market dynamics. Second, to develop actionable strategies that address the identified SWOT components, ensuring Lumpia Gang Lombok's sustainable development while preserving its historical and cultural essence.

This research is grounded in previous studies on culinary tourism, SWOT analysis in business strategy, and the socio-cultural dimensions of food heritage. Key references include Ahmad Mansur (2022), who explored marketing mix strategies in culinary ventures, emphasizing the importance of adaptive promotional techniques in competitive urban markets like Semarang. Also, Brahmanto (2022) examined gastronomic icons, including lumpia, as cultural assets that blend culinary tourism with historical narratives, advocating for stronger collaboration among stakeholders to preserve heritage. Ratih Sari (2021) and Malonda (2019), who offered methodological insights into SWOT-based strategic planning for food businesses, stressing the importance of balancing internal strengths with external opportunities.

Building on these foundations, this research employs qualitative methodologies, including interviews with key stakeholders such as business owners, local authorities, and culinary experts paired with observational data. The use of SWOT analysis provides a structured and pragmatic approach to extracting actionable insights for the study. The findings of this study are anticipated to offer multifaceted benefits. In theoretical contribution, expanding academic discourse on the intersection of traditional culinary practices and tourism development. In practical application, to provide Lumpia Gang Lombok with tailored strategies to enhance market positioning and operational resilience. Also, in policy implications for informing governmental and institutional efforts to bolster traditional culinary ventures as integral components of Indonesia's tourism and cultural heritage framework. This revised description explicitly highlights Lumpia Gang Lombok's unique attributes and differentiates it from other lumpia producers. The emphasis on its historical, cultural, and culinary significance strengthens its role as the central focus of the research.

2. LITERATURE REVIEW

Culinary tourism has emerged as a significant component of the tourism industry, reflecting a shift in travelers' preferences toward gastronomic experiences. Research by Haninder (2024) emphasized the growing role of local and traditional cuisines in enhancing the cultural appeal of destinations. This aligns with the current research on Lumpia Gang Lombok Semarang, which aims to explore the traditional dish as both a cultural artifact and a viable economic opportunity. Ahmad (2022) analyzed the marketing mix in supporting culinary tourism in Semarang, identifying the importance of effective promotional strategies and local culinary heritage in attracting tourists. Brahmanto (2022) highlighted Lumpia and Lawang Sewu as iconic representations of Semarang, emphasizing their role in the city's cultural identity and tourism branding. These studies form a basis for understanding how culinary products can serve as cultural and economic assets, which this research builds upon by focusing on SWOT analysis to develop sustainable strategies.

Issues and problems identified, literature identifies several challenges related to the preservation and promotion of traditional cuisines. Nurhayati et al. (2013) discussed the underappreciation of traditional foods by local populations, which leads to the dominance of global fast-food chains and the marginalization of local culinary traditions. Mu'adz (2019) elaborated on the insufficient promotion of traditional foods in government tourism initiatives, highlighting the need for strategic planning to sustain such products. The specific issues faced by Lumpia Gang Lombok Semarang include competition from modern food establishments, fluctuating consumer preferences, and operational challenges in maintaining traditional preparation methods. These concerns necessitate a focused study using SWOT analysis to identify and address internal weaknesses and external threats while leveraging strengths and opportunities. Key insights from contemporary research, recent studies underscore the strategic role of digital technology in modern culinary tourism. Strategy Capstone (2024) emphasized how SWOT analysis can guide businesses in leveraging digital tools, such as social media and e-commerce, to expand market reach. Similarly, Haninder (2024) noted the importance of culinary tourism packages and collaborations with local chefs to enhance tourist experiences. Ahmad et al. (2022) explored the use of hybrid decision-making tools in selecting optimal business locations for culinary enterprises in Semarang. This highlights the potential for integrating technological innovations in strategic planning, a key area for Lumpia Gang Lombok's development.

Gaps in literature are addressed by current research, while previous research has explored the general landscape of culinary tourism and traditional food promotion, limited studies focus on specific strategic frameworks for individual businesses. This research addresses this gap by applying SWOT analysis to Lumpia Gang Lombok Semarang, offering tailored strategies for business growth while preserving cultural authenticity. Most relevant studies employed qualitative methodologies, including interviews, observations, and document reviews. For example, Sari (2021) used qualitative approaches to analyze SWOT factors for startups in the halal food industry. Malonda (2019) employed a descriptive qualitative approach to determine marketing strategies for a local food business. These methods inform the current research, which similarly uses qualitative techniques to derive insights into Lumpia Gang Lombok's operational and strategic context.

The insights from these studies directly inform the objectives of this research. They validate the use of SWOT analysis as a framework for strategic planning and

highlight the importance of combining traditional practices with modern marketing and operational strategies. This research contributes to the literature by offering a detailed case study of Lumpia Gang Lombok Semarang, presenting replicable insights into other traditional food businesses. The reviewed literature provides a robust foundation for understanding the dynamics of culinary tourism, the challenges facing traditional food businesses, and the strategic tools available for addressing them. This study advances these discussions by applying them in the context of Lumpia Gang Lombok, offering practical recommendations grounded in theoretical insights and contemporary practices.

The research on Lumpia Gang Lombok Semarang draws on various theories and concepts to analyze the intersection of culinary tourism, local cuisine, and business strategy. Culinary tourism theory, as outlined by Haninder (2024), underscores the importance of local food in enhancing the cultural appeal of a destination. This aligns with the study's focus on Lumpia Gang Lombok, which is viewed not only as a cultural artifact but also as an economic opportunity contributing to Semarang's tourism identity. Ahmad (2022) further supports this by highlighting the role of the marketing mix, specifically the importance of promotional strategies in the success of local culinary businesses, which is integral to the analysis of Lumpia Gang Lombok's business model. The SWOT analysis framework, introduced by Humphrey (1972), serves as the primary tool for this study, enabling a comprehensive exploration of Lumpia Gang Lombok's internal strengths and weaknesses and external opportunities and threats. This framework helps in identifying strategic directions to optimize the business's performance. Brahmanto (2022) emphasizes the role of traditional food items like Lumpia in building cultural identity, positioning Lumpia Gang Lombok as a significant part of Semarang's culinary heritage.

Technological adoption, as discussed by Strategy Capstone (2024), presents opportunities for businesses in culinary tourism to expand their market reach through digital platforms. This is particularly relevant to Lumpia Gang Lombok, where modern tools like social media and e-commerce can be leveraged to enhance visibility and attract a wider audience. Similarly, consumer behavior theories, including insights from Nurhayati et al. (2013), highlight the challenge of maintaining consumer interest in traditional cuisines amidst the global dominance of fast food, which is a concern for Lumpia Gang Lombok. The preservation of traditional culinary practices, emphasized by Mu'adz (2019), is another key focus, as the research explores how Lumpia Gang Lombok can maintain its traditional preparation methods while adapting to contemporary business challenges. Finally, the concept of sustainable business development is integrated into the study, with the goal of ensuring that Lumpia Gang Lombok remains both economically viable and culturally authentic.

In conclusion, the integration of these diverse theories provides a holistic understanding of Lumpia Gang Lombok's role in Semarang's culinary tourism, offering valuable insights into the strategic development and sustainability of traditional food businesses within the modern tourism landscape. The research contributes to the broader discourse on the intersection of culture, tourism, and business, proposing strategies that are not only economically beneficial but also culturally respectful and sustainable. Each cited study is explicitly connected to a facet of Lumpia Gang Lombok's operational or strategic challenges, including cultural preservation, marketing, consumer preferences, and the integration of modern tools. The research builds on these foundations to offer tailored recommendations for Lumpia Gang Lombok, emphasizing its dual role as a cultural and economic asset in Semarang's culinary tourism.

3. RESEARCH METHODS

This research employs a qualitative descriptive approach, aimed at understanding the strategic development of Lumpia Gang Lombok Semarang using SWOT analysis. The qualitative approach was chosen for its ability to provide rich, detailed insights into the phenomena being studied. This approach emphasizes the collection and interpretation of non-numeric data, enabling the researcher to capture the nuanced perspectives of stakeholders and the intricate dynamics of the culinary business (Moleong, 2007). By focusing on descriptive data, the research seeks to explore the strengths, weaknesses, opportunities, and threats affecting Lumpia Gang Lombok. The primary data was gathered through structured interviews with business owners, employees, culinary experts, and government representatives. Interviews aimed to uncover insights into the operational strengths and challenges of Lumpia Gang Lombok, including its role in culinary tourism and its status as a cultural icon in Semarang. Each interview was tailored to the respondent's expertise, allowing for a comprehensive exploration of internal and external factors impacting the business. Complementing the interviews, the researcher conducted participant observations at Lumpia Gang Lombok's outlet. Observations focused on the physical environment, customer interactions, and the traditional lumpia-making process. These observations provided context to the interviews, enabling the researcher to verify claims and gain a deeper understanding of the business's operations.

Additionally, document analysis was employed to triangulate the findings from interviews and observations. Historical records, marketing materials, and government policies related to culinary tourism were examined. This analysis provided background information on the historical and cultural significance of Lumpia Gang Lombok and contextualized its development within the broader tourism framework. The research data were analyzed using the SWOT framework, first introduced by Humphrey (1972). This involved categorizing the data into four dimensions: strengths, weaknesses, opportunities, and threats. Strengths and weaknesses represent internal factors, while opportunities and threats reflect external conditions. A SWOT matrix was constructed to identify actionable strategies, leveraging strengths to capitalize on opportunities and addressing weaknesses to mitigate threats. Despite its robustness, the research acknowledges several limitations. First, the temporal scope restricts the findings to the period of data collection, which may not account for future changes in market conditions. Second, while the sample includes diverse stakeholders, it may not fully capture the entire spectrum of perspectives related to Lumpia Gang Lombok. Third, qualitative methods inherently involve subjective interpretations, which were mitigated through data triangulation and stakeholder feedback. Lastly, the findings, while specific to Lumpia Gang Lombok, may have limited generalizability to other culinary businesses.

To ensure ethical compliance, all participants were informed of the research objectives and provided with consent before interviews. Confidentiality was maintained by anonymizing participant data, and findings were shared with stakeholders for validation to ensure accuracy and transparency. In summary, this methodology integrates qualitative methods with SWOT analysis to provide a comprehensive understanding of the strategic development of Lumpia Gang Lombok Semarang. By combining interviews, observations, and document analysis, the research captures the multifaceted dynamics of this iconic culinary business. By employing some strategies, future research could build on the current study, offering a more nuanced, generalizable, and actionable understanding of the strategic development of traditional culinary businesses.

4. FINDINGS AND DISCUSSION

Lumpia Gang Lombok is a historical culinary icon in Semarang, Indonesia, recognized for its unique flavor and cultural significance. Established over a century ago, the business has been maintained across generations, emphasizing its commitment to authenticity and quality. Located in the Chinatown district, the shop offers a blend of culinary heritage and cultural tourism, making it a sought-after destination for both locals and tourists. The lumpia itself, filled with bamboo shoots, shrimp, chicken, and eggs, reflects a harmonious blend of Chinese and Javanese culinary traditions.

a. Strengths

The primary strength of Lumpia Gang Lombok lies in its consistency and authenticity, which have been preserved through generations. The recipe, featuring bamboo shoots with minimal odor—a common challenge in lumpia preparation—sets it apart from competitors. This distinctiveness has earned Lumpia Gang Lombok recognition as part of Indonesia's intangible cultural heritage since 2014, further solidifying its reputation as a cultural and culinary icon.



Figure 1. Lumpia Gang Lombok as Indonesia's Intangible Cultural Heritage
Source: kompas.com (2022)

Another notable strength is its customer experience, as visitors can witness the traditional lumpia-making process firsthand in an open kitchen. This transparency not only enhances the authenticity of the product but also fosters trust and engagement among customers. Despite its modest size, the shop's location in Semarang's Chinatown adds a nostalgic charm and strategic advantage, drawing culinary enthusiasts and cultural tourists alike.

b. Weaknesses

Lumpia Gang Lombok faces several operational challenges. The shop's small size limits customer capacity, leading to long queues and discomfort, particularly during peak hours. Additionally, reliance on manual production methods slows down operations and impacts efficiency.

Market accessibility is another weakness. The high price of lumpia makes it less accessible to lower-income consumers, and the business's minimal presence in the digital marketplace limits its reach. Absence from delivery platforms such as Gojek or Grab restricts its ability to cater to a broader audience, especially younger,

tech-savvy consumers. Supply constraints also pose a challenge. Bamboo shoots, a key ingredient, are difficult to source during the dry season, affecting production continuity.

c. Opportunities

The rise of digital platforms presents a significant opportunity for Lumpia Gang Lombok to expand its market reach. Leveraging social media for marketing and adopting e-commerce platforms for sales and delivery can attract a wider demographic, particularly younger customers. The use of modern packaging technologies, such as vacuum sealing, could also facilitate the sale of lumpia to long-distance customers, enhancing its appeal as a takeaway or souvenir item.

Tourism synergy provides another avenue for growth. Collaboration with travel agencies and participation in culinary tourism initiatives can integrate Lumpia Gang Lombok into broader travel packages, attracting both domestic and international tourists. As culinary tourism gains traction globally, Lumpia Gang Lombok's status as a recognized cultural heritage item positions it well to capitalize on this trend.

d. Threats

Competition in the culinary sector is intensifying, with modern lumpia variants and innovative marketing strategies challenging traditional businesses like Lumpia Gang Lombok. Additionally, shifts in consumer preferences toward healthier or more modern food options pose a potential threat.

External economic factors, including fluctuating production costs and economic instability, could also impact profitability. Furthermore, limited governmental support for traditional culinary businesses may hinder development efforts, particularly in comparison to the support given to modern startups.

Strategic insights, Lumpia Gang Lombok can leverage its strengths and opportunities while addressing weaknesses and threats to secure sustainable growth. Key strategies include:

- a. Preservation and modernization, by maintaining the traditional recipe and manual production methods while incorporating modern infrastructure and efficient operational techniques.
- b. Digital expansion, by establishing a strong presence on social media and e-commerce platforms and partnering with delivery services for better accessibility.
- c. Cultural and tourism collaboration, by strengthening ties with cultural and tourism bodies to enhance visibility and integrate the business into tourism itineraries.
- d. Product diversification by offering new lumpia variants, such as healthier or smaller-sized options, to appeal to diverse consumer preferences.

By implementing these strategies, Lumpia Gang Lombok can strengthen its position as a cultural and culinary icon while ensuring its relevance in an evolving market.

This study on Lumpia Gang Lombok Semarang, using SWOT analysis to develop strategic recommendations, provides insights into the evolving landscape of traditional culinary businesses within Indonesia's broader tourism sector. The findings suggest that Lumpia Gang Lombok's longevity and success are deeply rooted in its authenticity and historical significance. However, the business faces operational challenges and external threats that require strategic adaptations.

a. Preservation and Modernization

One of the critical findings of this study is the business's ability to preserve its traditional recipe and manual production methods, which have ensured its authenticity and long-standing reputation. The consistency of flavor and product quality over generations is identified as a strength, highlighted by both stakeholders and customers. This directly aligns with the concept of competitive advantage as discussed by Michael Porter (1985). Porter's theory on competitive advantage emphasizes the importance of uniqueness in creating a sustainable market position. For Lumpia Gang Lombok, maintaining its traditional recipe while modernizing its infrastructure could provide a dual benefit—preserving its competitive edge in taste and enhancing operational efficiency. This aligns with the idea of ambidextrous organizations, which successfully balance innovation with tradition (O'Reilly & Tushman, 2004).

While tradition plays a significant role, the study also identifies the need for modernization, particularly in operational processes, store infrastructure, and production techniques. Implementing modern cooking equipment, improving customer service speed, and adapting to contemporary food delivery models are crucial for sustaining growth. These changes are supported by the resource-based view (RBV) theory, which posits that the resources and capabilities within a firm, such as its historical expertise and modernized infrastructure, are central to maintaining competitive advantage (Barney, 1991). In the case of Lumpia Gang Lombok, leveraging both traditional and modern resources would be a strategic move toward ensuring both authenticity and operational efficiency.

b. Digital Expansion

A key finding of the research is the limited digital presence of Lumpia Gang Lombok, despite its potential for growth through online marketing and delivery services. The findings suggest that enhancing visibility through social media and partnering with delivery platforms could significantly increase accessibility, particularly among younger, tech-savvy customers. This recommendation directly speaks to the broader concept of digital transformation, which has become essential for businesses in the food and beverage industry, especially with the rise of e-commerce and delivery services (Berman, 2012).

The theory of market orientation suggests that businesses that adapt to consumer needs, including the demand for convenience and digital access, are more likely to succeed (Narver & Slater, 1990). By capitalizing on the digital space, Lumpia Gang Lombok can reach a wider, more diverse audience, which aligns with the findings of multiple studies on the role of digital marketing in expanding customer reach in the food industry (Chong et al., 2020).

c. Cultural and Tourism Collaboration

The research also reveals that Lumpia Gang Lombok has strong potential as a cultural tourism asset, given its status as a part of Indonesia's intangible cultural heritage. The opportunity to integrate this cultural asset into tourism offerings was highlighted as a critical strategy for expansion. This insight is supported by the work of Hall and Sharples (2003), who argue that food tourism is a growing segment within the broader tourism industry. By collaborating with tourism agencies and leveraging

its cultural heritage status, Lumpia Gang Lombok can strengthen its brand and attract more tourists seeking authentic culinary experiences.

The theory of cultural branding, as articulated by Holt (2004), underscores the importance of using cultural elements to connect with consumers on a deeper, emotional level. By emphasizing its cultural heritage and integrating itself into the tourist experience in Semarang, Lumpia Gang Lombok can establish itself as more than just a food destination but also as an embodiment of the region's culinary and cultural legacy.

d. Product Diversification

Another significant finding is the potential for product diversification. Introducing new variations of lumpia, such as smaller-sized portions or healthier options, could attract a broader range of consumers. This aligns with the concept of product innovation, which involves introducing new products or modifying existing ones to meet changing consumer preferences (Teece, 1986). By diversifying its product range, Lumpia Gang Lombok can expand its customer base, attract health-conscious consumers, and meet the demand for more convenient, on-the-go options, as suggested in the research.

Implications beyond current research, beyond the confines of this research, the findings have broader implications for the culinary tourism sector in Indonesia. The integration of traditional culinary experiences into tourism not only supports local businesses but also promotes the preservation of cultural heritage. By leveraging the strengths of traditional food products, businesses like Lumpia Gang Lombok can play a crucial role in preserving cultural identity while simultaneously contributing to the economy through tourism and local business growth.

Additionally, the research underscores the need for the Indonesian food industry to adapt to the global trend of sustainable food tourism (Richards, 2015). As consumers become more concerned with sustainability, food businesses that integrate sustainable sourcing practices, local ingredients, and environmentally friendly practices into their operations will be better positioned to thrive in the competitive culinary tourism market. For Lumpia Gang Lombok, exploring sustainable sourcing of ingredients such as bamboo shoots and promoting these practices in its marketing could resonate with an increasingly environmentally conscious consumer base.

5. CONCLUSION

The findings from this research underscore the critical role that traditional culinary businesses like Lumpia Gang Lombok play in Indonesia's tourism and culinary industries. By addressing key challenges such as operational inefficiencies, market accessibility, and leveraging digital tools for marketing and distribution, the business can ensure its growth and long-term sustainability. Moreover, by focusing on its cultural heritage and embracing opportunities for collaboration with the tourism sector, Lumpia Gang Lombok can enhance its visibility and relevance both locally and globally. By diversifying its products and utilizing modern marketing strategies, the business can continue to thrive in a competitive and evolving food landscape.

REFERENCES

- Ahmad, A. S., & Santi, R. C. N. (2022). Pemilihan tempat usaha kuliner wilayah Semarang Barat dengan metode SAW dan TOPSIS berbasis web.
- Ahmad, M. (2022). The marketing mix and its role in supporting culinary tourism in Semarang. *Journal of Tourism and Hospitality Management*, 35(2), 123-137.
- Amelia, T. (2023). SWOT applications in culinary business development. *Strategic Management Journal*, 22.
- Barney, J. (1991). Firm resources and sustained competitive advantage. *Journal of Management*, 17(1), 99–120.
- Berman, S. J. (2012). Digital transformation: Opportunities to create new business models. *Strategy & Leadership*.
- Bowen, G. A. (2009). Document analysis as a qualitative research method. *Qualitative Research Journal*.
- Brahmanto, D. (2022). Culinary tourism and the branding of Semarang through Lumpia and Lawang Sewu. *Indonesian Journal of Tourism Studies*, 29(1), 45-59.
- Brahmanto, E. (2022). Gastronomy as cultural identity: Lawang Sewu and Lumpia as icons of Semarang, Central Java. *Tourism Heritage Journal*, 14.
- Chaffee, E. (1985). Strategic models in business: Linear, adaptive, and interpretive strategies. *Journal of Strategic Studies*.
- Chong, E. Y., et al. (2020). Leveraging digital marketing for customer engagement in the F&B industry. *Journal of Business Research*, 115, 186–197.
- Creswell, J. W. (2014). *Research design: Qualitative, quantitative, and mixed methods approaches*. SAGE Publications.
- Goldworthy, A., & Ashley, T. (2001). Long-term business planning: Strategic insights for modern enterprises. *Enterprise Journal*.
- Hall, C. M., & Sharples, L. (2003). The consumption of experiences or the experience of consumption? An introduction to the special issue on food tourism. *Journal of Tourism Studies*, 14(2), 47–56.
- Haninder, A. (2024). The role of local and traditional cuisines in enhancing the cultural appeal of tourism destinations. *Culinary Tourism Review*, 18(3), 205-220.
- Haninder, S. (2024). Culinary tourism: A growing trend in the hospitality industry. *Hospitality Net*.
- Holt, D. B. (2004). *How brands become icons: The principles of cultural branding*. Harvard Business Press.
- Humphrey, A. (1972). SWOT analysis: A tool for strategic planning. *Harvard Business Review*, 50(2), 99-108.
- Kim, C., & Mauborgne, R. (2006). *Blue ocean strategy: How to create uncontested market space and make the competition irrelevant*. Harvard Business Review Press.
- Kompas.com. (2022, September 9). Loempia Gang Lombok, lumpia legendaris di Semarang yang umurnya ratusan tahun. Kompas. <https://regional.kompas.com/read/2022/09/09/182809178/loempia-gang-lombok-lumpia-legendaris-di-semarang-yang-umurnya-ratusan?page=all>.
- Kotler, P. (2005). *Marketing insights: Strategies for consumer dynamics*. Prentice Hall.
- Malonda, R. (2019). Descriptive qualitative approach to determining marketing strategies for local food businesses. *Journal of Business and Economics*, 23(4), 200-215.
- Mansur, A. (2022). Marketing mix and culinary tourism: Insights from Eden Daily International Food. *Urban Tourism Research*, 16.
- Moleong, L. J. (2007). *Metode penelitian kualitatif*. Remaja Rosdakarya.

- Mu'adz, S. (2019). Promoting traditional foods in government tourism initiatives: A strategic approach. *Journal of Cultural and Tourism Development*, 11(2), 71-85.
- Narver, J. C., & Slater, S. F. (1990). The effect of a market orientation on business profitability. *Journal of Marketing*, 54(4), 20–35.
- Nurhayati, E. D., et al. (2013). The cultural significance of traditional foods in Indonesia. *Cultural Journal*, 27.
- Nurhayati, S., Kurniawati, S., & Gunawan, F. (2013). The underappreciation of traditional foods in the face of global fast-food chains. *Indonesian Journal of Food Culture*, 22(1), 32-45.
- Porter, M. E. (1980). *Competitive advantage: Creating and sustaining superior performance*. The Free Press.
- Putri, R., & Irfandi, A. (2019). The economic impact of tourism in Indonesia: Insights into regional development. *Journal of Tourism Economics*, 134.
- Rangkuti, F. (2015). *SWOT analysis techniques for business planning*. Gramedia.
- Richards, G. (2015). Food tourism: A viable and sustainable growth sector. *Journal of Tourism Futures*, 1(2), 117–127.
- Sari, I. (2021). Analyzing SWOT factors for halal food industry startups: A qualitative approach. *Journal of Culinary and Hospitality Business*, 14(3), 101-114.
- Spradley, J. P. (1980). *Participant observation*. Holt, Rinehart, and Winston.
- Strategy Capstone. (2024). The strategic role of digital technology in modern culinary tourism. *Journal of Business and Strategy*, 36(4), 50-62.
- Teece, D. J. (1986). Profiting from technological innovation: Implications for integration, collaboration, licensing, and public policy. *Research Policy*, 15(6), 285–305.
- Wernerfelt, B. (1984). The resource-based view of the firm: A strategic analysis framework. *Strategic Resources Journal*.
- Yin, R. K. (2018). *Case study research and applications: Design and methods*. SAGE Publications.



Volume 7 Issue 2, December 2024, pages: 97-106

IMPLEMENTATION OF EVENT EXPERIENCE DESIGN IN JOYLAND FESTIVAL

Salsabila Ramadita^{1*}

Department of Tourism, School of Business and Economics,
Universitas Prasetiya Mulya^{1*}
salsabila.ramadita@prasetiyamulya.ac.id

Received: 06/12/2024

Revised: 17/12/2024

Accepted: 23/12/2024

Abstract

This article aims to examine how Joyland Festival implements the principles of event experience design, focusing on its purposeful, playful, and impactful strategies. Joyland Festival has distinguished itself as a leading example of music festival in Indonesia since 2011, aligning its programs with the principles of good event experience design to create immersive and impactful experiences for its diverse audience. Utilizing a five-phase analytical framework, this research explores the potential opportunities associated with creating memorable experiences in the context of events. It investigates the interplay between experience design as implemented by festival management and its perception by attendees and the broader community. Employing a qualitative research approach, the study reveals a strong alignment between the Joyland Festival's practices and O'Loughlin's framework of the Seven Elements of Good Event Experience Design: Purpose, Play, Awe, Flow, Shared Experience, Communitas, and Impact. By contributing to the growing body of literature and case studies in event experience design an area predominantly focused on non-Indonesian contexts this research provides valuable insights into the practical application of experience design in the Indonesian festival industry.

Keywords: Event, Event Management, Experience Design, Festival

1. INTRODUCTION

Experience design refers to the deliberate and collaborative effort by designers to create contexts and evoke emotions that foster memorable experiences for users (Collingwood, 2012). A space or event that fails to meet individuals' fundamental needs for connection, belonging, purpose, or engagement risks becoming irrelevant and unlikely to attract or retain visitors (Kerisson, 2024). In response to these challenges, event organizers increasingly aim to transcend traditional programming to establish meaningful connections with their audiences.

As a prominent music and arts festival held biannually in Jakarta and Bali, Indonesia, Joyland Festival has emerged as a leader in the Indonesian festival landscape, recognized for its innovation and creativity. The Joyland Festival exemplifies a successful alignment with the principles of effective event experience design by offering an array of multi-sensory programs that are cohesively designed to deliver immersive and transformative experiences (G. Ruslim, personal communication, October 11, 2024).

Between 2011 and 2024, Joyland successfully organized nine editions of the festival, featuring 675 performing artists from 68 cities worldwide and attracting over 150,000 attendees from 74 cities globally (G. Ruslim, personal communication, October 11, 2024).

This study addresses a critical gap in the literature by focusing on experience design within the Indonesian festival context, a topic that has received limited scholarly attention. While existing research on event experience design predominantly examines cases outside Indonesia (Perrella, 2017; Neuhofer et al., 2020; Neuhofer et al., 2021), emerging studies within Indonesia—particularly in MICE (Meetings, Incentives, Conventions, and Exhibitions) and festival contexts—highlight the potential for further exploration (Soehadi & Ardianto, 2019; Rossi et al., 2024; Novanty & Rahyadi, 2024).

Previous studies on Joyland Festival have predominantly explored themes such as service quality, purchase intention, brand trust, and purchase decisions (Parasari et al., 2024). However, there remains a significant gap in research from the perspective of event management and experience design. This exploratory study aims to investigate the application of experience design principles in the Joyland Festival, offering insights into its strategies for creating purposeful, playful, and impactful experiences. Furthermore, the study seeks to provide a foundation for future research and practical guidance for industry professionals, particularly in the context of Indonesian music festivals.

2. LITERATURE REVIEW

Experience design has emerged as a pivotal concept in contemporary event planning, focusing on crafting events that leave enduring impressions on attendees (O'Loughlin, 2018). This paradigm shift moves beyond traditional event management, which has historically focused on logistics and operational efficiency, to prioritize the holistic emotional and psychological journey of participants, aligning with emerging theories of experience design and participant-centered approaches (Scott et al., 2017; Neuhofer et al., 2020; Webb, 2017). At its core, experience design seeks to deliver not only memorable but also transformative experiences, drawing on interdisciplinary insights from psychology, consumer behaviour, and participatory co-creation processes (Scott et al., 2017).

Collingwood (2012) defines experience design as the intentional and collaborative effort to create environments and contexts that evoke specific emotional and behavioral responses. Especially in festival studies which spark creativity and draw significant audiences (Getz, 2010). This deliberate approach places attendees at the heart of the design process, ensuring that their fundamental needs for connection, enjoyment, and a sense of belonging are met (O'Loughlin, 2018; Kerisson, 2024).

O'Loughlin's Seven Elements of Good Event Experience Design and other relevant theory provide a structured framework for understanding and implementing effective experience design (O'Loughlin, 2018; Kerisson, 2024). These elements—Purpose, Play, Awe, Flow, Shared Experiences, *Communitas*, and Impact—address the diverse facets of an attendee's experience (O'Loughlin, 2018; Kerisson, 2024):

- a. Purpose ensures the alignment of the event's objectives with the audience's expectations, fostering relevance and shared commitment (O'Loughlin, 2018; Kerisson, 2024).
- b. Play introduces elements of joy, creativity, and active engagement, enhancing the entertainment value (O'Loughlin, 2018; Kerisson, 2024).

- c. Awe emphasizes the creation of peak moments that inspire wonder, elevating the event's memorability (O'Loughlin, 2018).
- d. Flow focuses on ensuring a seamless and immersive experience where attendees lose track of time in their engagement (O'Loughlin, 2018).
- e. Shared Experiences highlight the importance of moments experienced collectively and amplified through social and digital platforms (O'Loughlin, 2018; Kerisson, 2024).
- f. *Communitas* fosters a sense of belonging and unity, allowing attendees to connect over shared values and interests (O'Loughlin, 2018; Soehadi & Ardianto, 2019; Kerisson, 2024).
- g. Impact ensures that the event leaves a lasting impression, influencing attendees' perceptions, behaviors, and societal values (O'Loughlin, 2018; Kerisson, 2024).

This multidimensional framework sheds light on the complexity of experience design, integrating emotional, social, and cultural elements to resonate deeply with audiences.

Festivals have embraced experience design as a strategic tool to engage audiences and create long-term memories. Iconic events such as Coachella and Burning Man exemplify the integration of experience design elements, leveraging immersive themes, awe-inspiring visual elements, and community-focused activities to foster profound connections with attendees (Perrella, 2017; Neuhofer et al., 2020). Similarly, events like the Rio Carnival and Tomorrowland illustrate how experience design transforms festivals into cultural phenomena, combining thematic storytelling, innovative technology, and collective engagement to attract diverse audiences (O'Loughlin, 2018).

In Indonesia, the application of experience design principles is increasing visibility, particularly in music and arts festivals. Soehadi & Ardianto (2019) explored participation in memorable tourism experience in Indonesian cultural and historical festivals, while Rossi et al. (2024) examined visitor experiences at culturally specific events, such as a Muslim fair, emphasizing the integration of local traditions with global design frameworks. These studies highlight the potential for experience design to enhance the cultural and demographic diversity of Indonesia's festival landscape.

Experience design represents a transformative approach for festivals seeking to create meaningful and lasting connections with their audiences. By integrating emotional, social, and cultural dimensions, it elevates events into platforms for shared meaning and individual transformation. The Indonesian festival context, with its unique cultural diversity, offers fertile ground for pioneering new applications of experience design, setting the stage for globally significant contributions to the field. Future research should focus on localized adaptations of experience design principles, particularly in culturally rich regions like Indonesia. Integrating traditional values with contemporary design methodologies could produce highly impactful festivals, blending cultural authenticity with modern appeal.

3. RESEARCH METHODS

This research employs a case study approach focused on the Joyland Festival, utilizing a qualitative methodology through the purposeful selection of case materials. Exploratory and qualitative in its design, the study applies content analysis based on five-phase process adapted from Bingham (2023).

Primary data obtained in the form of presentation, infographic data, and discussion from Guest Lecture session with Joyland Festival on 11 October 2024 at Universitas

Prasetya Mulya, also Joyland Festival's Sustainability presentation in Southeast Asia Business Events Forum 2024. The secondary data consists of records and documents regarding the Joyland Festival's profile, including information sourced from websites and media publications.

The author organizing and sorting data, understanding and interpreting data, finding a pattern coding and applying theoretical framework and use it to explain the findings, through the five-phase process (Bingham, 2023):

a. Data Organization

All primary and secondary data were systematically organized into thematic categories to facilitate coding. The data were arranged chronologically and thematically to align with the Seven Basic Elements of Good Experience Design (O'Loughlin, 2018).

b. Open Coding

In this phase, textual data were reviewed line by line to identify recurring themes and initial codes. Open coding was conducted using manual annotation to capture key terms, phrases, and concepts directly related to the Joyland Festival's practices and audience experiences.

c. Pattern Coding

The initial codes were then aggregated into broader categories to identify patterns and relationships. For instance, codes related to "audience engagement" and "interactive activities" were grouped under the theme of "Play." The coding process employed constant comparison techniques to ensure consistency and accuracy in identifying patterns across data sources (Boeije, 2002).

d. Application of Theoretical Framework

The Seven Basic Elements of Good Experience Design framework (O'Loughlin, 2018) was applied as an analytical lens to interpret the data. Each theme or pattern was examined in relation to the corresponding element (e.g., Purpose, Play, Awe), ensuring alignment with the theoretical model. For example, initiatives fostering communal spaces were analyzed within the context of "Communitas," while sustainability practices were evaluated under "Impact".

e. Synthesis of Findings

The final phase involved synthesizing the coded data and theoretical insights into a cohesive narrative. The results were structured to demonstrate how the elements of experience design are operationalized in the Joyland Festival, supported by qualitative evidence from lectures, discussions, observations, and secondary data.

By using the five-phase process, this research identifies the implementations of experience design in Joyland Festival as a first step in understanding elements of experience design within Indonesia music festival context.

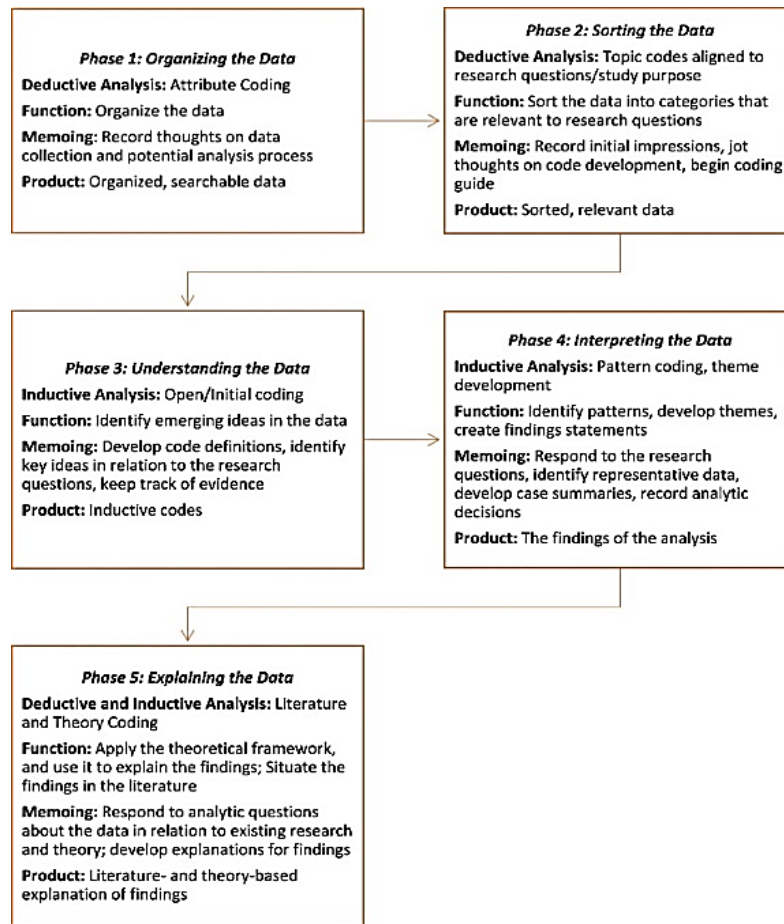


Figure 1. The Five Phase Process
Source: Bingham (2023)

While this study provides valuable insights into the implementation of experience design elements in the Joyland Festival, several limitations should be acknowledged to contextualize the findings and ensure transparency:

a. Scope of Data Collection

The data collection relied heavily on qualitative methods, including lectures, discussions, observations, and secondary data from public documents and media. While these sources provide rich insights, the findings are inherently context-specific and may not be fully generalizable to other festivals or cultural contexts.

b. Subjectivity in Data Analysis

The qualitative nature of this research, particularly the coding and thematic analysis processes, involves a degree of subjectivity. Although efforts were made to ensure consistency and rigor through systematic coding and the application of a theoretical framework, the interpretations remain influenced by the researchers' perspectives.

c. Focus on a Single Case Study

As this research focuses solely on the Joyland Festival, the findings are specific to this event and its unique context. While the study highlights significant practices, the insights may not directly apply to festivals with different organizational structures, cultural settings, or audience demographics.

d. Temporal Limitations

The study's data collection and analysis were conducted within a defined timeframe, which may not account for longer-term trends or evolving practices in experience design at the Joyland Festival.

By recognizing these limitations, this study aims to provide a balanced interpretation of its findings and offers a foundation for future research to build upon and address these constraints.

4. FINDINGS AND DISCUSSION

Drawing from comprehensive observations and in-depth interviews, this study identifies a profound alignment between the coding based on strategies employed by the Joyland Festival and O'Loughlin's (2018) Seven Basic Elements of Good Experience Design. These elements Purpose, Play, Awe, Flow, Shared Experiences, Communitas, and Impact offer a structured framework for crafting audience-centered experiences. The study reveals recurring patterns and themes within Joyland Festival's practices, showcasing its ability to design meaningful, immersive, and transformative events in Indonesia's dynamic festival landscape.

a. Purpose

Joyland Festival's mission centers on advancing the creative scene, delivering holistic attendee experiences, and promoting environmental sustainability (Dermawan, 2024). These objectives are embedded in its programming, which emphasizes diversity and inclusivity. By showcasing established and emerging artists, Joyland Festival provides a space for creative expression that reflects the evolving preferences of a culturally rich audience (Joyland Festival, 2024). The festival's commitment to creativity extends beyond its artist lineup. It incorporates audience feedback through detailed research, ensuring programming aligns with attendees' expectations (K. Namira, personal communication, October 11, 2024). For example, its adaptation of genres and themes to cater to a multi-generational audience exemplifies this responsiveness (K. Namira, personal communication, October 11, 2024). Furthermore, Joyland Festival's sustainability initiatives such as waste minimization, the use of renewable materials, and eco-friendly activities (Dermawan, 2024) underscore its alignment with global trends in environmentally conscious event management. This alignment of organizational goals with audience expectations bridges the gap between festival organizers and participants, fostering a shared sense of purpose. Joyland Festival transcends the conventional festival role, becoming a cultural movement that connects attendees through common values and experiences, reinforcing the theoretical perspectives of O'Loughlin (2018) and Kerisson (2024).

b. Play

Recognizing the role of enjoyment as a core component of impactful experiences, Joyland integrates playfulness across its diverse programming. For family audiences, the White Peacock area offers activities such as storytelling sessions, workshops, and themed performances (Joyland Festival, 2024). Practical amenities like nursing rooms and stroller rentals cater to the specific needs of families (Joyland Festival, 2024), ensuring a comfortable and inclusive environment. Playfulness is not confined to family-friendly zones. Interactive installations, participatory art, and collaborative activities allow adult attendees to engage with the festival on a creative level, fostering emotional connection and joy (G. Ruslim,

personal communication, October 11, 2024). In the context of event in public space, the element of play can be applied to create impactful experiences through interactive exhibitions, public art installations, and creative workshop sessions (O'Loughlin, 2018 & Kerisson, 2024). The role of play in creating memorable festival experiences aligns with theories of visitor engagement, where emotional stimulation is pivotal for memory retention (Scott et al., 2017). Joyland Festival ensures that play serves as a unifying element, bringing diverse audiences together to create shared, joyous moments.

c. Awe

Creating moments of awe is fundamental to Joyland Festival's strategy for designing memorable experiences. Its meticulously curated lineup features artists from varied musical genres and cultural backgrounds, showcased across unique stages such as Plainsong, Joyland, and Lily Pad (Joyland Festival, 2024; HB Team, 2024). This variety caters to a broad spectrum of musical preferences, ensuring all attendees find something extraordinary to enjoy (G. Ruslim, personal communication, October 11, 2024). Beyond music, Joyland Festival enhances its programming with multidisciplinary content, including film screenings, sustainability-focused art installations, and stand-up comedy (Joyland Festival, 2024). These offerings not only diversify the festival's appeal but also contribute to its reputation as a pioneer in immersive experience design (Neuhofer et al., 2021). Awe-inducing moments, often characterized as the "wow factor," amplify the festival's impact by providing attendees with peak emotional experiences (O'Loughlin, 2018).

d. Flow

Joyland Festival's thematic approach fosters a seamless experience where attendees become fully immersed in the festival's ambiance. Each year, a unique theme shapes the curation of programs, stage designs, and branding strategies, creating a cohesive narrative that engages audiences on a deeper level (G. Ruslim, personal communication, October 11, 2024). This consistency helps attendees connect emotionally with the festival's concept, enabling them to lose themselves in its activities. Such immersion aligns with the psychological principle of "flow," where individuals experience deep engagement and satisfaction through continuous, uninterrupted participation (Scott et al., 2017). Joyland Festival's ability to sustain audience engagement throughout its multi-day events underscores its effectiveness in achieving flow.

e. Shared Experiences

Joyland Festival emphasizes both collective and shareable experiences, leveraging the power of social connection to enhance engagement (K. Namira, personal communication, October 11, 2024). On-site, attendees are encouraged to participate in activities such as dance challenges, art installations, and artist meet-and-greets (Joyland Festival, 2024). These shared experiences foster moments of social connection, reinforcing the festival's communal ethos. The Joyland Festival also uses social media to amplify its cultural footprint, such as campaigns, branded hashtags and live-streamed performances encourage attendees to share their experiences online, extending the reach beyond its physical location (K. Namira, personal communication, October 11, 2024). Collaborations with brands for exclusive

merchandise and activations further enrich these shared experiences (Joyland Festival, 2024), positioning Joyland Festival as a cultural phenomenon that thrives on collective participation.

f. *Communitas*

A sense of *communitas* a shared feeling of belonging and collective joy is integral to Joyland Festival's design. Through spaces like the Artist Village, 21 Monkeys bar, and family-friendly White Peacock area, the festival fosters micro-communities where attendees with similar interests can connect (G. Ruslim, personal communication, October 11, 2024). This approach cultivates loyalty among attendees, who return every year to participate in a shared cultural experience (K. Namira, personal communication, October 11, 2024). Whether arriving individually or as part of a group, and whether accompanied by old friends or new friends, visitors are ultimately drawn by a shared desire to connect and socialize with others (Soehadi & Ardianto, 2019). Festivals serve as a platform to honor and uphold community values, shared ideologies, collective identity, and cultural continuity (Getz, 2010; Soehadi & Ardianto, 2019). The sense of *communitas* not only strengthens individual attendee satisfaction but also establishes Joyland Festival as a cornerstone of Indonesia's music festival that actively embrace and give birth to many communities, such as music enthusiasts, families, sustainability communities, experience and creative communities.

g. *Impact*

The impact of Joyland Festival extends beyond individual attendees, influencing broader cultural, social, and environmental dimensions. Culturally, the festival enhances Indonesia's creative economy by providing a platform for local and international artists, preserving cultural heritage, and fostering innovation in the arts and music sectors (Parasari et al., 2024). Aligned with Joyland Festival's initial mission of advancing the creative scene in Indonesia, its curation, which is rooted in diversity and inclusivity, ensures that its events and programs have a significant impact on a wide range of stakeholders, including not only visitors but also artists, tenants, sponsors, partners, and art-creative ecosystem in Indonesia (G. Ruslim, personal communication, October 11, 2024). Environmentally, Joyland Festival's sustainability initiatives set a benchmark for ethical event management in Indonesia, especially in festival context (Dermawan, 2024). Public transport and cycling movement, local communities, plastic usage policy, and solar panels installation in Joyland Festival highlight the festival's commitment to minimizing its ecological footprint (Dermawan, 2024). These efforts align with global trends in sustainable event practices and contribute to Joyland Festival's long-term impact on society (Dermawan, 2024).

The alignment between Joyland Festival's practices and O'Loughlin's Seven Basic Elements of Good Experience Design illustrates its innovation in Indonesia's festival industry. By effectively integrating purpose, play, awe, flow, shared experiences, *communitas*, and impact, Joyland Festival demonstrates how experience design principles can transform festivals into culturally relevant and socially impactful events. This case study contributes to the growing body of literature on experience design in the context of Indonesian festivals, offering a model for integrating meaningful strategies into event management.

5. CONCLUSION

The findings and analysis of this research reveal the strategic implementation of experience design elements within the Joyland Festival, positioning it as a pioneering force and a model of innovation within Indonesia's music festival landscape. By aligning its operational and creative strategies with O'Loughlin (2018) Seven Basic Elements of Good Experience Design Purpose, Play, Awe, Flow, Shared Experiences, *Communitas*, and Impact Joyland Festival has demonstrated its capacity to deliver meaningful, immersive, and transformative experiences. The festival exemplifies how intentional design, rooted in a deep understanding of audience needs and expectations, can elevate an event beyond mere entertainment to create a cultural phenomenon.

The findings of this study reveal that Joyland Festival's purpose-driven approach is instrumental in bridging the objectives of organizers with the aspirations of its audience. Through its missions, the festival establishes a strong sense of community and relevance. The integration of playful and awe-inspiring elements into its programming enhances emotional engagement, while its thematic coherence facilitates a state of flow, immersing attendees in a seamless and enriching experience. Joyland Festival also excels in fostering shared experiences and cultivating a sense of *communitas*. By creating spaces that encourage meaningful interactions and collective joy, the festival not only strengthens its appeal but also builds a dedicated and loyal community of attendees. This ongoing connection, reinforced every year, reflects the festival's ability to resonate deeply with its audience on social and emotional levels. Beyond individual experiences, Joyland Festival's broader societal contributions further enhance its impact. Its support for creative collaboration and the promotion of local and international talent significantly contribute to Indonesia's creative economy. Meanwhile, its sustainability initiatives, including waste minimization, carbon footprint reduction, and eco-friendly practices, demonstrate how festivals can align entertainment with environmental responsibility (Dermawan, 2024). These efforts position Joyland Festival as a model for integrating cultural, social, and environmental objectives within the framework of event management.

This study adds to the growing body of literature on experience design in events, offering critical insights into its application within an Indonesian context. While much of the existing research focuses on international case studies, Joyland Festival illustrates how localized adaptations of global experience design frameworks can produce culturally relevant and economically impactful festivals. This highlights the untapped potential of Indonesia's festival industry to serve as a platform for innovation, cultural preservation, and economic development. Joyland Festival demonstrates how experience design can be leveraged to create not only memorable but also transformative experiences. Its alignment with audience expectations, commitment to sustainability, and broader societal contributions set a benchmark for festivals in Indonesia (Dermawan, 2024). This study provides a foundation for future exploration and underscores the potential of experience design as a critical tool for advancing the cultural and economic impact of events.

Future research should build on these findings by examining the scalability of Joyland Festival's strategies across different festival types and cultural settings. Understanding the nuanced motivations of diverse audience segments and their responses to different design elements could also offer deeper insights into the evolving dynamics of festivals in Indonesia and beyond. Furthermore, studies exploring audience-specific motivations, behavioural patterns, and responses to different design elements will provide valuable insights for event organizers aiming to balance innovation with cultural

resonance. Future research could explore how these principles can be adapted to other cultural contexts, further advancing the academic discourse and practical applications of experience design.

REFERENCES

- Bingham, A. J. (2023). From Data Management to Actionable Findings: A Five-Phase Process of Qualitative Data Analysis. *International Journal of Qualitative Methods*, 22, 16094069231183620. <https://doi.org/10.1177/1609406923118362>.
- Boeije, H. (2002). A Purposeful Approach to the Constant Comparative Method in the Analysis of Qualitative Interviews. *ResearchGate*. <https://doi.org/10.1023/A:1020909529486>.
- Dermawan, F. (2024). Joyland Festival Sustainability in Festivals. *Southeast Asia Business Events Forum 2024*.
- Getz, D. (2010). The Nature and Scope of Festival Studies. <https://espace.library.uq.edu.au/view/UQ:256975>.
- HB Team. (2024, December 2). Joyland Festival Jakarta Proves They Never Run Out of Line-Up Idea. *Hypebeast*. <https://hypebeast.com/id/2024/12/joyland-festival-jakarta-proves-they-never-run-out-of-line-up-idea>.
- Joyland Festival. (2024). Joyland Festival. <https://joylandfest.com/>.
- Neuhofer, B., Celuch, K., & To, T. L. (2020). Experience design and the dimensions of transformative festival experiences. *International Journal of Contemporary Hospitality Management*, 32(9), 2881–2901. <https://doi.org/10.1108/IJCHM-01-2020-0008>.
- Neuhofer, B., Egger, R., Yu, J., & Celuch, K. (2021). Designing experiences in the age of human transformation: An analysis of Burning Man. *Annals of Tourism Research*, 91, 103310. <https://doi.org/10.1016/j.annals.2021.103310>.
- Novanty, D., & Rahyadi, I. (2024). Automotive Industry, MICE, and Themed Special Event in Indonesia: A Qualitative Exploration. *Syntax Idea*, 6(3), 1002–1008. <https://doi.org/10.46799/syntax-idea.v6i3.3049>.
- Parasari, N. S. M., Pranajaya, I. K. W., & Maheswari, A. A. I. A. (2024). Quality of Service, Purchase Interest, Brand Trust on Joyland Festival Concert Ticket Purchase Decision. *Jurnal Ilmiah Manajemen Kesatuan*, 12(2), 417–426. <https://doi.org/10.37641/jimkes.v12i2.2495>.
- Perrella, T. (2017). More Than a Tent: A Case Study on Live Brand Experiences at Coachella Music Festival. *Recreation, Parks, and Tourism Administration*. <https://digitalcommons.calpoly.edu/rptasp/70>.
- Rossi, F. N., Erfinda, Y., & Putri, R. (2024). The Visitor Experience In Muslim Fair: The Case From Muslim Fashion Festival (Muffest+) 2022 In Indonesia. *International Journal of Sustainable Competitiveness on Tourism*, 3(01), Article 01. <https://doi.org/10.34013/ijscot.v3i01.1480>.
- Scott, N., Gao, J., & Ma, J. (2017). *Visitor Experience Design*. CABI.
- Soehadi, A. W., & Ardianto, E. (2019). The role of participation in memorable tourism experience: A comparative case of cap go meh festival and linggarjati festival in Indonesia. *Journal of Economics, Business, and Accountancy Ventura*, 22(1), Article 1. <https://doi.org/10.14414/jebav.v22i1.1657>.
- Webb, N. J. (2017). *What Customers Crave How to Create Relevant and Memorable Experiences at Every Touchpoint.pdf*. AMACOM.



Volume 7 Issue 2, December 2024, pages: 107-120

NAVIGATING LINGUISTIC CHALLENGES: THE USE OF BALINESE TERMINOLOGIES BY TOURISM ACTORS IN RURAL VILLAGES

Luh Sri Damayanti^{1*}, I Wayan Adi Pratama², I Ketut Wibawa³

Hospitality Management Study Program, Politeknik Internasional Bali^{1*3}
Convention and Event Management Study Program, Politeknik Internasional Bali²
damayantiluhstri@gmail.com

Received: 28/11/2024

Revised: 18/12/2024

Accepted: 23/12/2024

Abstract

The massive growth of tourism villages in Bali is not echoed by the development of quality of the local community. One biggest challenge faced by local community in running the tourism was English competence. This research aimed at identifying the use of English in tourism villages and the challenges encountered by tourism actors in tourism villages in Bali. The research was qualitative research involving 19 informants. Data were obtained via written interviews and analysed qualitatively. The results revealed that English is used to do general communication, sell tickets, do upselling, explain the villages, do correspondence, and handle complaints. In the communication, the tourism actors encountered 2 categories of barriers which were cultural barrier & language barrier. The cultural barrier was represented by the difficulty in explaining Balinese local terminologies and the difficulty to understand tourists' utterances due to different accents. Meanwhile the language barrier was clearly seen by the limited English vocabulary that they mastered.

Keywords: English Competence, Tourism Villages, Communication Barriers, English for Tourism

1. INTRODUCTION

Bali's tourism sector offers a diverse range of destinations and attractions capable of attracting tourists to visit. The charm and potential of Bali's tourism are not solely concentrated in areas such as Nusa Dua, Kuta, Jimbaran, Canggu, or Sanur. Currently, rural tourism through tourism villages initiatives is being actively promoted by the government. According to the official website of the Bali Provincial Department (disparda.baliprov.go.id), there are currently 239 tourism villages in Bali. These tourism villages are distributed across eight regencies and one city in Bali.

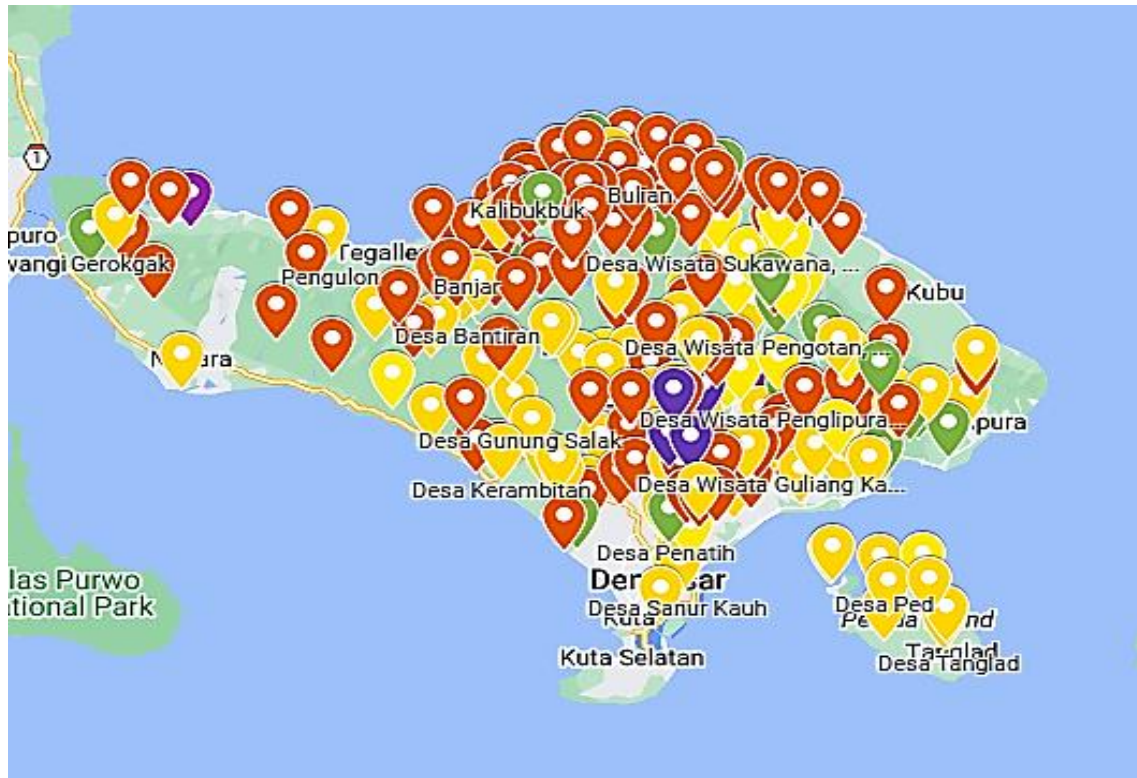


Figure 1. The Tourism Villages in Bali
Source: disparda.baliprov.go.id

The regency with the highest number of tourism villages is Buleleng Regency, which has 75 tourism villages, whereas Denpasar City has the lowest number, with six tourism villages. The distribution data of these tourism villages indicate four categories: independent, advanced, developing, and emerging. Red color denotes emerging tourism villages, yellow indicates developing tourism villages, green represents advanced tourism villages, and blue signifies independent tourism villages. Based on Figure 1, it is evident that emerging and developing tourism villages dominate the types of tourism villages in Bali. Emerging tourism villages are those that possess tourism potential; however, the awareness and skills of the local community remain low. Developing tourism villages are those that have been visited by tourists, yet the community's skills are still limited.

The map depicting the distribution of tourism villages in Bali also indicates that the awareness and skills of the local community in these villages need to be enhanced. One of the limitations faced by the communities in tourism villages is their limited ability to communicate with tourists, particularly in the English language. The communities are constrained in seeking information, explaining the profile and location of the village, limited in explaining customs and culture, and incapable of bridging communication between tourists and the local community (Rahadi et al., 2021).

The limitations experienced by local communities and tourism actors in village tourism sites also occurred in Bali. In Jasri Village Tourism, Karangasem, the productivity of village tourism development had not reached an optimal level due to limited English proficiency (Sudarsana, 2019). Similarly, Tenganan Kauh Village faced a comparable challenge, with uneven English skills among the youth involved in village tourism management (Kertiasih et al., 2021). In Penarungan Village Tourism, there was also an imbalance in English proficiency among tourism actors, with only a small number

of youths fluent and able to communicate in English (Warmadewi et al., 2023). Jatiluwih Village Tourism also encountered the same issue, as the tourism actors there had limited English language skills (Skolastika et al., 2023).

Further research provided a detailed explanation of the challenges with English language skills faced by tourism actors in Tista Village Tourism, noting that only a limited number of them were able to communicate in English. Low levels of English-speaking skills were attributed to a lack of vocabulary, as well as low confidence among the local community to use English (Damayanti, 2020). In addition, initial observations in several village tourism sites in Tabanan Regency revealed similar issues. For instance, in Bongan Village Tourism, which was categorized as an emerging village tourism site, there were challenges in using English to communicate with foreign tourists, which hampered village tourism development. Observations were also conducted in Riang Gede Village Tourism in Penebel District, Tabanan, where similar difficulties in English communication with foreign tourists were noted.

Furthermore, an analysis of TripAdvisor reviews was conducted to understand tourists' feedback on community-based destinations in Bali. One such review concerned Pura Kehen, located in Bali Regency. A tourist from Malaysia rated it two stars, mentioning that during their visit, no tour guide was available to explain the temple's history, making the experience dull. A similar review was provided by a tourist from the United Kingdom regarding Pura Puseh Batubulan, stating that the story and history of Pura Puseh Batubulan were difficult to understand as only a story sheet was provided. This issue was also observed in Bongan Village Tourism, where local residents conducted workshops on local products for foreign tourists but lacked the ability to explain the process effectively.

Additionally, an analysis was conducted on TripAdvisor to assess tourist reviews of community-based tourism destinations in Bali. One such review concerned Pura Kehen, located in Bali Regency. A tourist from Malaysia gave it a two-star rating, mentioning that during their visit, there was no tour guide available to explain the temple's history, resulting in a dull experience. Similarly, a tourist from the United Kingdom provided comparable feedback on Pura Puseh Batubulan, stating that the story and history of Pura Puseh Batubulan were difficult to understand, as only a story sheet was provided. A similar issue was observed in Bongan Village Tourism, where local residents organized workshops on local products for foreign tourists but lacked the ability to explain the processes effectively.

A research conducted by Ekasani et al. (2017) found out that in the tourism promotion media in Bangli regency used some Balinese terms to explain the destinations. Some terminologies were able to be translated, such as kulkul Balinese bell; banjar community group; pelinggih shrine; kain putih white fabrics; lontar old manuscript; purusa-male; pradana-female. However, some other terminologies could not be translated to English words as there were no specific words in English that can completely describe the meanings of Balinese terms. This issue might be faced by the tour guides in Bali in doing communication with the foreign tourists.

Based on these observations, this study was conducted to analyze the challenges faced by village tourism actors and tour guides in explaining tourism destinations, especially when describing elements of Balinese culture in English. This study aimed at (1) finding out the use of English by tourism actors in tourism villages in Bali when doing communication with tourists and (2) analyzing the challenges encountered by tourism actors in tourism villages in Bali in communication with tourists.

2. LITERATURE REVIEW

In communicating in English, tourism practitioners encounter various obstacles that hinder effective communication. According to Rani (2016), there are five common barriers to communication: attitudinal barrier, behavioral barrier, cultural barrier, language barrier, and environmental barrier.

- a. Attitudinal Barrier refers to challenges in communication that arise from the attitudes or perspectives individuals hold toward their interlocutors. These attitudes can be influenced by personal biases, preconceptions, or emotional states, all of which shape the way a speaker interacts with others. For instance, if a speaker views their conversation partner as less knowledgeable, they may unconsciously use simplified language or a condescending tone, which could lead to misunderstandings or discomfort in the communication process. Conversely, if the speaker perceives the interlocutor as intimidating or overly authoritative, they might hesitate, avoid direct communication, or fail to express their ideas effectively.
- b. Behavioral Barrier is closely linked to attitudes toward communication partners, but it specifically manifests through actions and behaviors that hinder effective interaction. This type of barrier arises when individuals rely on stereotypes or make generalized assumptions about their interlocutors based on factors such as nationality, ethnicity, gender, or profession. These assumptions may lead to biased or discriminatory behaviors, whether intentional or unintentional, which negatively impact the communication process. Behavioral barriers can also emerge from unconscious biases that affect non-verbal communication, such as body language, eye contact, or physical gestures. For instance, avoiding eye contact or maintaining a dismissive posture might unintentionally signal disrespect or disinterest, further obstructing effective dialogue.
- c. Cultural Barrier refers to communication obstacles that arise from differences in cultural norms, values, beliefs, and practices, which can create misunderstandings and hinder effective interaction. These barriers occur when individuals from different cultural backgrounds bring their own unique perspectives, assumptions, and communication styles into an exchange, leading to misinterpretations or conflicts. Language usage and cultural context also play a significant role in cultural barriers. The same words or phrases might carry different meanings across cultures, and idiomatic expressions or cultural references may not be understood universally. Moreover, variations in communication styles—such as being direct versus indirect or prioritizing individual versus collective perspectives—can lead to miscommunication.
- d. Language Barrier refers to communication difficulties that arise due to differences in language and varying levels of proficiency among individuals. These barriers are particularly evident in multilingual contexts, where speakers may lack a common language or have differing levels of fluency in the language being used. Such discrepancies can lead to misunderstandings, misinterpretations, and a breakdown of effective communication. Language barriers can also extend to non-verbal aspects of communication. For example, the use of tone, pacing, and intonation may differ across languages, potentially leading to confusion or unintended implications. Furthermore, the absence of cultural or contextual understanding of certain words or phrases may exacerbate the barrier.
- e. Environmental Barrier refers to external factors in the speaker's physical or social environment that disrupt effective communication. These barriers are not directly

related to the individuals involved in the interaction but arise from conditions or circumstances surrounding them, which can obstruct the transmission or reception of messages. Environmental barriers can also include social and contextual factors, such as interruptions during a conversation, overcrowded settings, or time constraints that limit the depth of interaction. For example, in a busy tourism setting, a tour guide may find it challenging to communicate effectively with tourists due to background noise, weather conditions, or time pressure.

This topic has become a compelling discussion point, considering the importance of English proficiency in supporting tourism operations. Ratminingsih, Suardana, dan Martin (2018) conducted a study on the English language skills of tour guides in Buleleng Regency. The study, titled *English for Tour Guide: A Need Analysis of a Contextual-Based Language Teaching*, aimed to analyze the needs of tour guides in communicating using English. The research involved 56 tour guides divided across two areas: 30 tour guides from the Ambengan region and 26 from Sambangan Village. Data for the study were collected using three instruments: observation sheets, interview guides, and questionnaires. The collected data were analyzed using a qualitative descriptive approach. The findings revealed that both areas share similar tourism potentials, such as waterfalls and rice field landscapes, resulting in comparable guiding content for the tour guides. Additionally, the analysis showed that 43.95% of the respondents could understand spoken English but were unable to communicate verbally in English. Meanwhile, 56.05% of the respondents demonstrated low English proficiency. Furthermore, the study found that 92.5% of the respondents did not have an educational background in English. These findings highlight the low level of English proficiency among tour guides in the tourism areas of Ambengan and Sambangan, Singaraja, Buleleng, emphasizing the need for targeted training programs to address these skill gaps. The research is providing a comparison on the data collected in this research to see the pattern of the use of English by tour guides.

Another study on English language proficiency, focusing on food and beverage vendors in tourism areas, was conducted by Widani (2019) under the title *Vendors' English Speaking Ability in Tourism Object in Bali: A Survey Study*. This research aimed to examine the English proficiency levels of food and beverage vendors at Berawa Beach, Bali, in communicating with foreign tourists. The study involved 25 respondents, all of whom were food and beverage vendors operating around Berawa Beach. Data were collected using various research instruments, including observation guides and questionnaires. The collected data were analyzed using a qualitative descriptive approach. The findings revealed that English was used by the vendors primarily for transactions and interactions with tourists, highlighting its dual function in communication as both transactional and interactional. The study assessed the respondents' English-speaking skills across four aspects: fluency, grammar, vocabulary, and pronunciation. The analysis showed that the respondents' fluency and grammar skills were relatively low compared to their vocabulary and pronunciation skills, which were categorized as moderate. These results suggest that while the vendors had a sufficient level of vocabulary and pronunciation for basic communication, their limited fluency and grammatical accuracy could pose challenges in more complex interactions. The study underscores the need for targeted training programs to enhance the English-speaking abilities of food and beverage vendors in tourism areas like Berawa Beach.

Research on the linguistic accommodation of tour guides underscores the critical role of communication in fostering intercultural understanding and enhancing service

quality in tourism. A study by Mayuni et al. (2023) explored how tour guides at Taman Beji Griya navigate linguistic challenges when introducing foreign tourists to key attractions, such as natural tourism and Hindu religious rituals like Malukat. The study highlights the complexity of explaining culturally nuanced Hindu concepts to international visitors from diverse cultural backgrounds. Employing qualitative methods, including interviews, observations, and interpretive data analysis, the study reveals three distinct linguistic accommodation strategies used by the guides: convergent, divergent, and non-overaccommodative. Convergent accommodation, characterized by alignment with the tourists' linguistic abilities, particularly in English, received positive responses, facilitating deeper understanding and enriching the tourist experience. Divergent accommodation, often arising with tourists who lacked proficiency in English, also yielded positive outcomes, as tourists demonstrated empathy for language barriers and independently created meaningful experiences. The findings emphasize the importance of continuous professional development for tour guides, advocating for enhanced recruitment processes and targeted training in both English and other foreign languages. Such initiatives aim to elevate service quality and improve cross-cultural communication, ensuring a memorable and informative experience for tourists.

This study is directly relevant to the exploration of Balinese terminologies in rural tourism, as it sheds light on how language mediates cultural knowledge and tourist experiences. The challenges faced by the guides at Taman Beji Griya parallel those encountered by tourism actors in rural villages who strive to explain culturally and linguistically intricate concepts using local terminologies. The convergent and divergent strategies identified can inform approaches for integrating Balinese-specific terms into intercultural communication while maintaining clarity and fostering deeper connections between tourists and Balinese culture. Furthermore, the study's recommendation for improved language training aligns with your focus on equipping tourism actors with the skills necessary to navigate linguistic and cultural complexities in rural tourism contexts.

3. RESEARCH METHODS

This study employed a qualitative research approach to investigate the use of English and the challenges encountered by tourism actors in tourism villages in Bali. A total of 19 informants participated in the study, comprising 9 tourism practitioners actively involved in managing tourism activities in these villages and 10 tour guides who frequently conducted trips to these areas. The sampling strategy was purposive, ensuring that participants were selected based on their direct involvement with foreign tourists and their experience in using English in rural tourism contexts. This sampling approach was designed to ensure the relevance, depth, and diversity of perspectives necessary to address the study's objectives effectively.

Data collection was carried out over a two-month period using a structured written interview method via Google Forms. This instrument was chosen for its flexibility in reaching geographically dispersed informants while allowing respondents sufficient time to provide detailed and reflective answers. The interview questions were designed to elicit comprehensive descriptions of the informants' experiences, focusing on the use of English and the obstacles they encountered in communicating effectively with tourists.

The data analysis followed a thematic analysis approach, which involved several structured stages.

- a. The researchers began by thoroughly reading and re-reading all the responses to develop a comprehensive understanding of the data. This step helped in identifying initial impressions and potential themes.
- b. Each response was segmented into meaningful units and coded manually using descriptive labels. For instance, codes such as “difficulty explaining cultural terms” or “lack of vocabulary” were assigned to relevant segments of text. Coding was conducted independently by two researchers to enhance inter-coder reliability, and discrepancies were discussed and resolved collaboratively.
- c. After coding, the codes were grouped into broader themes based on patterns and relationships observed in the data. Key themes included "language barriers in explaining Balinese terminologies," "tourist reactions to communication challenges," and "strategies used to overcome language gaps".
- d. The themes were refined by cross-checking them against the original data to ensure they were representative and comprehensive. This step ensured that the themes captured both explicit and implicit meanings in the responses, providing a nuanced understanding of the challenges faced by the informants.
- e. Finally, the themes were interpreted in the context of the study’s objectives, linking them to broader concepts such as intercultural communication and linguistic accommodation. This interpretation sought to provide actionable insights into how tourism actors navigate linguistic challenges while ensuring meaningful interactions with foreign tourists.

The use of thematic analysis allowed the researchers to distill complex qualitative data into structured insights, offering a robust and systematic understanding of the communication barriers and strategies employed in Bali's rural tourism villages.

4. FINDINGS AND DISCUSSION

The analysis of English usage by tourism practitioners and tour guides in tourism villages in Bali revealed that English was used for six primary purposes. The following outlines the key uses of English by these individuals in the context of tourism villages in Bali.

a. Doing General Communication with Tourists

Communicating with tourists in general was identified as the first category of English usage by tourism practitioners and tour guides in Bali's tourism villages. This represents the primary purpose of using English: facilitating smooth communication with tourists. The use of English for general communication with tourists can be broken down into three main activities: greeting and introducing oneself to tourists, assisting tourists in communicating with residents, and understanding the needs of guests.

The first activity associated with the use of English for general communication is greeting and introducing oneself to tourists. This is the initial interaction that takes place when meeting tourists, whether international or domestic. During this activity, respondents greeted tourists in English and introduced themselves using simple, commonly spoken English phrases. The expressions used were generally straightforward and frequently practiced, making it easier for respondents to communicate effectively.

Another key activity is understanding the needs of guests. In this activity, respondents offered assistance to tourists and asked questions to identify their

purposes and specific needs. This proactive approach helps establish a positive rapport and ensures that the guests' requirements are met.

Additionally, respondents often acted as interpreters or communication facilitators between tourists and local residents. In many tourism villages, local residents do not fully understand or speak English, making the role of tourism practitioners and tour guides crucial in bridging the communication gap. This was mentioned by one of the respondents that.

"Assist in translating when tourists want to ask something to the local villagers".

By serving as intermediaries, they ensured that tourists could engage with the local community while facilitating meaningful interactions. These activities highlight the essential role of English proficiency in enabling effective communication and enhancing the overall tourist experience in Bali's tourism villages.

b. Selling Tickets

Another use of English in Bali's tourism villages is for ticket sales, a category primarily handled by tourism practitioners in the villages. When selling tickets to tourists, these practitioners are required to explain the ticket prices and the activities included in the purchase. This process necessitates a good command of English to ensure clear communication and avoid misunderstandings between the tourism practitioners and the tourists. Effective explanations, delivered in accurate and simple English, help clarify what the ticket covers, such as access to specific attractions, guided tours, or additional services. Miscommunication in this context could lead to dissatisfaction or confusion, which may negatively impact the overall visitor experience. Thus, having competent English skills is crucial for tourism practitioners involved in ticket sales to maintain professionalism and enhance tourists' trust and satisfaction.

c. Doing Upselling

The third category of English usage in Bali's tourism villages is upselling, where tourism practitioners offer various additional tourism facilities to visitors. This category encompasses four main activities: offering tourist accommodations, bicycle rentals, supplementary products or services, and negotiating prices. One of the primary activities in this category is offering tourist accommodations, where practitioners and tour guides frequently promote local lodging options near the tourism village. Additionally, bicycle rentals are commonly offered, as cycling is a popular activity that enhances the overall tourism experience in many of Bali's tourism villages. One of the respondents mentioned that.

"Offer additional accommodations, enhance services, and ensure tourists feel more comfortable when communicating".

Beyond accommodations and rentals, practitioners also upsell supplementary products and services, including guided tours, spiritual purification rituals (*melukat*), spa treatments, local driver services, and other offerings tailored to enrich the tourist experience. When presenting these options, tourism practitioners and tour guides must provide clear explanations of the specifications and pricing, while also demonstrating persuasive communication skills to convince tourists to purchase these additional products or services.

A significant aspect of upselling involves price negotiation, as discussions about pricing often arise during these interactions. This highlights the critical need for developing and enhancing negotiation skills in English to effectively engage with tourists, ensuring successful upselling while maintaining customer satisfaction. The ability to communicate confidently and clearly during negotiations not only boosts sales but also builds trust and professionalism, key factors in fostering positive relationships with visitors.

d. Explaining the Village

The primary category of English usage by tourism practitioners and tour guides in Bali's tourism villages is explaining the tourism village, which is a crucial part of the tourists' experience in such destinations. This category encompasses four main activities: describing tourist attractions, explaining the social life of the local community, explaining local rituals and cultural practices, and narrating folklore or myths significant to the local community. Describing tourist attractions requires strong English proficiency to leave a positive impression on visitors. Tourism practitioners and guides provide detailed explanations of the unique features of the tourism village, ensuring that each attraction's distinctive qualities are clearly conveyed to enhance the tourists' appreciation of the site.

Another activity under this category is explaining the social life of the local community. This often involves the use of local terms that require more complex explanations to ensure that tourists fully understand. However, practitioners frequently face challenges in selecting appropriate vocabulary to convey the intended meaning effectively to tourists. Explaining local rituals and cultural practices is also an essential activity. This task can be challenging for tourism practitioners and guides, particularly when trying to translate local terms or concepts into English. Successfully conveying the meaning of rituals and cultural traditions requires both linguistic skill and cultural sensitivity to ensure tourists gain an accurate understanding. One respondent said that.

"Explain the local Balinese way of life, economic issues, and current events happening on both regional and national scales".

The final activity within this category is narrating myths or folklore. These stories are shared by practitioners and guides to create a warm and engaging atmosphere, adding excitement to the tourists' experience. However, the use of local terminology or cultural references that lack direct equivalents in English can pose significant challenges. Practitioners often need to provide detailed explanations to ensure that tourists can grasp the meaning and significance of the stories being told. Overall, explaining the tourism village in English demands not only linguistic proficiency but also the ability to bridge cultural gaps, particularly when dealing with local terminologies and culturally specific concepts. This highlights the importance of ongoing training and skill development for tourism practitioners and guides to enhance their effectiveness in delivering rich and meaningful experiences to international visitors.

e. Corresponding with Tourists

The fifth category of English usage by tourism practitioners and tour guides in Bali's tourism villages is corresponding with tourists. This correspondence

primarily involves responding to text messages via WhatsApp and handling phone calls with tourists. When engaging in telephone correspondence, strong listening and speaking skills are essential to ensure clear and effective communication. Practitioners must understand tourists' inquiries or concerns and provide appropriate responses promptly. On the other hand, text-based correspondence, such as through WhatsApp or email, requires proficiency in reading and writing. Practitioners need to compose clear, professional messages that convey the necessary information while maintaining a polite tone.

Additionally, English is utilized to analyze tourist reviews on platforms like TripAdvisor and Google. By reviewing feedback, practitioners can identify both positive aspects of the tourism village that resonate with visitors and negative points that may require improvement. This process helps practitioners understand tourists' perspectives and adapt their services to enhance visitor satisfaction. Overall, correspondence in English plays a critical role in maintaining effective communication with tourists before, during, and after their visit, thereby contributing to a seamless and positive tourism experience.

f. Handling Complaints

The final category of English usage by tourism practitioners and tour guides in Bali's tourism villages is handling tourist complaints, an inevitable aspect of the hospitality industry. This category involves three key communication activities: asking guests to explain their complaints or issues, offering apologies, and providing solutions. When addressing guest complaints, practitioners must use polite and professional English communication to ensure that the situation is handled delicately. Politeness is crucial to avoid escalating the issue and to mitigate tourists' dissatisfaction. Asking guests to explain their complaints or issues involves carefully listening and understanding the concerns raised by the tourists, ensuring they feel heard and valued. This requires strong listening skills and the ability to ask clarifying questions in English when necessary. Offering apologies is another critical step, where practitioners must express genuine regret for any inconvenience caused, using language that conveys sincerity and empathy. A well-delivered apology can significantly ease tensions and reassure the tourist that their concerns are being taken seriously.

Finally, providing solutions is essential to resolving the issue effectively. This requires clear and concise English communication to explain the steps that will be taken to address the problem. The ability to offer viable solutions promptly demonstrates professionalism and a commitment to ensuring a positive visitor experience. Handling complaints in English requires a combination of linguistic competence and interpersonal skills, emphasizing the need for ongoing training to equip tourism practitioners with the tools to manage challenging situations gracefully and effectively.

In the communication between tourism practitioners in Bali's tourism villages and tourists, several challenges were encountered. A total of 68.4% of respondents reported experiencing difficulties when communicating with foreign tourists, while 31.6% stated that they did not face any challenges in their interactions.

a. Difficulties in Understanding Tourists' Accents

The first challenge faced by tourism practitioners in Bali's tourism villages when communicating with foreign tourists in English is the difficulty in understanding

conversations due to the diverse accents used by tourists, which vary based on their countries and cultures. This issue was highlighted by Respondent 13, a tour guide who has led tourists in several villages such as Penglipuran and Batubulan. Respondent 13 stated, "Tourists' accents differ from the American accent, such as British and Australian." This variation in accents creates communication barriers for practitioners.

Similarly, Respondent 14, another tour guide in Bali, experienced a comparable issue, particularly when dealing with tourists who speak quickly. The respondent remarked.

"When tourists speak too fast, it becomes challenging to listen and understand what they mean or ask".

These challenges underline the importance of developing listening skills and familiarity with different English accents to improve communication effectiveness in tourism settings.

b. Difficulties in Explaining Balinese Terminologies

The second challenge faced by tourism practitioners in Bali's tourism villages is the difficulty in explaining Balinese local terms to tourists. In addition to terms, tourism practitioners also experience difficulties when explaining religious rituals and customs to tourists, as these explanations require more complex details. Respondent 11, a member of the Pokdarwis in a tourism village in Tabanan, stated.

"There are terms in Balinese that are difficult to translate into English."

This challenge was also mentioned by Respondent 16, who explained.

"Several times, explaining a culture in Bali has been difficult because tourists don't share the same cultural background as we do in Bali."

These statements from the respondents highlight that tourism practitioners in Bali's tourism villages struggle with explaining local Balinese terminology. Some of the difficult-to-explain terms include the names of religious rituals or ceremonies, explanations of Tri Hita Karana (a Balinese philosophy), the Balinese naming system, the structure and architecture of Balinese temples (pura), customary regulations, core values upheld by the local community, the *Subak* system (traditional rice farming cooperative), and local folklore. These complexities underline the need for tour guides and tourism practitioners to find ways to bridge cultural and linguistic gaps effectively, whether by simplifying concepts, offering analogies, or developing resources to help tourists understand the richness of Balinese culture and traditions.

c. Limitation of Vocabulary Mastery

Another challenge faced by tourism practitioners in Bali's tourism villages is the limited vocabulary in English, which hinders effective communication. Respondent 09, a member of the Pokdarwis in a tourism village in Tabanan, stated, "Vocabulary and the use of word patterns are lacking." This statement indicates that tourism practitioners encounter difficulties in mastering English vocabulary and struggle with forming sentences correctly. Respondent 13 expressed a similar concern, saying, "Lack of vocabulary makes communication less accurate." This aligns with the analysis of the respondents' English vocabulary proficiency, which revealed that several tourism practitioners still have very limited command of English

vocabulary. These challenges emphasize the need for targeted language training and resources that can help enhance the fluency and vocabulary of tourism practitioners, ensuring they are better equipped to provide accurate and effective communication to tourists.

The challenges identified in this study serve as the foundation for the development of an e-module. The e-module includes a Vocabulary Corner, which is designed to enhance the English vocabulary of tourism practitioners in Bali's tourism villages. In addition, the e-module is equipped with a section called Explaining Bali, present in each unit, which aims to assist tourism practitioners in explaining local Balinese terms and concepts to tourists. By incorporating these elements, the e-module seeks to address the communication barriers encountered by tourism practitioners, ultimately improving their ability to engage effectively with international visitors and provide accurate cultural and linguistic explanations. The Vocabulary Corner will focus on expanding the practitioners' vocabulary, while the "Explaining Bali" section will provide practical strategies for overcoming the challenges of conveying local terms and cultural nuances in English.

Based on the theory of communication barriers proposed by Rani (2016), there are only two communication barriers encountered by tourism actors in tourism villages in Bali. Those barriers are as follows.

- a. Cultural Barrier referring to communication obstacles that arise from differences in cultural norms, values, beliefs, and practices, which can create misunderstandings and hinder effective interaction. This category of communication barriers can be seen from the challenge to explain Balinese local terminologies to tourists coming to the villages since the tourist do not have similar culture in their home countries. Besides, the cultural barrier is seen by the difficulties of tourism actors in tourism villages in Bali in understanding tourists' utterances due to the different accents the tourists speak.
- b. Language barriers referring to communication difficulties that arise due to differences in language and varying levels of proficiency among individuals is clearly related to the limitation of English vocabulary the tourism actors have leading to the poor English communication.

The findings of this study shed light on the dual challenges of cultural barriers and language barriers encountered by tourism actors in Bali's rural villages. These challenges are critical in shaping the quality of communication between tourism stakeholders and international visitors, which, in turn, impacts the overall tourism experience. One of the key linguistic challenges faced by tourism stakeholders is the difficulty in translating Balinese local terminologies into English. Terms associated with Balinese rituals, traditional practices, or local customs often carry cultural meanings that lack direct English equivalents. For instance, the term "Malukat", a purification ritual, embodies both spiritual and cultural significance that is difficult to convey in a foreign language without losing its depth. This linguistic gap can lead to incomplete or oversimplified explanations, potentially depriving tourists of a meaningful understanding of Balinese culture.

Additionally, tourism actors reported challenges with tourists' accents, which frequently led to misunderstandings. This indicates a broader intercultural communication issue, where comprehension is affected not only by vocabulary limitations but also by phonological unfamiliarity. Such challenges emphasize the importance of training tourism actors in cross-cultural listening skills to better decode diverse speech patterns and accents.

The limited English vocabulary among tourism actors further exacerbates these issues. While English is predominantly used for tasks such as general communication, upselling, ticketing, and handling complaints, the inadequacy of vocabulary often restricts their ability to engage in nuanced discussions or resolve complex issues. For example, in handling complaints, tourism actors may struggle to express empathy or provide detailed explanations, which can lead to frustration for both parties.

These challenges also manifest as cultural misinterpretations, where tourists may misread or misjudge Balinese cultural practices due to inadequate explanations or preconceived notions. For instance, the communal nature of Balinese society, which is reflected in collective rituals and shared responsibilities, may seem unusual to individualistic-minded tourists. Tourism actors thus face the dual task of bridging linguistic gaps while simultaneously contextualizing cultural practices in ways that align with tourists' frames of reference.

The findings contribute to existing linguistic and tourism frameworks by highlighting the intersection of language use and cultural interpretation in rural tourism. They align with theories of linguistic accommodation and intercultural communication, which emphasize the adaptive strategies individuals use to bridge linguistic and cultural differences. However, this study extends these frameworks by illustrating the unique challenges posed by localized cultural terminologies, which are often absent from existing discussions. While linguistic accommodation theory primarily focuses on adjusting speech to enhance mutual understanding, this research highlights the need for a deeper focus on semantic equivalence and the translation of culturally specific terms. This gap in the literature could inspire further studies that explore the interplay between language, culture, and tourism in similar settings worldwide. Moreover, the findings suggest potential refinements to intercultural communication theory, particularly in the context of rural tourism. Unlike urban settings, rural tourism involves closer interactions between tourists and local communities, making cultural misinterpretations more pronounced. Future research could explore how intercultural communication strategies differ between rural and urban tourism actors, as well as the role of indigenous knowledge systems in shaping these strategies.

5. CONCLUSION

Based on the data analysis carried out in this research, English competence plays a pivotal role in the communication done by the tourism actors in tourism villages in Bali and international tourists. English is utilized in the general communication between the tourism actors and tourists, selling tickets, doing upselling, explaining the villages, corresponding with tourists, and handling complaints. However, in the communication the tourism actors encountered some challenges which fall into the cultural barrier and language barrier. Cultural barrier is represented in the difficulty faced by the tourism actors to explain Balinese local terminologies and hardly understand tourists' utterances due to the different accents. Meanwhile the language barrier is represented by the limited numbers of vocabulary that the tourism actors master. This research was only involving written interviews as the data collection method, the future research is highly suggested to do direct observation on the way tourism actors in tourism villages in Bali doing the communication.

REFERENCES

- Damayanti, L. S. (2020). Strategi Peningkatan Keterampilan Bahasa Inggris Pelaku Wisata di Desa Wisata Tista, Kerambitan, Tabanan. *Journey: Journal of Tourismpreneurship, Culinary, Hospitality, Convention and Event Management*, 8(75), 147–154. <https://doi.org/10.1016/j.jnc.2020.125798><https://doi.org/10.1016/j.smr.2020.02.002><http://www.ncbi.nlm.nih.gov/pubmed/810049><http://doi.wiley.com/10.1002/anie.197505391><http://www.sciencedirect.com/science/article/pii/B9780857090409500205>.
- Ekasani, K. A., Susanthi, I. G. A. A. D., & Liswahyuningsih, N. L. G. (2017). the Variation of Balinese Cultural Terms in Bangli Media Tourism Promotion. *Journal of Business on Hospitality and Tourism*, 2(1), 176. <https://doi.org/10.22334/jbhost.v2i1.53>.
- Kertiasih, N. N., Kardana, I. N., Warmadewi, A. A. I. M., & Artana, N. L. G. M. A. D. (2021). Pengajaran Bahasa Inggris Komunikatif Berbasis Budaya kepada Sekaa Teruna-Teruni Desa Tenganan Dauh Tukad. *Jurnal Abdidas*, 2(5), 1064–1071. <https://doi.org/10.31004/abdidas.v2i5.416>.
- Mayuni, A. A. I., Kertiasih, N. N., & Subur, M. (2023). Linguistic Accommodation of Tour Guides for Foreign Tourists at the Taman Beji Griya, Bali, Indonesia. *Proceeding of International Community Service Seminar (ICSS)*, 104–118.
- Rahadi, I., Nursaly, B. R., Handini, B. S., & Murcahyanto, H. (2021). Penguasaan Bahasa Inggris Masyarakat dan Partisipasinya dalam Pengembangan Desa Wisata. *Journal of Education and Instruction (JOEAI)*, 4(2), 486–494. <https://doi.org/10.31539/joeai.v4i2.2827>.
- Rani, U. (2016). Communication barriers. *Journal of English Language and Literatur*, 3(SUPPL. 2), 333–336. <https://doi.org/10.1080/03073289.1978.10805425>.
- Ratminingsih, N. M., Suardana, M., & Martin, A. A. N. Y. (2018). English for Tour Guide: A Need Analysis of a Contextual-Based Language Teaching. *SHS Web of Conferences*, 42, 00012. <https://doi.org/10.1051/shsconf/20184200012>.
- Skolastika, I. M. P., Agung, I. G. A. M., Ayomi, P. N., Suastini, N. W., Putra, I. G. A. C. S., Tustiawati, I. da A. M., Mahawijayanti, L. A. M. M., & Canti, N. L. P. B. (2023). Upaya Meningkatkan Potensi Pariwisata Desa Jatiluwih melalui Pelatihan Bahasa Inggris untuk Kelompok Usaha Bersama dan Tenaga Kebersihan. *Madaniya*, 4(3), 1025–1031. <https://madaniya.pustaka.my.id/journals/contents/article/view/514>.
- Sudarsana, I. K. (2019). Analisis Kebutuhan Dan Pengembangan Sumber Daya Manusia Desa Wisata (Studi Kasus Pada Desa Wisata Jasri, Kabupaten Karangasem). *Jurnal Ilmiah Hospitality Management*, 10(1), 10–21. <https://doi.org/10.22334/jihm.v10i1.157>.
- Warmadewi, A. A. I. M., Suarjaya, A. A. G., Raka, A. A. G., & Putra, I. W. P. (2023). Pemberdayaan Masyarakat dengan Pembelajaran Bahasa Inggris Komunikatif Berbasis Budaya pada Sekaa Teruna Teruni Desa Penarungan, Badung, Bali. *Jurnal Abdidas*, 4(4), 324–332. <https://doi.org/10.31004/abdidas.v4i4.817>.
- Widani, N. N. (2019). Venders' English Speaking Ability in Tourism Object in Bali: A Survey Study. *ELLITE: Journal of English Language, Literature, and Teaching*, 4(1), 7–15. <https://doi.org/10.32528/ellite.v4i1.2031>.



Volume 7 Issue 2, December 2024, pages: 121-132

GO-TOUR BASED SEMARAPURA-BALI CITY TOUR PACKAGE MODEL

Ida Ayu Etsa Pracintya^{1*}, Putu Eni Oktaviani², Putu Agung Surya Prawira³
Institut Pariwisata dan Bisnis Internasional^{1*23}
idaayuetsa@gmail.com

Received: 23/10/2024

Revised: 19/12/2024

Accepted: 23/12/2024

Abstract

Klungkung is one of the smallest regencies in Bali, but has tourism potential to be developed. Historically, Klungkung was a very famous kingdom led by a king. In the colonial era, the Klungkung Kingdom experienced an event called the Puputan War. The event left a historical building called Kertagosa. Kertagosa consists of Balai Kertagosa, Balai Kambang (Gili Park), Pemedal Agung, Semarajaya Museum. Klungkung has an important value to the history of Bali, so it needs to be maintained and preserved. This is reinforced by Law No. 11 of 2010. Therefore, this study focuses on the development of tour packages in Klungkung through smart tourism based on go-tour. The research method used was a qualitative method with data analysis techniques using descriptive-qualitative analysis techniques with Efas, Ifas, and SWOT analysis. The results of this study showed that the strategy and model for developing city tour packages through the Go-Tour feature can be applied to support tourism activities in Semarapura City.

Keywords: City Tour, Tour Packages, Semarapura City

1. INTRODUCTION

The development of the tourism sector is one of the important things for a country. This is because the tourism sector can be said to be one of the sectors that provides a large contribution to global GDP (Mulia, 2021). The existence of tourism certainly encourages a country or local government to improve the quality of tourist attractions which will later receive income from the income of each tourist attraction. The Ministry of Tourism and Creative Economy stated that tourism experienced a growth of 503.34% compared to January 2022 which amounted to 121,978 visits. However, in 2023, Indonesia experienced a decline as the most popular destination, becoming the fifth most popular tourist destination in the Southeast Asia region (CNN, 2024). Indonesia was defeated by Malaysia, Thailand, Singapore and Vietnam. Indonesia was only able to attract 11.7 million foreign tourists. Bali as a mainstay tourism destination in Indonesia, of course, is required to focus on planning the development of the tourism sector in the future, both in terms of infrastructure development and human resources. In addition to developing tourism in South Bali, the Bali provincial government is also trying to develop tourism in East Bali, one of which is in Semarapura City. Semarapura as the capital of Klungkung is divided into four sub-districts, namely Klungkung, Banjarangkan, Dawan and Nusa Penida Districts. Historically, Klungkung was a very famous kingdom and was the center

of government in Bali, but gradually the existence of Klungkung began to be forgotten, drowning in the development of Bali with its tourism which continued to grow. One of the peak events and the end of Klungkung's glory was the Puputan war between the Klungkung Kingdom and the Dutch troops.

The Regent of Klungkung has tried to develop a smart city program to revive tourism in Semarapura City. The existence of historical tourism, nature tourism, craft tourism accompanied by local wisdom makes Semarapura City is very ideal to be used as a place for tourists to visit. In line with this, with the existence of a smart city, the Klungkung Regency government is confident to further develop Klungkung tourism development as an icon of eastern tourism that will attract many tourists. Smart City will change the tourism system from traditional to more modern (Rahmat, Novianti, Khadijah, Tahir, & Yuliawati, 2021). However, until now the efforts made by the government have not produced optimal results. Based on interviews with several tourism destination managers, it was stated that the absence of clear information on tourism destinations has confused tourists in choosing the right tourist destination for their trip. This is because no diversity of tourism packages can be marketed widely to tourists.

Several provinces have implemented smart city programs as a way to boost the tourism sector, such as research conducted by Josephine (2022) where the research focused on evaluating the implementation of smart cities in the city of Bandung, West Java. Meanwhile, Cahyadi, et al. (2021) also studied the effectiveness of implementing smart cities in efforts to increase tourism in Jakarta when the Covid-19 pandemic hit the Indonesian tourism sector. In Klungkung Regency, there is currently a Klungkung city tour with a travel route of the Puputan Klungkung Monument, Puri Klungkung, Bale Budaya Klungkung, Kertha Gosa Klungkung, Semarajaya Museum and Klungkung Art Market, there is also a special city tour for Kamasan Tourism Village. However, there are still many destinations that are not included in it, therefore an effort is needed to develop several destinations outside the city tour route so that it can create a variety of city tour packages in the future and attract tourists from various generations, especially the millennial generation who are accustomed to adapting to changes in various forms of technology.

In the current millennial generation era, every information can be quickly spread and accessed by anyone, anywhere. The Minister of Tourism said that digital is an important aspect in promoting every tourist destination. Based on data from the Indonesian Internet Service Providers Association (APJII), the penetration rate of Indonesian internet users in 2024 reached 79.5 percent. Therefore, efforts are needed to develop digital-based tour packages by revitalizing city tour packages. In this regard, revitalizing tour packages is an effort to support the Klungkung city tour program because the attraction of cultural heritage can increase tourists' interest in visiting. The more cultural heritage that can be identified and prepared to be visited, the more attractive the city tour package is in the eyes of tourists. Historical tourism can increase economic growth in the surrounding area, and become a branding that increases reputation (Alvin, 2022). The involvement of local communities, tourists and the government in creating a memorable travel experience is essential. Along with the development of tourism itself, community empowerment will also develop in accordance with the mission of Klungkung Regency, namely strengthening the economy and improving social welfare through empowerment with the concept of partnership. Based on the things that have been explained, this study will focus on the discussion of Semarapura smart tourism with city tour revitalization through the development of digital tour packages. The purpose of this

study is to develop a digital tour package based on local wisdom in supporting smart tourism in Semarang City.

2. LITERATURE REVIEW

Semarang City has implemented a smart city program since 2016. However, there are still tourism potentials that have not been fully explored. Therefore, a strategy is needed to develop the tourism potential itself, namely by improving the marketing of tourist destinations owned by Semarang City. The improvements in question are by developing tour packages. A tour package is a plan of tourism activities that will be carried out by tourists, which has been prepared and sold at a predetermined price, so that tourists can choose the type of package and tour that suits their wishes. The benefits of having a tour package are so that the tour becomes comfortable, safe, and can be sold, therefore it is packaged into a tour package where the price includes travel costs, hotels, or other facilities that provide comfort for the buyer (Vianisa, 2023).

The existence of digital tourism in Indonesia is a new concept and has not yet received full attention from several parties. Although in essence, the internet has an inseparable role in the development of technology, especially in the field of tourism. The use of the internet in Indonesia today has spread to all regions in Indonesia. Even the internet supports tourism activities in improving tourism services and facilities. The internet can provide information on tourist destinations with various needs and supporting facilities for users, especially tourists. Services are provided via mobile phones as a form of convenience that can be obtained by users. Mobile phones have become a communication tool that is generally owned by each individual. Its small and simple shape but has extraordinary facilities and can handle and has various supporting facilities such as MMS, WAP and so on. Through these supporting features, various information systems can be developed that can reach various regions and tourism components in various regions (Jaelani, 2021). The relationship between the internet and mobile phones as a means of communication is very large to be developed into an application model that can be useful for society.

The concept of digital tour package planning is a grouping of tourist destinations in the same area and then packaged into a tour package. Tourism planning is a decision-making process related to the future of a destination or tourist attraction (Alvin, 2022). In order for this digital tour package to continue, of course, support is needed from various fields, one of which is from the transportation sector. The concept of digital tourism that the researcher means is by establishing a cooperative relationship with one of the online motorcycle taxi companies that is quite well-known in Indonesia, namely Go-jek. Through a cooperative relationship with this party, it will facilitate access to develop a city tour.

The word city tour comes from two words, namely city and tour. So, if translated simply through the Great English Dictionary, "city" means city and "tour" means journey. However, the explanation of city tour is not enough if it stops there, but there is a more detailed explanation. According to Permen Dagri No. 2 of 1987 concerning Guidelines for the Preparation of City Plans, the definition of a city is a center of settlement and population activities that have administrative boundaries regulated in laws and regulations and settlements that have shown the character and characteristics of urban life. On the other hand, tours or can also be called tourism, according to Law of the Republic of Indonesia number 10 of 2009 concerning Tourism, it is explained that tourism is a travel activity carried out by a person or group of people by visiting certain places for

recreational purposes, personal development, or studying the uniqueness of the tourist attractions visited in a temporary period. So, it can be concluded that the definition of a city tour is a trip taken by tourists to visit tourist attractions located in a city.

The development of digital tourism packages is also a form of smart tourism. Smart tourism has an eart connection with smart cities, because smart tourism arises from the concept of a smart city that relies on infrastructure and strengthening the interconnectedness of each sub-system in a smart city and the interconnectedness between smart city systems so that it can enrich the concept of a smart city itself (Akbar, 2024). Therefore, it can be said that smart tourism is one of the pillars in the smart city concept. The main objective of smart tourism is to utilize the system to improve the tourism experience and increase the effectiveness of resource management in order to maximize competitiveness and consumer satisfaction while demonstrating sustainability in the long term. Thus, a city can be categorized as a smart city if its economy can grow sustainably and the quality of life is high, which is achieved by investing in human resources, an even level of government participation, and infrastructure that supports the dissemination of appropriate information throughout the city (Fernandez, 2023).

3. RESEARCH METHODS

The research location used in this study is in the city center of Semarang, Klungkung Regency. If seen on the map of Bali, the city of Semarang is located in the southeastern part of the island of Bali. This study uses a qualitative approach method. Qualitative data were collected through three data collection techniques, namely: 1) Observation of a number of tourist attractions in Klungkung Regency, 2) In-depth interviews with managers at a number of tourist attractions in Klungkung Regency and Drivers and Tour Guides of Semarang City Tour who know the history of Klungkung Regency and explain about several tourist attractions in Klungkung Regency, 3) Documentation study of documents, photos, videos, literature, documents, visit data, scientific research journals, previous research theses and from internet sites that are relevant to this study. Data collected from interviews, observations and data from document studies were analyzed using descriptive-qualitative analysis. The analysis carried out aims to solve research problems and obtain answers to the problems studied. Furthermore, the data was analyzed using IFAS (Internal Strategic Factors Analysis Summary) analysis techniques, EFAS (External Strategic Factors Analysis Summary) analysis, and SWOT (Strength – Weakness – Opportunity – Threat) analysis to determine priority strategies that can be used in developing local wisdom-based tourism packages in Semarang City.

4. FINDINGS AND DISCUSSION

Tourists generally need information from tour guides or information contained in maps or tourist guidebooks. However, in this millennial era, tourist guide information has begun to metamorphose into an application that is easily accessible to tourists. In this case, it is closely related to smart tourism which allows tourists to use digital media to explore or explore tourist destinations. Minister of Tourism, Arief Yahya (2023) said that digital is an important aspect in promoting every tourist destination. Therefore, an effort is needed to plan a city tour program through the development of local wisdom-based tour packages in Semarang.

A tour package is a plan regarding tourism activities that will be carried out by tourists, which has been arranged and sold at a predetermined price. The benefits of a tour

package are that the tour becomes comfortable, safe, and can be sold, therefore it is packaged into a tour package where the price includes travel costs, or other facilities that provide comfort for the buyer. The advantage of a tour package is the presence of a tour guide, who will accompany tourists on a tour and share information related to the tourist attractions visited. This tour package is perfect for tourists who have never traveled to the intended tourist attraction. Even with the help of a tour package, tourists will be greatly assisted in managing their time effectively during the tour.

However, when the development of this tour package was implemented in Semarapura City, this concept was not able to run well. This is because it is constrained by accessibility and parking areas. Road access in Semarapura City is very small and even many people use the road as a parking area. This condition has not been able to be handled by the Regency government until now. All strategies have been attempted, one of which is building mass transportation. Thus, it raises a new problem, namely congestion. Therefore, a new idea is needed that is more effective and efficient in overcoming it.

Semarapura City has a heritage that has the potential to be developed as a tourist attraction that aims for Semarapura city tours. The tourism potentials of Semarapura City are the Japanese Cave, Nyoman Gunarsa Museum, Tihingan Village, Puputan Klungkung Monument, Kertha Gosa, Semarajaya Museum, Taman Sari and Penataran Agung Temples, Kamasan Tourism Village, Dasar Gelgel Temple, Watu Klotok Temple, Tukad Unda Dam, Goa Lawah Temple, Kusamba Village, Paksewali Village, Belong Gunaksa Hill, Klungkung Grand Palace, and Klungkung Market.

Semarapura City as part of tourism activities in Bali also has tourism transportation services. To guarantee tourism activities, the government has given permission for tourism transportation to enter Semarapura City. Because this tourism transportation is large and requires parking space, it causes new problems, namely congestion. This is because the average road access is very small. Semarapura City was never designed for tourism activities so that in the long-term development plan for the development of tourism transportation there is no. On the other hand, the interest of tourists to rent motorbikes and cars as a means of tourism transportation is very high. This raises another problem, many tourists commit traffic violations and some even have accidents. Therefore, the Governor of Bali, Wayan Koster, prohibited foreign tourists from renting and riding motorbikes while on vacation in Bali in early 2023. This ban was announced after various uploads on social media stated that many foreign tourists in Bali violated traffic rules, ranging from reckless driving, not wearing helmets, to using fake plates. One of them was when a tourist in Bali did not wear a helmet and was prosecuted by the police, but the female foreigner refused to be disciplined and argued that she had been in Bali for a long time. Traffic violations committed by tourists are not limited to changing plates and not wearing helmets, foreign tourists also ride motorbikes bare-chested and riding pillion facing each other.

To overcome the limitations of tourist transportation in Semarapura City, innovation is needed by involving the community through digital-based transportation application services. Online motorcycle taxi services are one of the digital transportation services that have become the main choice for consumers in Bali. Balinese people always/more often use GoRide, GoCar, GoFood and GoSend services. This service can be used by tourists to travel to tourist attractions. This service can also be developed by adding a tour package feature.

The development of online motorcycle taxi-based tourism packages in Semarapura City is one alternative for developing community-based tourism. This

community-based pattern is a development pattern that supports and allows full involvement by the local community in planning, implementing, and managing businesses to gain financial benefits. The higher the level of community participation, the greater the community's acceptance of the tourism industry. The sustainability of development is highly dependent on and determined by the acceptance, support, and tolerance of the community towards these activities. This is because community-based tourism is tourism that is managed and owned by the community, for the community, with the aim that tourists can increase their awareness and learn about the lives of local communities and can improve the local economy. In determining the strategy and concept of tourism development in the City, an analysis of internal and external factors is first carried out. Based on the results of the analysis of internal and external factors, the strengths, weaknesses, opportunities and threats can be described, planning tour packages in Semarang City.

Table 1. IFAS Weighting, Ratings, and Scores

Internal Factors				
No	Strength (S)	Weight	Rating	Score
1	The Semarang City area offers all forms of tourism such as nature tourism and cultural tourism.	0.25	4	1.00
2	Semarang City is an Ancient Balinese Kingdom	0.25	4	1.00
				2.00
No	Weakness (W)			
1	Tourist transportation modes are inadequate	0.25	2	0.50
2	Small road access	0.25	2	0.50
				1.00

Source: Researcher (2024)

Table 2. EFAS Weighting, Rating, and Score

External Factors				
No	Opportunity (O)	Weight	Rating	Score
1	The high interest of the public and tourists in using the Gojek and Grab applications	0.15	4	0.60
2	High government support for the development of Denpasar City city tours	0.10	3	0.30
3	There are community groups developing tourism packages in Klungkung Regency	0.15	4	0.60
4	Increasing number of tourist visits to Bali	0.15	3	0.45
				1.95
No	Threat (T)			
1	Community participation in tourism development is low	0.15	2	0.30
2	Decrease in the level of tourist satisfaction with tourist transportation services	0.10	2	0.20
3	The existence of negative tourist behavior such as damaging the environment and sites	0.10	2	0.20
4	Increasing congestion in tourism areas	0.10	1	0.10
				0.80

Source: Researcher (2024)

Based on the results of the IFAS and EFAS analysis, from the point positions based on the total scores of internal factors and external factors, strategic priorities are obtained as in the following SWOT Matrix.

Table 3. SWOT Matrix

Quadrant	Point Position	Area of Matrix	Ranking	Priority Strategy
1	2.00; 1.95	3.90	1	Growth
2	2.00; 0.80	1.60	3	Combination
3	1.00; 1.95	1.95	2	Stability
4	1.00; 0.80	0.80	4	Shrinkage

Source: Researcher (2024)

Based on the results of the SWOT analysis, it can be seen in the SWOT Matrix, the widest matrix is located in quadrant I, namely Opportunities and Strengths. The priority strategy that can be done is to increase Strength to achieve opportunities in the Growth position. Stable Growth Strategy, a stable growth strategy where development is carried out in stages with targets adjusted to current conditions and prioritizes the strength factors owned in the form of gradual development in order to achieve existing opportunities. Based on conditions in the field, the Stable Growth Strategy is applied in general with the priority of development by designing a city tour through the development of local wisdom-based tour packages as follows:

- a. Developing Semarang City as a city tour by offering all forms of tourism such as nature and cultural tourism by utilizing online motorcycle taxi applications that have been used by many people and tourists through city tour packages in the form of the Go-Tour feature.
- b. Developing Semarang City as a city tour by offering all forms of tourism such as nature and cultural tourism by utilizing government support for the development of Semarang City through digital-based urban tourism packages.
- c. Developing Semarang City as a city tour by offering all forms of tourism such as nature and cultural tourism by developing tour packages through community involvement as drivers or local guides for tourists when visiting tourist attractions in Semarang City.
- d. Developing Semarang City as a city tour by offering all forms of tourism such as nature and cultural tourism by utilizing the opportunity to increase the number of tourist visits to Bali through the development of smart tourism city tours.
- e. Optimizing the tourism potential of Semarang City as an Ancient Balinese Kingdom by utilizing online motorcycle taxi applications through designing online-based tourism accessibility in an effort to develop digital tourism.
- f. Optimizing the tourism potential of Semarang City as an Ancient Balinese Kingdom by utilizing government support for the development of Semarang City through the development of tourist transportation routes.
- g. Optimizing the tourism potential of Semarang City as an Ancient Balinese Kingdom by utilizing community involvement as transportation service providers so that it becomes an alternative mode of transportation to tourist attractions.
- h. Optimizing the tourism potential of Semarang City as an Ancient Balinese Kingdom by utilizing the number of tourist visits to Bali by developing Semarang City as a heritage city tour center;

Local wisdom-based tour packages are a revitalization of the city tour package in Semarang that supports the development of the Klungkung Regency government program, namely smart city in Semarang City. Limited parking space and lack of accommodation facilities to accommodate the large number of tourists are not obstacles to tourism development in Klungkung. With the cooperation of the Klungkung government with online motorcycle taxi companies through the Go-Jek application, it can

provide the right solution in applying smart tourism in Semarang. Local wisdom-based tour packages through the use of digital media facilitate tourist visit databases, reduce the use of parking lots and introduce potential tourist attractions.



Figure 1. Addition of the Go-Tour Feature to the Go-Jek Application
Source: Researcher (2024)

In an effort to organize urban tourism in Semarang City, an environmentally friendly design concept is needed, one of which is to make the streets in Semarang City a tourist transportation route by developing a go-tour tour package. Designing a go-tour tour package in Semarang City is a creative activity, through the creation of places and tourist accessibility that synergize to align harmonious life through the environment. The streets in Semarang City are not only tourist attractions but also function as tourist accessibility. Tourist accessibility is everything that can make it easier for tourists to visit a tourist attraction (DTW). Accessibility is often associated with transportation costs and location. Rarely visited tourist attractions usually have higher costs. Accessibility refers to the ease that tourists can get to travel and get to a place. Accessibility refers to the entire transportation system, terminals, and vehicles. Accessibility is measured by economic distance expressed in terms of travel distance. The key characteristic of accessibility is that the entire transportation system consists of routes, terminals and vehicles. The growth of tourists at a particular tourist attraction is closely related to the provision and level of development in the transportation system. The tourist attractions that are located closest to the tourist market generating and connected by a good system of transportation network will receive the maximum number of tourists. According to Lee (2020) If a tourist attraction is not supported by adequate accessibility, it will be very difficult for that tourist attraction to develop tourism.

Roads in Semarang City as tourist accessibility create tourist movement as a link between tourist attractions, accommodation and other tourism infrastructure. Roads in Semarang City are no longer the backyard or front yard, but function as a vital element to improve the service of tourist mobility to tourist attractions. There are several requirements that must be met so that accessibility can develop tourist attractions, namely: having structured travel arrangements, having comfortable and modern modes of transportation, having good transportation network conditions, providing clean, comfortable and suitable transportation, fast transportation, having a short travel time. Tourism accessibility is so important that it needs to be pushed towards sustainable development.

Tourism accessibility also offers experiences for tourists. Experience is one of the keys to the success of tourism development. Every destination, attraction, and other tourism products must provide an unforgettable experience for tourists. There are three experiences felt by tourists, namely Intellectual Experience, Emotional Experience, and Spiritual Experience. Intellectual Experience is a form of travel experience that stimulates the brain (mind) to think. Emotional Experience is a form of experience that can touch the hearts and feelings of tourists and at the same time can provide happy memories for every tourist. Spiritual Experience is a form of experience that can provide enlightenment for the soul of tourists.

The theme used is “back to nature” which will be applied to all activities directly related to tourists. This theme is proof of the application of the principle of sustainable tourism through nature conservation efforts. In addition to trying to maintain the environmental ecosystem, this theme also seeks to preserve culture through the application of the concept of traditional Balinese architecture. This is because the road in Semarang City is a road that has high historical value, as evidence of the legacy of the ancient kingdom civilization in Bali. In the Tri Mandala concept, Semarang City is in the madya and nista zone or in the Tri Hita Karana concept it is in the pawongan and palemahan elements, so that the development of tourism that is developed must be based on culture and nature or artificial. In the upstream part of the tourism activities that can be done are cultural tourism, historical tourism, and shopping tourism. This tourism activity is realized from the potential of Pura, Puri, and Market tourism which can be used as tourist attractions. In addition, it is also very good to be developed as culinary tourism. Culinary tourism according to The Last Supper (2007) is part of cultural tourism because food is a result of the culture of the community. Culinary is also a tourism activity that aims to visit food exhibitions, food festivals, restaurants and places that specifically taste and provide experiences of local cuisine (Hall & Mitchell, 2007). In the future, culinary ecotourism will become a tourism sector that has the potential to be developed, which will have a direct impact on the preservation of local culture itself.

The strategy for developing tourism in Semarang City is to develop city tour packages. The selection of tour packages is done with various considerations, such as attractions, location, duration, and accessibility that make city tours a fun activity. As a first step, a digital tour package is prepared that can be taken during a half-day tour or full-day tour that can be carried out in the morning or evening.

The transportation tour package starts with tourists departing by using the Go-Jek motorbike application, heading to the tourist attraction. There are four entrances to Semarang City, the south, west, east and north. Purchasing a tour package is integrated with the entrance to tourist arrivals, so that tourists do not experience difficulties in traveling to tourist attractions in Semarang City. Tourists can immediately use online transportation services to enjoy the city tour. There are several modes of transportation that could be used by tourists, namely motorcycle taxis, taxis, and motorcycle taxis. The mode of transportation used must have a design concept that characterizes the culture of the Balinese people. This is based on the fact that most foreign tourists decide to travel to attractions because of the local culture. Foreign tourists want to get a new experience that is different from the conditions in their country. Tourist attractions must have uniqueness and uniqueness that are different from other tourist attractions.

In addition to using transportation facilities, tourists can use the pedestrian paths on the right and left sides of the road. The tourism concept developed is the Samara walk and cycling tour. Tourists can go around Semarang City while enjoying the natural

beauty and traditional architecture. The tourist attractions visited have their own tour programs that can be seen in the go-tour feature, namely as follows:

a. Kertha Gosa

Kertha Gosa Tourism Park is a tourist attraction with Balinese architectural style that has been known since the reign of King Klungkung. In ancient times, Kertha Gosa Park was used as a place for discussion like a court at that time. On the ceiling of the building in Kertha Gosa there are wayang paintings depicting the law of karma phala or the good and bad of human actions. Kertha Gosa Tourism Park is a cultural heritage that can be visited to learn more about culture, especially Balinese culture.

b. Art Market

The Semarapura City Art Market is currently being prepared to become a Thematic Tourism Market. This market can be the right choice to visit if you want to shop for various kinds of Balinese endek fabrics. Not only that, there are also souvenir stalls and various kinds of food and drinks. This market is an attraction for tourists because of its magnificent and futuristic architectural design.

c. Nyoman Gunarsa Museum

The museum was built in 1990 and initiated by artist Nyoman Gunarsa. The museum was inaugurated by the Minister of Tourism and Culture, Wardiman Djojonegoro in 1994. The Nyoman Gunarsa Museum is an attraction for tourists because it presents a collection of classic Balinese paintings and modern paintings by Balinese artists.

d. The Klungkung Puputan Monument

The Puputan Klungkung Monument is a symbol of the struggle of the people of the Klungkung kingdom in fighting the colonial nation. This monument is located in the Klungkung city park, precisely in the heart of Semarapura City which is equipped with a monument of inscriptions. This tourist attraction can be the right choice if you just want to relax around the park while enjoying the atmosphere.

5. CONCLUSION

The strategy and development model of Semarapura City through the development of transportation tour packages by utilizing online motorcycle taxi applications that have been used by many people and tourists through the Go-Tour feature can be applied to the development of city tour packages in Semarapura City. The implementation of city tour packages through the Go-Tour application emerged due to the high public interest in using online motorcycle taxi applications when traveling. This application has become a necessity for people to move from one place to another in Semarapura City. The development of online motorcycle taxi-based tour packages can increase tourism growth through direct community participation with a bottom-up approach. The community is involved as tour guides and transportation service providers through the development of Semarapura City roads as tourist transportation routes. This concept has a positive impact on improving the economy and welfare of the community. Threats arising from tourism development can be avoided because of direct control from the community. This concept is also able to optimally utilize the potential of tourist attractions with a sense of responsibility to maintain and preserve them.

REFERENCES

- Astuti, MT, & Noor, AA (2016). The appeal of Morotai as a historical and marine tourism destination. *Indonesian Tourism Journal: Journal of Research and Development of Indonesian Tourism*, 11(1), 25–46.
- Alvin, G., Budisetyorini, B., & Sopian, T. (2022). Yogyakarta City as A Smart Tourist Destination. *International Journal of Sustainable Competitiveness on Tourism*, 1(02), 41-52.
- Akbar, PNG, Auliya, A., Pranita, D., & Oktadiana, H. (2024). The readiness assessment of Jakarta as a smart tourism city. *Cogent Social Sciences*, 10(1), 236.
- Buhalis, D., & Amaranggana, A. (2013). Smart tourism destinations. *Information and Communication Technologies in Tourism 2014: Proceedings of the International Conference in Dublin, Ireland, January 21-24, 2014*, 553–564. Springer.
- Cahyadi, HS, & Novriyanti, A. (2020). The Effect Of Ict On Tourist Experience in DKI Jakarta As "Smart City". *Journal of Indonesian Tourism, Hospitality and Recreation*, 3(1), 58-66.
- CNN. (2024). Sandiaga Opens Up About RI Dropping to 5th Position of Popular Destinations in ASEAN. Retrieved from CNN Indonesia website: <https://www.cnnindonesia.com/gaya-hidup/20240226153354-269-1067443/sandiaga-buka-suara-ri-turun-ke-posisi-5-destinasi-populer-di-asean>.
- Fernández-Díaz, E., Jambrino-Maldonado, C., Iglesias-Sánchez, P.P., & de las Heras-Pedrosa, C. (2023). Digital accessibility of smart cities-tourism for all and reducing inequalities: tourism agenda 2030. *Tourism Review*, 78(2), 361-380.
- Fiatiano, E. (2009). Planning a Tour Package. *Correspondence Journal*, 22(2), 171–178.
- Hall, C. M., & Mitchell, R. (2007). Gastronomic tourism: Comparing food and wine tourism experiences. In *Niche tourism* (pp. 73–88). Routledge.
- Hermawan, H. (2017). Tourism Destination Development at Land Site Level with SWOT Analysis Approach. *Tourism Journal*, 4(2), 64–74.
- Inskeep, E. (1991). *Tourism Planning: An Integrated and Sustainable Development Approach*. Van Nostrand Reinhold.
- Ismagilova, G., Safiullin, L., & Gafurov, I. (2015). Using historical heritage as a factor in tourism development. *Procedia-Social and Behavioral Sciences*, 188, 157–162.
- Jaelani, A., Firdaus, S., Sukardi, D., Bakhri, S., & Muamar, A. (2021). Smart City and Halal tourism during the Covid-19 pandemic in Indonesia. *Rosa dos Ventos*, 13(4), 1-30.
- Josephine, T. (2022). *Evaluation of the Full Fun City Tour Bandung 3d2n Tour Package at Mentari Tour and Travel* (Doctoral dissertation, Poltekpar NHI Bandung).
- Lee, P., Hunter, W.C., & Chung, N. (2020). Smart tourism city: Developments and transformations. *Sustainability*, 12(10), 3958.
- Liu, P., & Liu, Y. (2016). Smart tourism via smart phone. *2016 International Conference on Communications, Information Management and Network Security*, 129–132. Atlantis Press.
- Mulia, VB (2021). Understanding and Managing Tourism Impacts. *Journal of Tourism*, 20(1), 75–85.
- Paturusi, SA (2008). *Tourism Area Planning*. Denpasar: Press UNUD.
- Pitana, I., & Rukendi, C. (2007). Chapter III Guidelines for the development of cultural and culinary ecotourism.
- Rahmat, A., Novianti, E., Khadijah, ULS, Tahir, R., & Yuliawati, AK (2021). A Literature Review on Smart City and Smart Tourism. *Journal of Research*

Innovation, 1(10), 2255–2262.

Ridwan, M., & Hadyanto, S. (2012). *Tourism Development Planning*. Sofmedia.

Yoeti, OA (1996). *Introduction to tourism science*. Angkasa. Bandung.

Vianisa, Y., & Febriyanti, DP (2023). Literature Review: Implementation of Smart Tourism Applications in Indonesia Realizing the 2030 SDGs. In *International Joint Conference on Arts and Humanities 2023 (IJCAH 2023)* (pp. 2006-2015). Atlantis Press.



Volume 7 Issue 2, December 2024, pages: 133-142

THE EFFECT OF PHYSICAL FACILITIES QUALITY ON TOURIST SATISFACTION AT TAMAN AYUN TEMPLE ATTRACTION BY VITRUVIUS THEORY AS A MODERATING VARIABLE

Retno Juwita Sari^{1*}, Tasya Winston², Putu Agung Surya Prawira³,
Ida Ayu Etsa Pracintya⁴

Institut Pariwisata dan Bisnis Internasional^{1*234}
retnojuwita@ipb-intl.ac.id

Received: 13/12/2024

Revised: 18/12/2024

Accepted: 23/12/2024

Abstract

Tourism activities should be able to be done by all age groups, including the elderly. However, many tourist attractions are not friendly to elderly tourists. Starting from attractions, access and accommodation provided that do not pay attention to the safety and comfort of traveling. This study was conducted to identify and analyze the physical quality of tourist attractions for elderly tourists which is associated with the development of the concept of sustainable tourism. The approach used in this study is a quantitative approach with data collection techniques using questionnaires. Data analysis in this study used the SmartPLS program, which was carried out in two stages, namely testing the outer model and inner model. The results obtained were that the influence of the quality of physical facilities on tourist satisfaction visiting tourist attractions has a positive and significant effect. While the application of the vitruvius theory moderates the influence of the quality of physical facilities on tourist satisfaction is unable to influence significantly. This study could be a reference for those who are interested in the same topic, especially about the relation between vitruvius theory and tourism.

Keywords: Quality of Physical Facilities, Tourist Satisfaction, Vitruvius Theory

1. INTRODUCTION

Tourism development in Indonesia has problems related to innovation and new concepts developed in tourist attractions. According to Alana and Putro (2020), this is due to the regional autonomy policy that gives authority to each district/city to manage its region. Of course, this causes competition for non-specialized products. There are many tourist attractions built carelessly, without considering the quality of the tourist attraction (Riadi, et al., 2023). The lack of specialization or diversification of tourist attractions is a factor that makes tourists reluctant to travel, which the safety aspect is also a factor that causes a lack of interest in visiting (Intan, et al, 2021). Safety assurance is the main factor that determines the growth and development of a tourist attraction and provides superior value that will determine the quality of the tourist attraction.

Jocky (2021) explained that the aspect of tourist comfort in traveling is also one of the determining factors of satisfaction. Tourists who travel to tourist attractions that have good tourist facilities and access will certainly guarantee tourist satisfaction when traveling. However, many tourists still complain about tourist attractions, the majority of tourist attractions are made haphazardly, poorly maintained, and sometimes do not meet the needs and desires of tourists (Mahmud, et al, 2021). This is different from the tourist attraction of Taman Ayun Temple, which has been arranged in the area to provide the best service to tourists. Even in 2012, UNESCO designated Taman Ayun Temple as part of the world cultural heritage sites as the Cultural Landscape of Bali Province: Subak as Manifestation of Tri Hita Karana Philosophy. Of course, this proves that the development of the tourist area has been well planned and managed professionally. Another indicator that proves that Taman Ayun Temple has provided the best service is that the enthusiasm of tourists to carry out tourist activities at Taman Ayun Temple has increased significantly. As proof, tourist visits, both domestic and foreign tourists (*wisman*) to Taman Ayun increased during the 2024 Christmas and New Year holidays. For foreign tourists, the increase was around 50 percent, namely from 200 people per day to an average of 300 people per day. Meanwhile, domestic tourists or Nusantara tourists (*wisnus*) increased by around 10 percent, from an average of around 110 people per day to 120 people per day.

Tourism has become a necessity for people's lives, so that tourism activities are not only enjoyed by a handful of tourist, but have become part of human rights (Sari and Najmudin, 2021). However, in carrying out tourism business activities, many tourism business actors only prioritize profit without paying attention to the safety and comfort of tourists. In fact, many tourist attractions do not provide special facilities for the elderly. The development of health science provides opportunities for the elderly to live longer, so this age group is large in number (Huda, et al, 2022). This causes this age group to become a potential target market in the tourism industry. Elderly tourists travel by doing activities related to passive leisure, such as visiting museums, historical sites, culture and art including activities related to hobbies.

Taman Ayun Temple is one of Bali's cultural heritages that has historical value in the lives of Balinese people. To ensure tourist satisfaction, Taman Ayun Temple must provide safe and comfortable tourist facilities when traveling. Tourist satisfaction is the overall experience that tourists have with the destination given by an unforgettable experience (Wijayanti, et al, 2021). When tourist satisfaction decreases, it will affect the image of tourist attractions, which of course will affect tourists' interest in returning to tourist attractions. Based on tourist visit data, the age group visiting Taman Ayun Temple is mostly the 45-60-year age group.

Larasati (2022) in her research explained that to ensure tourist satisfaction, facilities are needed that pay attention to the comfort of elderly tourists, such as the availability of rest areas, public toilets, special wheelchair lanes, ramps and other facilities. Based on the Badung Regency Government, Taman Ayun Temple has improved tourism facilities through the Taman Ayun Temple Physical Revitalization program. This program is based on the concept of sustainable tourism which aims to have a positive impact on cultural, economic and environmental aspects. According to Peng, et al (2023) sustainable tourism is tourism that can utilize environmental resources optimally while still taking into account the impacts caused now and in the future while still paying attention to the needs of tourists, society, industry and the environment.

The development carried out will certainly damage the authenticity of the site. The Pura building which functions for prayer activities has begun to degrade due to the addition of new activities, namely tourism activities (Suhartapa, 2022). On the other hand, tourism activities must provide infrastructure that is friendly to tourists. So the site must prepare these facilities to ensure the comfort and safety of tourists. Tourism development that only focuses on the economic aspect, namely pursuing the number of tourist arrivals without paying attention to the local environment and culture, will have an impact on the sustainability of tourism activities. In fact, according to Khairi et al. (2021) by developing the concept of sustainable tourism will increase the unforgettable experience and joy so that it can increase tourist satisfaction. The purpose of the concept of sustainable tourism is to avoid excessive consumption, help nature conservation and make a conscious effort to respect local traditions and heritage, and contribute to their preservation (Gilmore, Carson, & Ascensão, 2007; Hamid, Isa, & Kiumarsi, 2021).

Providing safe and comfortable facilities for tourists must certainly pay attention to the concept of sustainable tourism. Therefore, an appropriate model is needed to improve tourist facilities in tourist attractions which are world heritage sites. The development carried out must pay attention to conservation efforts for culture and the environment in tourist attractions. When tourist attractions have implemented it, it will have a direct impact on tourist satisfaction (Alana and Putro, 2020). The problem of this research is to identify and analyze the physical quality of tourist attractions for elderly tourists which is associated with the development of the concept of sustainable tourism. Physical facilities should meet the minimum requirements, namely Utility (Function Aspect), Firmity (Strongness and System Aspect) and Venustas (Beauty Aspect) according to Vitruvius' theory. Vitruvius' theory is an architectural theory that developed in the Greek and Roman eras and is still used in modern architecture. This study is focused to analyse the quality of physical tourism attraction by vitruvius theory as the moderating variable. This study could be a reference for those who are interested in the same research topic, especially about the relation between vitruvius theory and tourism.

2. LITERATURE REVIEW

Vitruvius' theory is an architectural theory based on three main components, namely *firmitas*, *utilitas* and *venustas*. The three basic components of the formation of architecture such as *firmitas*, *utilitas* and *venustas* (Scranton, 1974). Three basic components of the formation of architecture, such as *firmitas* which discusses the system and materials of an object, while *Venustas* discusses beauty or aesthetics. Yulistya (2022) explained that the aspect of *firmitas* has the meaning of distributing the load from the building to the ground and is also related to the selection of the right material. Vitruvius' theory is also related to the aspect of beauty, namely *venustas*, the criteria are obtained from design elements such as lines and shapes. *Venustas* if applied to the design principle, namely paying attention to harmony, balance and proportionality. When talking about *utilitas* it is related to good spatial arrangement, which is based on the relationship between spaces, building functions, lighting, ventilation (Andarini, 2024). The aspects of *firmitas*, *utilitas*, *venustas* can also be used in viewing modern architecture, which can also be used to form good architectural works. The *firmitas* component can be seen from the combination of fabricated materials and structural planning that produces strength. Every form of building in modern architecture has a "use" or utility, which in deeper meaning is having "power" in each of its building elements. Thus, the building can create comfort for users inside and outside the building. The component of *venustas* or beauty

can be seen from the play of geometry on the building façade accompanied by the honesty of materials and structures.

Sustainable tourism is tourism that supports the local economy without damaging the surrounding environment (Riadi, et al, 2023). Butler also said that sustainable tourism must respect the limitations imposed by the ecological community. The goal of sustainable tourism is to be able to maintain its survival in an area for an unlimited period of time. Suhartapa (2022) in his research explained that safety and comfort in tourist attractions can influence and shape the concept of sustainable tourism. B. Liu, Schroeder, Pennington, & Farajat (2021) conveyed that tourists' perceptions regarding safety in tourist attractions can mediate the relationship between the risks perceived by tourists and the desire to travel or tourist satisfaction. The implementation of the concept of sustainable tourism must be supported by the existence of good tourist facilities. To support this, important components in the building must still be there, such as firmness which discusses systems and materials, utilities discuss appearance, and venutas discusses beauty or aesthetics (Nurfadhillah, et al, 2023). So, tourist facilities must have solid, functional and aesthetic value, so that tourists feel comfortable and safe traveling.

3. RESEARCH METHODS

This study adopts a quantitative approach based on the formulated problem. The quantitative approach is a research method that combines deductive and inductive approaches. This approach begins with a theoretical framework, expert views, and understanding obtained by researchers from experience, which are then developed into various problems and solutions proposed to obtain validation. This approach is based on the philosophy of positivism and is used to study certain populations or samples, with data collection through research instruments, as well as quantitative or statistical data analysis, with the aim of analyzing the perceptions of selected respondents. In this study, the survey will use a likert scale with five answer choices, namely: 1) SD (Strongly Disagree), 2) D (Disagree), 3) N (Neutral), 4) A (Agree), and 5) SA (Strongly Agree).

Data analysis in this study used PLS software. Partial Least Squares (PLS) is a multivariate statistical technique that compares several dependent and independent variables. PLS is a statistical method for Structural Equation Modeling (SEM) based on variance designed to handle multiple regression, especially when there are problems with the data. The analysis process begins with model measurement (outer model), model structure (inner model), and hypothesis testing.

4. FINDINGS AND DISCUSSION

4.1 Data Examination and Research Model

4.1.1 Outer Model

The validity test of the research data uses the evaluation of the measurement (outer) model using convergent validity, the magnitude of the loading factor for each must be >0.50 . Based on Figure 1. The PLS Algorithm Model on the loding factor value of each indicator shows a loding factor value greater than 0.5, so that the indicator is declared feasible or valid for use in research and can be used for further analysis. While the reliability test can be declared reliable or meets the cronbach alpha if it has a cronbach alpha value >0.7 . Based on Figure 1. The PLS Algorithm Model on the cronbach alpha value of each variable has a cronbach alpha value greater than 0.7 so that it can be concluded that all variables have a high level of reliability.

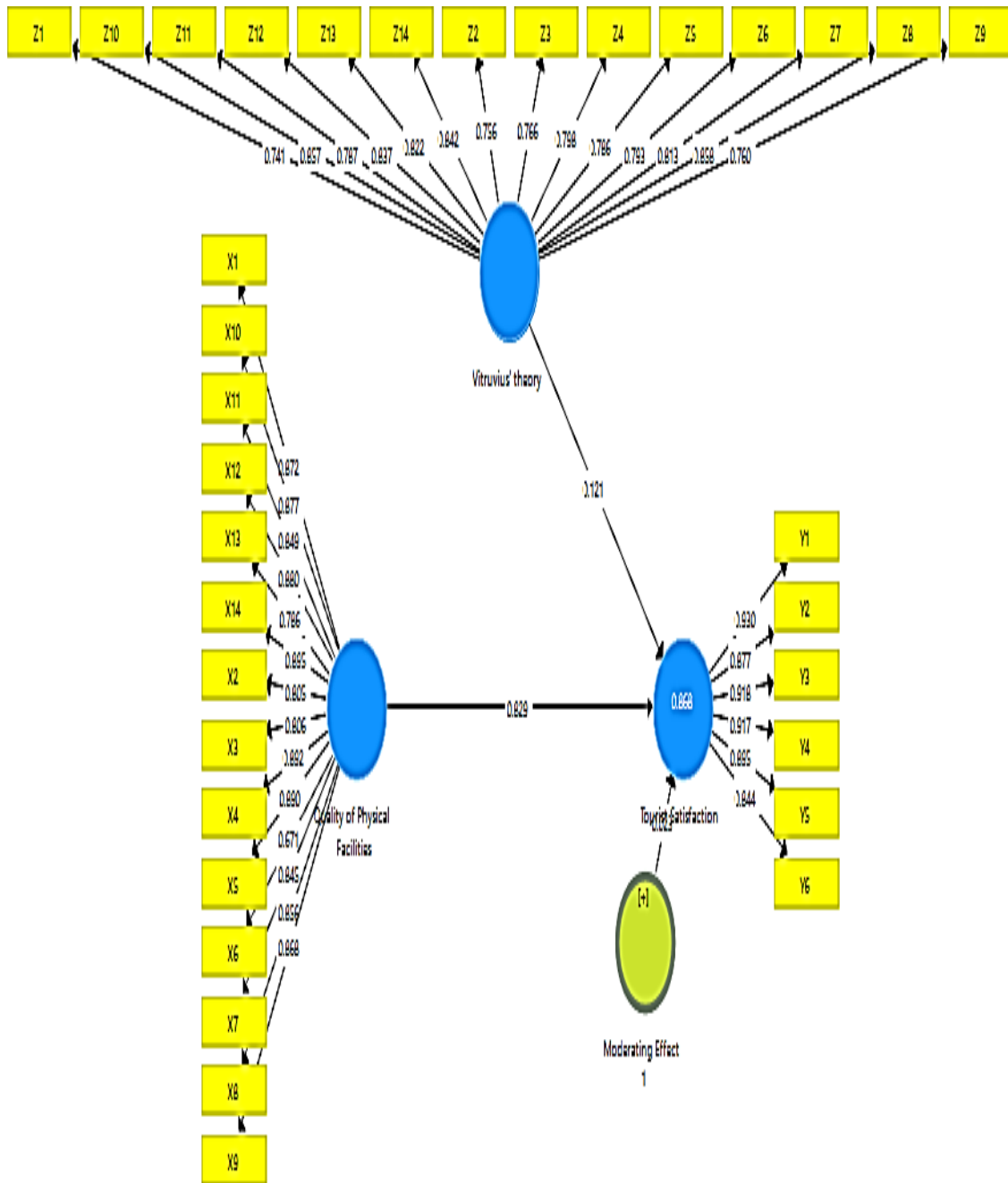


Figure 1. PLS Algorithm Model
Source: Researcher (2024)

4.1.2 Inner Model

The goodness of fit model in this study was measured using the R-Square of the dependent latent variable. According to China (1998) mentions the R Square results for the dependent latent variables in the structural model of 0.67; 0.33; and 0.19 indicating that the models are “good”, “moderate”, and “weak”. Based on Table 1. The R-Square value shows the magnitude of the overall variation given by the Quality of Physical Facilities (X) to Tourist Satisfaction (Y) with Vitruvius Theory (Z) as a moderating variable of 70%. While the remaining 30% is determined by the variation of other variables outside the research model. So it can be said that the modeling formed is categorized as a good model.

Table 1. R Square Value

Variables	R Square	Adjusted R Square
Y (Tourist Satisfaction)	0.868	0.856

Source: Researcher (2024)

In this study, the Adjusted R Square value was obtained at 0.679 or 67.9%. So it can be concluded that 67.9% of the variation that occurs in the Y variable can be explained by the independent latent variable, while the rest can be explained by other variables. The Adjusted R Square value has a value with an interval between 0 and 1. In this study, the Adjusted R Square value is getting closer to 1, indicating that the independent latent variable (X) explains the variation of the dependent latent variable (Y) better.

4.2 Physical Facilities Quality of Tourism Attractions

Taman Ayun Temple provides various facilities to support tourism activities, such as parking lots, toilets, directions, information centers, and night lighting. Parking lots still rely on public parking areas, including along the road, which are also used by local people who are active in the tourist area. Toilet facilities are adequate, with gender separation and equipped with sitting toilets, sinks, rotary taps, tissues, and hand soap. According to Bagiastra (2013), toilets have an important role involving psychological, health, safety, maintenance, and aesthetic aspects, which will increase visitor comfort. However, signage indicating parking locations, parking facilities for the disabled, toilets, and other facilities are still not available. In addition, there are no directions for evacuation routes, so adding signage in certain areas is very necessary. The tourist information center still relies on services provided by the Tourism Office, but these facilities are less than optimal because they do not have good standards and their main role is unclear. Fences have been installed in several areas to protect visitors from potential dangers, although around the riverbanks the installation of fences has not been maximized, which is risky for visitors, especially children under 10 years old. The fence installed on the river is designed with ornamental motifs that also function as aesthetic elements. The lighting has been well arranged to meet the standards set by the Regulation of the Minister of Tourism, with the appropriate height and color of the lights, and provides an aesthetic effect at night. Taman Ayun Temple also has horizontal access via pedestrian paths and vertical access in the form of stairs and ramps. However, the material of the stairs used is easily mossy, so it is at risk of being slippery during the rainy season and can endanger visitors. Therefore, regular cleaning or the use of rubber coatings on the stairs is necessary to avoid accidents.

Based on descriptive statistical analysis, it was found that tourists' perceptions of the quality of physical facilities of tourist attractions were good with an average score percentage of 4.09 which is presented in Table 2. Description of Physical Facility Quality Variables. Although domestic tourists view the Quality of Physical Facilities as being quite good, in reality the percentage score has not yet reached the maximum value, which is very good, which can be interpreted that the Quality of Physical Facilities has not been provided optimally. This is thought to be due to the lack of consistency and supervision from the management in preparing the Quality of Physical Facilities of tourist attractions that are in accordance with the wishes of tourists.

4.3 Moderation of Vitruvius' Theory towards Tourist Satisfaction and the Physical Facilities Quality

Vitruvius' theory as an important element in building architecture. This element is the basic foundation for user satisfaction. If associated with tourism activities, Vitruvius' theory should be able to influence tourists' perceptions of a tourist attraction, especially those that offer the beauty of building architecture.

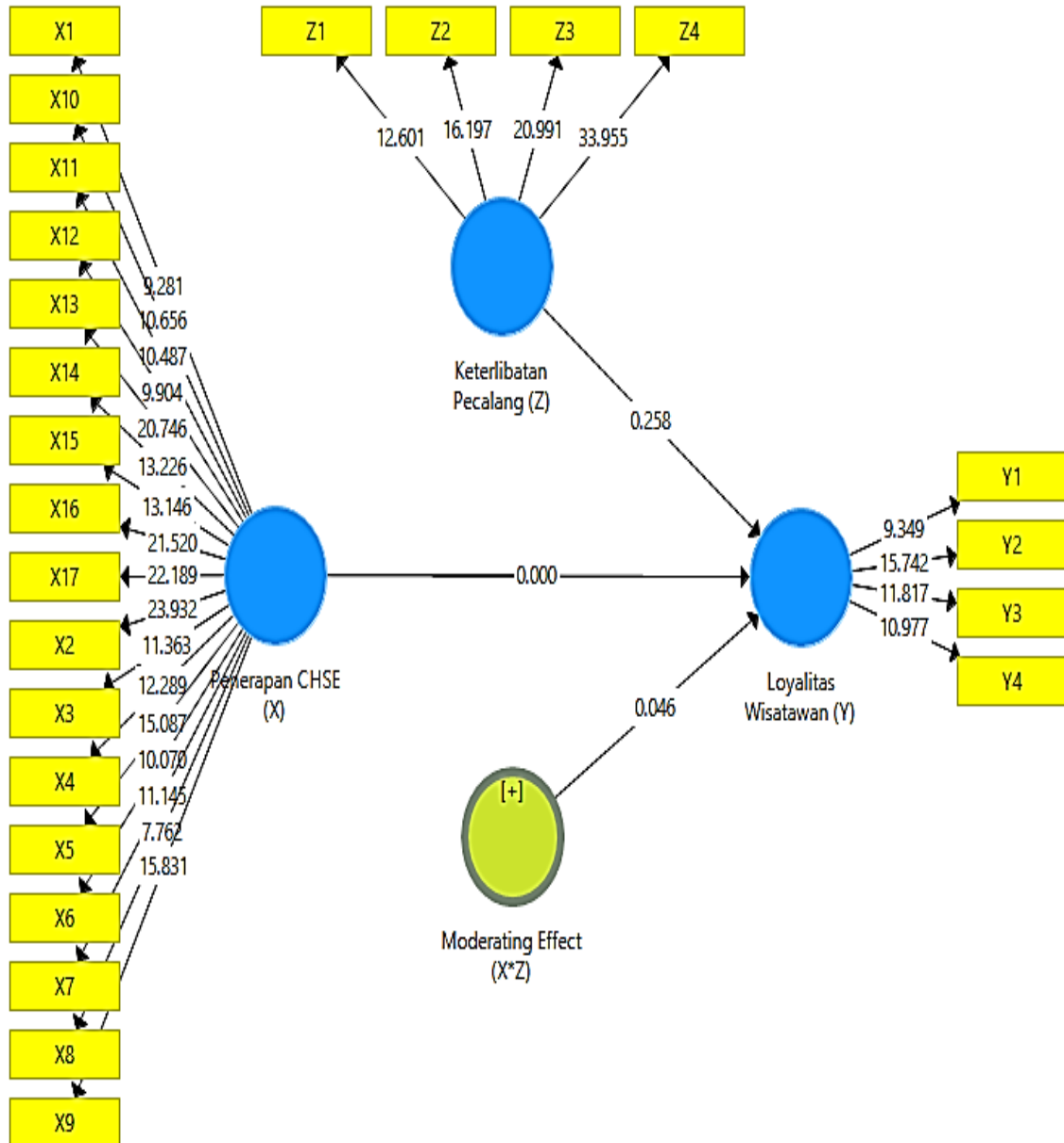


Figure 2. Bootstrapping Model
Source: Researcher (2024)

Based on Figure 2. Bootstrapping Model, it is proven that the quality of physical facilities has a significant effect on tourist satisfaction with a P-Value of 0.000 (<0.05) and has a positive relationship with the original sample value of 0.862 based on Table 2. Path Coefficients. The more the quality of physical facilities of tourist attractions is improved, the more tourist satisfaction will increase, which can be seen from the number of tourist arrivals to DTW.

Table 2. Path Coefficients

	Original Sample	T Statistics	P Values
X→Y	0.829	5,524	0,000
X*Z→Y	-0.023	0.506	0.616

Source: Researcher (2024)

The quality of physical facilities in tourist attractions is apparently not influenced by the application of Vitruvius' theory which consists of the aspects of *firmitas*, *utilitas*, and *venustas*. This can be proven from the application of the vitruvius theory is not able to moderate the influence of the quality of physical facilities on tourist satisfaction with a P-Value of 0.616 (> 0.05) which can be seen in Figure 2. The Bootstrapping Model with a positive relationship direction as seen from the original sample value in Table 3. Path Coefficients of -0.023. This is because the majority of respondents are tourists with the baby boom generation who tend to see tourist attractions based on uniqueness values. When the application of Vitruvius' theory moderates the application of the quality of physical facilities in tourist attractions, baby boom generation tourists will not be affected, and there will be no change in attitude or behavior. Tourists feel satisfied and interested in making repeat visits because of the very high quality tourist attraction facilities. The higher the quality of the physical facilities of the tourist attraction, the greater the loyalty of tourists will be. Tourist loyalty arises because tourists are cared for, appreciated and comfortable with the services available at the tourist attraction (Andiani, et al., 2020). In addition, tourist loyalty according to Frangos et al. (2015) will be obtained if tourists get products, services, culture from the community which are in accordance with tourist expectations. Consumers continue to make purchases because they only want to satisfy their lives, this is similar to tourist behavior that is adequate or inadequate for all forms of tourist expenditure or sacrifice to get something they want.

Taman Ayun Temple as the center of Balinese cultural history has become a very friendly tourist attraction for visitors and is also in demand by all groups. This is because the facilities and quality of service have begun to be improved through revitalization by the district government. According to Alana and Putro (2020) In traveling, of course, tourists are satisfied because they get decent tourism services and facilities according to what each tourist expects. In addition to tourism service and facility factors, tourists are satisfied with traveling if the tourist attractions are interesting. Based on The Pit (2005), states that there are several factors which is encourage someone to travel, such as escape, relaxation, play, strengthening family bonds, prestige, social interaction, romance, educational opportunity, self-fulfillment, and wish-fulfillment.

5. CONCLUSION

Based on the results of the study and discussion, it can be concluded that the influence of the quality of physical facilities on tourist satisfaction of visiting tourist attractions has a positive and significant effect. The better the quality of physical facilities, the more satisfied tourists will be when visiting tourist attractions. Meanwhile, the application of Vitruvius' theory moderates the influence of the quality of physical facilities on tourist satisfaction and is unable to have a significant effect. Vitruvius' theory does not play a role in influencing the relationship between the quality of physical facilities and tourist satisfaction. Tourists come to tourist attractions not because of the *Firmitas*, *Utility*, or *Venustas* aspects but are only influenced by the quality of the physical facilities of the tourist attraction. The better quality of physical facilities of the attraction, the more satisfied tourists will be with their travels and very loyal to come back to visit.

REFERENCES

- Andarini, R. (2024). Tinjauan Teori Vitruvius pada Desain Gubuk dengan Konsep Tumpeng di Kabupaten Ngawi, Jawa Timur. *Anggapa Journal-Building design and architecture management studies*, 3(1), 26-35.
- Andiani, N. D., Antara, M., Ardika, W., & Sunarta, N. (2020). Homestay and Traditional House. *5th International Conference on Tourism, Economics, Accounting, Management and Social Science (TEAMS 2020)*, 532–537. Atlantis Press.
- Alana, P. R., & Putro, T. A. (2020). Pengaruh fasilitas dan kualitas pelayanan terhadap kepuasan wisatawan pada Goa Lowo Kecamatan Watulimo Kabupaten Trenggalek. *Jurnal Penelitian Manajemen Terapan (Penataran)*, 5(2), 180-194.
- Bagiastra, I. K. (2013). Analisis Manajemen Toilet Umum Di Kawasan Wisata Lombok. *Media Bina Ilmiah*, 7(6), 10–15.
- Chin, W. W. (1998). The partial least squares approach to structural equation modeling. In *Modern methods for business research/Lawrence Erlbaum Associates*.
- Frangos, C.C., Karapistolis, D., Stalidis, G., Constantinos, F., Sotiropoulos, I., & Manolopoulos, I. (2015). Tourist loyalty is all about prices, culture and the sun: A multinomial logistic regression of tourists visiting Athens. *Procedia-Social and Behavioral Sciences*, 175, 32–38. <https://doi.org/https://doi.org/10.1016/j.sbspro.2015.01.1171>.
- Gilmore, A., Carson, D., & Ascensão, M. (2007). Sustainable tourism marketing at a World Heritage site. *Journal of Strategic Marketing*, 15(2–3), 253–264. <https://doi.org/10.1080/09652540701318930>.
- Hamid, MA, Isa, SM, & Kiumarsi, S. (2021). Sustainable tourism practices and business performance from the tour operators' perspective. *Anatolia*, 32(1), 23–32. <https://doi.org/10.1080/13032917.2020.1830135>.
- Huda, N. N., Suryoko, S., & Waloejo, H. D. (2022). Pengaruh Kualitas Pelayanan dan Fasilitas Wisata terhadap Keputusan Berkunjung Kembali dengan Kepuasan Pengunjung sebagai Variabel Intervening (Studi pada Pengunjung Hortimart Agro Center Bawen). *Jurnal Ilmu Administrasi Bisnis*, 11(2), 198-206.
- Intan, D. R., Lubis, W., & Harahap, W. U. (2021). Analisis Pengaruh Kualitas Layanan Terhadap Kepuasan Wisatawan Pada Agrowisata Sapi Perah Di Berastagi. *Agrifor: Jurnal Ilmu Pertanian dan Kehutanan*, 20(2), 279-288.
- Jocky, A. (2021). Pengaruh Kualitas Pelayanan dan Fasilitas Fisik Terhadap Kepuasan Pelanggan Di Hotel Pantai Indah Resort Pangandaran (Doctoral dissertation, Poltekpar NHI Bandung).
- Larasati, D. A. (2022). Pengaruh Fasilitas dan Kualitas Pelayanan Terhadap Kepuasan Wisatawan di Desa Wisata Wanurejo Kabupaten Magelang. *Gemawisata: Jurnal Ilmiah Pariwisata*, 18(3), 132-142.
- Liu, C.-H., Horng, J.-S., Chou, S.-F., Chen, Y.-C., Lin, Y.-C., & Zhu, Y.-Q. (2016). An Empirical Examination of the Form of Relationship Between Sustainable Tourism Experiences and Satisfaction. *Asia Pacific Journal of Tourism Research*, 21(7), 717–740. <https://doi.org/10.1080/10941665.2015.1068196>.
- Mahmud, A., Razak, S. R., & Prihatin, E. (2021). Pengaruh Kualitas Layanan Terhadap Kepuasan Wisatawan Pantai Bira di Kabupaten Bulukumba. *Center of Economic Students Journal*, 4(3), 225-236.
- Maxim, C. (2016). Sustainable tourism implementation in urban areas: a case study of London. *Journal of Sustainable Tourism*, 24(7), 971–989. <https://doi.org/10.1080/09669582.2015.1115511>.

- McDowall, S. (2010). International Tourist Satisfaction and Destination Loyalty: Bangkok, Thailand. *Asia Pacific Journal of Tourism Research*, 15(1), 21–42. <https://doi.org/10.1080/10941660903510040>.
- Nurfadhillah, U. S., Saputra, W., & Munandar, M. (2023). KONSEPTUALISASI UTILITAS BERDASARKAN TRILOGI VITRUVIUS DI DALAM ARSITEKTUR. *Nature: National Academic Journal of Architecture*, 10(2), 205-217.
- Peng, J., Yang, X., Fu, S., & Huan, TCT (2023). Exploring the influence of tourists' happiness on revisit intention in the context of Traditional Chinese Medicine cultural tourism. *Tourism Management*, 94, 104647.
- Pitana, I. (2005). *Sociology of Tourism*. Yogyakarta: Andi.
- Riadi, D., Permadi, L. A., & Retnowati, W. (2023). Pengaruh Kualitas Pelayanan Terhadap Minat Berkunjung Kembali Ke Desa Wisata Hijau Bilebante Yang Dimediasi Oleh Kepuasan Wisatawan: Pengaruh Kualitas Pelayanan Terhadap Minat Berkunjung Kembali Ke Desa Wisata Hijau Bilebante Yang Dimediasi Oleh Kepuasan Wisatawan. *Jurnal riset pemasaran*, 2(2), 38-49.
- Sari, W. A., & Najmudin, M. (2021). Pengaruh Media Sosial, Kualitas Layanan Dan Pengalaman Wisatawan Terhadap Minat Berkunjung Kembali Di Objek Wisata Pulepayung Kabupaten Kulon Progo. *Efektif Jurnal Ekonomi dan Bisnis*, 12(1), 49-58.
- Scranton, R.L. (1974). Vitruvius' Arts of Architecture. *Hesperia: The Journal of the American School of Classical Studies at Athens*, 43(4), 494–499. <https://doi.org/10.2307/147496>.
- Suhartapa, S. (2022). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Wisatawan Di Taman Indonesia Kaya Semarang. *Khasanah Ilmu-Jurnal Pariwisata Dan Budaya*, 13(2), 99-107.
- Wijyanthi, N. P. P. A., Widyagoca, I. G. P. A., Sumerta, I. K., & Utami, N. P. L. (2021). Pengaruh Kualitas Pelayanan, Fasilitas Fisik, Dan Kepercayaan Terhadap Kepuasan Konsumen Pada Taman Surgawi Resort dan Spa Di Kabupaten Karangasem. *Jurnal Sains Sosio Humaniora*, 5(1), 376-387.
- Yulistya, Y. H. (2022). Kajian Elemen Arsitektur Modern berdasarkan teori Vitruvius. *Jurnal Lingkungan Karya Arsitektur (LingKAr)*, 1(2), 84-91.



Volume 7 Issue 2, December 2024, pages: 143-158

SUSTAINABLE GASTRONOMY PRACTICES IN INDONESIA'S ISLAND TOURISM: A FOCUS ON BALI AND LABUAN BAJO

Sandy Dwiputra Yubianto^{1*}, Aditya Nova Putra²
Culinary Art Study Program, Politeknik Internasional Bali^{1*}
Hospitality Management Study Program, Binus University²
sandy.dpy@gmail.com

Received: 13/12/2024

Revised: 19/12/2024

Accepted: 23/12/2024

Abstract

Sustainable tourism, according to the United Nations Environment Program and the World Tourism Organization, involves developing tourism that considers economic, social, and also environmental impacts, ensuring the benefits for current and future generations. The 2 iconic islands destination in Indonesia, Bali and Labuan Bajo, has offered distinctive opportunities in implementing sustainable tourism practices through their specialty beverage products. The study aims to explore how the traditional practices and natural resources in these islands contribute to sustainable tourism development. Labuan Bajo highlights Sopi wine, a distilled beverage from the plants of lontar palm which are deeply rooted in cultural heritage and community livelihoods. Whereas in Bali, a well know herbal drink called Loloh Cemcem sourced from Penglipuran Village, showcasing the commitment to cultural preservation and sustainable resource use. This research employs a qualitative approach, combining descriptive analysis and focus group discussions. The results reveal that both islands make good use of their geographic and cultural contexts to develop sustainable specialty products, enhancing tourism appeal, supporting local economic, and ensuring long-term resource viability.

Keywords: Sustainable Tourism, Specialty Products, Sopi Wine, Loloh Cemcem, Cultural Preservation

1. INTRODUCTION

Seen through global perspective, tourism industry is considered one of the fastest growing industries. Tourism also plays a pivotal role in economic development while exerting considerable pressure on natural resources, consumer behavior, pollution, and socio-economic systems. In Indonesia, the tourism sector generated \$3.53 billion in revenue in 2020, contributing 0.33% to the nation's GDP and accounting for nearly 12% of Southeast Asia's foreign tourist earnings (World Data, 2020). The phenomena are an advent of tourism as a major industry, marked the changes in global economic activity (Dewi, et al., 2023). Over time, several tourist attractions have deteriorated, leading to decreased visitor numbers and diminished revenues (World Resources Institute, 2020). According to Yamin et al. (2021), Covid-19 pandemic has shaped the way human do their

activity and has revoke the point of view in doing activities including trades, and travel related to the sustainability of the forthcoming tourism industry. The COVID-19 pandemic has also significantly disrupted tourism sector, with regions like Labuan Bajo—a gateway to Komodo National Park—experiencing over 45,000 trip cancellations in early 2020 (Makur, 2020). This highlights the vulnerability of tourism-dependent economies and underscores the necessity for sustainable practices.

Indonesia's ecological and cultural wealth positions it as a premier destination, but its biodiversity and heritage face threats from unsustainable practices. With the current development, Indonesia's food and drink culture and traditions are at risk within its gastronomy practices. The presence of traditional beverages has seemed to be overshadowed by mass production drinks sold within the surrounding area, and seemed to be more favored by younger generations. Addressing these issues requires a shift toward sustainable tourism development that balances short-term gains with long-term ecological preservation and societal well-being of the surrounding local (Curren & Metzger, 2017).

Tourism Industry has kept on growing and developing. With the current growth in food tourism, food and gastronomy are also increasingly recognized as a potential deciding element for a sustainable destination development (Rinaldi, 2017). Among other factors in sustainable tourism, the global food system has also significantly contributed to the climate change and also degradation of environment (Richardson & Fernqvist, 2022). According to (Paunic, et al., 2024), gastronomic identity is an important factor towards tourism development, as it gave birth to an authentic culinary experiences seek by many tourists, even if this reason is not their highest motivation to the travel in the first place.

Bali, often called "The Island of Gods," has long been one of the icons of cultural and natural tourism of Indonesia. Since the early 20th century, it has attracted worldwide attention, evolving into a leading international destination. The growth of tourism industry still undeniably continues to take place, and possibly have positive impacts on the economy, but as well raise concern on how the environment is impacted (Dewi, Rahayu, & Wibisana, 2023). Especially, the growth in gastronomy tourism, resulted in the unsustainable food system contribution resulting in a major force in biodiversity loss and the degradation of land and freshwater (Richardson & Fernqvist, 2022). This longing growth of tourism might has caused more than environmental changes, which also lead not only to physical but also to social challenges in the island's dynamics, such as the conversion farmlands of many local residents in Jatiluwih area into tourists' accommodation, while as well ruining the pathways between the rice-fields without any concessions. To address these issues, the local administration has introduced policies promoting the integration and harmonious development of agriculture and tourism (Mayuzumi, 2022). Despite the sustainability effort in many areas in Bali, a sustainable gastronomy effort has been shown in one of the areas called Penglipuran village, preserving Loloh Cemcem as its traditional herbal drink favored by locals while as well building sustainable economic for the surrounding society. Penglipuran village local's ethnicity is regarded as one of the oldest ethnicities in Bali whom has a strong tradition in using plants resources at its finest. This tradition has been passed down to many generations. The plants that are abundant in the Penglipuran village that are utilized for the healthy beverage by many generations are Cemcem (*Spondias Pinnata* Kurz) (Putri, et al., 2023). This rural tourism would apparently if developed further, would provide

employment opportunities, increasing local prosperity and environment preservations (Arismayanti & Suwena, 2022).

Labuan Bajo, another well-known island destination for sustainable gastronomy tourism has emerged as top destination in the past recent years. When visiting Labuan Bajo, we can find some unique and certainly delicious foods to eat and wine to drink. In Labuan Bajo, there is a traditional wine called Sopi which derived from Dutch word Zoopje which means liquid alcohol that has no color, and has no unique fragrance (Leha, 2015). Generally, Sopi is crafted from water infiltration from palm trees (*Arenga pinnata*). In a few areas, along with in Aimere and Bajawa, Sopi also are crafted from palm tree water. The palm tree produces fruit, sap, and starch or flour within its trunk. One part of the palm tree plant that is fully utilized is its flower stalk, which contains sap or *Sageru*. This sap (Locally named *Sageru*) can be processed into vinegar, palm sugar, and *Sopi* (a traditional alcoholic beverage). *Sageru* and vinegar are mostly used for personal needs, while palm sugar and *Sopi* serve as the sources of income for a certain community (Solissa & Imlabla, 2024).

Ecologically, lontar distillation into Sopi is the end of the chain of processing and utilization of lontar. The longer the processing and utilization of lontar, the higher and more strategic the value of the palm tree to care for and maintain. At the same time, the maintenance of this plant will be a joint action and guarantee the sustainability of the lontar is maintained. Moreover, palm trees are long-lived plants that can reach 60 years of age with a long productive life, which is not less than 40 years (Arif & Kiwang, 2020) and the cultivation and preservation of lontar palms in those spans of years would underscore the intertwined relationship between sustainability and local livelihoods.

As Indonesia continues its journey toward sustainable tourism, these examples from Bali and Labuan Bajo demonstrate how cultural richness passed down from one generation to the other generation, and natural resources, can coexist with environmental stewardship. These approaches offer valuable insights into creating tourism systems that are resilient, equitable, and mindful of future generations. The scope of this study is to analyze further the history and the process behind the creations of the drinks, that would have a part of sustainable act within the area of gastronomy tourism. The impact of both beverage production towards local society and the environment under the gastronomy tourism effort is analyzed further to see whether the sustainable gastronomy could be done by a simple act of creating one traditional beverage by the society, whilst providing tourism product that uses current resources sustainably as its main highlight of the area culture and tradition as well. The research objective is to understand the role of these 2 beverages processing in improving the sustainable gastronomy tourism in those islands.

2. LITERATURE REVIEW

The study revolves around the concept of sustainability, gastronomy, and tourism, which are then seen through the role of 2 beverages background and production sourcing from Bali and Labuan Bajo. The presence of local beverages produced as part of the local highlight of gastronomy can be examined through how the local perceive and utilize its surrounding resources and link them with tradition, culture, as well as knowledge that has been passed down from many generations just to perfect the creation of one drink that could highlight specific tourism area. Some of the previous studies are also highlighting the knowledge in tourism potential, development, and sustainability, which are then going to support this study through the perspective of gastronomy tourism.

Table 1. Previous Study and the Differences with the Current Study

No.	Name	Research Title	Research Result	Differences
1.	(Laurentius & Fios, 2018)	Human Capital Analysis on Regional Ecotourism Development Program in Indonesia: Case Study in Labuan Bajo-Flores-East Nusa Tenggara	Ecotourism in Labuan Bajo, Flores, East Nusa Tenggara, Indonesia, has kept growing and changing, but there hasn't been a lot of strategic planning in how it's been run. This causes a gap between the growth of tourism businesses and the well-being of the people who live there.	The Difference: Labuan Bajo's ecotourism development as an integrated ecosystem of marine, forest, mountain, and karst in West Flores, East Nusa Tenggara Province, was the focus of this study in order to gain an in-depth understanding of sustainable and innovative social, economic, and ecological empowerment based on strategies and synergies.
2	(Yamin, Darmawan, & Rosyadi, 2021)	Analysis of Indonesian Tourism Potential Through the Sustainable Tourism Perspective in the New Normal Era	Research resulted in covid 19 pandemic event that has changed the tourism industry. This phenomenon has pushed the cleanliness, health, safety and environment sustainability (CHSE) strategy that has been implemented by Indonesia's government to open an opportunity towards progressing the 3 principals of sustainable tourism. 3 of those principals are paying attention to the social sector in policy-making, keeping natural resources sustainable, integrating sustainable development as the growth of economy.	The differences are the sustainability here analyzed as a broad factor laid by the study in general. Whereas this current study analyzes the natural resources and social traditions through a beverage producing can create sustainability as well as developing economic within that area of tourism.
3.	(Rinaldi, 2017)	Food and Gastronomy for Sustainable Place Development: A Multidisciplinary Analysis of Different Theoretical Approaches	The result of this research is the food and gastronomy within one place are embedded in that place which are seen spatially and culturally. The destination of food and gastronomy are able to distinct the destination apart from other globally. The research has shown a strong link between the place (seen from territorial or geographical dimension) and the people (seen from the dimension of culture)	The differences of this study have shown in the specialty of the product in gastronomy. This research specifies the product of gastronomy and linked them to the process and the behind reason of the creations and its relations with culture, geographical, as well as the traditions.

Source: Researcher (2024)

2.1 Sustainable Environment Theory

Sustainability entails addressing our own demands without jeopardizing future generations' abilities to fulfil their own. Apart from natural resources, we require social and economic resources as well. Sustainability is more than simply environmental activism. Concerns for social fairness and economic growth are incorporated into the majority of definitions of sustainability (Klarin, 2018).

Some environmental concerns are of local importance, while others are of regional or even worldwide importance. At the individual or household level, there are a variety of activities that people may do to contribute to environmental sustainability at home, when traveling or accessing services or commodities, at work, or while acting as a member of the community or as a citizen, or when investing personal assets.

Sustainable environment is an essential condition for a sustainable socioeconomic system, it should also make sense that the activities we take to eliminate risks to and promote environmental sustainability contribute to the development of such a system. Even though ecosystems may be divided into categories ranging from those that are generally undisturbed, such as natural woods, to landscapes with mixed patterns of human use, to ecosystems actively managed and modified by people, such as agricultural land and urban areas, the environmental focus proposed here designates the portion of that range in which there are major patterns of human activity.

2.2 Consumer Green Purchase Behavior

It makes the community more aware of how important it is to protect our environment and live a healthy lifestyle by buying green products when we need to meet our wants and needs that is environmentally friendly. Consumer behavior is the behavior that consumers make when finding, purchasing, using, evaluating, and disposing of products and services that are expected to meet a variety of needs. Consumer behavior arises because all consumer behavior is based on the motivation that it is aimed at achieving goals that later lead to the satisfaction of the consumer's needs or desires. On the other hand, green purchasing behavior is the act of consuming environmentally friendly products in consideration of the environment. Green purchasing behavior refers to the consideration of environmental attributes or characteristics associated with a product in the purchasing process, especially in relation to people's purchasing behavior for environmentally friendly products (Afendi, 2021).

Environmental consumerism or green buying is a sort of environmentally conscious behavior that involves acquiring and consuming things that are friendly to the environment as opposed to harmful to it. According to Sharma et al. (2022), This green buying is based on several factors such as health conscious, green lifestyle, environment protection, social norms, and beliefs are proposed to have played a crucial role in influencing the purchase decisions for green products. The environmentally friendly items would include household items made with recycled plastics or paper, packaging that can be reused and recycled. These products also don't contain synthetic dyes or perfumes and don't pollute the environment. These sorts of environmentally friendly products are only a few of the numerous items that are already on the market that can assist in the long-term objective of safeguarding and conserving our natural surroundings (Sachdeva, et al., 2015).

2.3 Sustainable Gastronomy Tourism

Gastronomy tourism may be beneficial to a location in terms of both social and economic advantages. Sustainable economic growth, poverty reduction, social inclusion, and employment are some of the benefits of this strategy. It also helps to preserve the culture, values, and traditions of the surrounding area. Because food is such an important aspect of a region's culture, individuals may learn more about the destination and its way of life by participating in food-related events (Yeoman, 2016).

Gastronomy considered as an intangible cultural heritage which plays a role to the destinations image creations. In tourist destinations, gastronomy factors are identified by the use of local grown agricultural products which are produced in the same area where they are consumed, also in the same area with the same religious principles, socio-cultural aspects, same food originality, same prepared & processed traditionally (Paunic, et al., 2024).

In a society where the vast majority of food is packaged and purchased from supermarkets, food tourism provides an opportunity to reconnect with the sources of the food we consume on a more personal level (Rachao, Breda, Fernandes, & Joukes, 2019). Through activities like as selecting, planting, or otherwise engaging in the food processing in the producing areas, and by consuming locally grown, unprocessed foods, the tourist may learn new things in an environmentally friendly manner. And, perhaps, implement new environmentally friendly behaviors into their daily routines as well (Niedbala, 2020).

The phrase "sustainable" can be used in a variety of contexts, including food goods and events, and its application can be difficult to discern. With regard to their research on "Food tourism events as instruments for social sustainability," De Jong and Varley discovered that, particularly with regard to large-scale events, it is extremely difficult to ensure that the community is included in the decision-making process. They also posed the topic of what "local" food meant in the context of, for example, local food festivals, which they found fascinating (Jong & Varley, 2018).

Moreover, attracting tourists isn't only about attractions like landmarks and museums; it's about the cuisine. In recent years, food tourism has gained appeal with growing pace. When it comes to deciding where to go, food is frequently the most important consideration. According to 2016 research by the World Food Travel Association, food rates inside the top five most essential considerations for travelers when planning a vacation (Rousta & Jamshidi, 2014). According to Hall and Mitchell, food tourism is defined as a "visitation to primary and secondary food producers, food festivals, restaurants and special locations for the desire to experience a particular type of food, the produce of a specific region". For the tourist, food is an attraction in itself and not just a means to prevent or overcome the feeling of hunger. Travelers want to try a destination's cuisine because it is shaped by the history of the place.

2.4 Gastronomy Tourism in Sustainable Tourism Development

After talking about food tourism in general, it is important to state that there are several benefits regarding this type of tourism. As already stated above, the cuisine is always shaped or influenced by the unique history of a place. In the past, the further development of food tourism has actually been shown to save struggling farms because they were made into tourist attractions. In cases where especially local food is promoted, local food production's survival can be guaranteed. An additional possible outcome of

that concentration on local food is increased community pride by appreciating established culinary traditions.

The development of tourism that engages the community is critical to provide employment possibilities for residents, increase tourism awareness, and improve the community's economic conditions. Ecotourism currently accounts for around 35 percent of Indonesia's total tourism revenue. Tourism to Indonesia's conservation areas drew about 7.4 million visitors in 2018 (Statista, 2022). According to Shende et al. (2015), Sustainable tourism development has an impact on the environment and local culture, while also contributing to overall development by assisting in the creation of future job opportunities for local people and providing a great experience for both travel agencies and tourists.

3. RESEARCH METHODS

This Study is using qualitative descriptive method on how sustainable wine and healthy drink making will impact towards environment sustainability and give economic benefit towards local community. The chosen qualitative descriptive method has been chosen due to mobility limitations, online data from literature review, and published article as well as online FGD would be gathered more efficiently.

3.1 Data Gathering

The data gathered from a focus group discussion (FGD) on the production and characteristics of Sopi wine conducted in Tv One in the series of "*PHRI: Australia Ada Wine, Kenapa Orang ke NTT Bisa Mencoba Sopi*". The participant of the FGD is thoughtfully selected: They are a professional who have already spent years in this field and has dealt with the subject. The participant of the FGD is Mr. Bambang Britono as Head Liaison of Lembaga PHRI, Mr. Bahlil Lahadalia as Head of the Investment Coordinating Board, Mrs. Enny Sri Hartati as Senior Economist of INDEF (Institute for Development of Economics and Finance), and Ms. Brigita Manohara as the moderator. The FGD are conducted in Tv One News Studio, and it lasting in total of 6 minutes in the video, but the duration on the pre-discussion with the similar topic lasting for 3 minutes with total of 9 minutes in general. Thus, a trustworthy statement can be obtained. Notes will be taken while conducting the FGD in order to capture the responses in detail. The Tv One platform has also been chosen to analyze further because the participants and the moderator has been experienced seen from their background to drive the discussion clearly. Selected literature was consulted as well to incorporate existing research of Loloh Cemcem and Sopi Wine making. Thus, this paper combines elements of field research and literature review.

4. FINDINGS AND DISCUSSION

4.1 Sustainability in the Use of Natural Resources

Bali has Penglipuran village in Bali has been regarded as a traditional village that has unique culture and religious community, depicted in their building, architecture, and social lives (Arismayanti & Suwena, 2022). The presence landscape of Penglipuran village has been known to have a good amount of Kecemcem (*Spondias pinnata*), also known as a type of wild *Kedondong* (hog plum), grows naturally around Penglipuran Village (Rachmawati, 2021). According to Pramana et al. (2016), these resources of Cemcem leaves have been widely used by local to create the widely known healthy *Jamu* called Loloh Cemcem.



Figure 1. Cemcem Tree at Penglipuran Village
Source: (Cahyawati, Lestari, Subrata, Dewi, & Wiadnyana, 2019)

Within the rural tourism expansion process, an active involvement of local communities is considered important for achieving sustainable rural tourism (Arismayanti & Suwena, 2022). According to Cahyawati et al. (2019), Local Balinese people create Loloh for personal consumption or to be sold in a small shop as a home industry. According to Pramana, Yuniastari, and Wiyati (2016), the demand of Loloh Cemcem is increasing, before the area of selling is only in Bangli area, now, Loloh Cemcem are also marketed to Denpasar and Gianyar to accommodate the demand in that area. From this activity, rural tourism has potential for its community to be able to generate its own income. With the available resources, community knowledge is an important tool to develop tourism further in this area and cultural activities (Arismayanti & Suwena, 2022). The activities could be in a form of making a good use of the Cemcem as widely available local plants in Penglipuran. Below are the image of Loloh Cemcem of Penglipuran Village.



Figure 2. Loloh Cemcem from Penglipuran.
Source: (Oase, 2018)

Labuan Bajo, East Nusa Tenggara (NTT) is known for its Sopi wine, which is now officially being offered for sale in the market at a price of IDR 750,000 per bottle with a 750 milliliter capacity. Toko NAM is the sole retailer of this alcoholic beverage, which has a 40% alcohol content and is only available there. Sopi has already sold forty bottles since it was first made available for purchase on December 20, 2019, which also happened to be the anniversary of the establishment of the province of NTT. Customers for Sopi come not just from the island of NTT but also from a variety of other islands around Indonesia (Yutisia, 2020). In the year 2018, the Governor of NTT, Viktor Bungtilu Laiskodat, was the one who came up with the concept of making an original East Nusa Tenggara wine and selling it at an appropriate price. After that, Viktor took it upon himself to create a local wine that was indigenous to NTT, and he named it Sopi. Viktor was interested in Sopi's trade and governance system. He didn't want Sopi wine to be sold on the stalls. Residents need to be at least 21 years old before they are permitted to drink Sopi wine (Kompas, 2020).

Desert locations are home to the Lontar palm tree. In Indonesia's East Nusa Tenggara Province, you may find this plant in abundance. This plant's primary product, Sopi, which is a liquid that comes out of the stem, is consumed by humans. There are two ways to consume: either as a sweet drink, or as Sopi, a fermented beverage. Sopi production from lontar trees may be improved with proper care (Nasri, 2017). The by-products developed during the production process can potentially be used to increase the company's profits. It is possible that the lontar sector's full potential has yet to be realized, despite its importance to all parties involved. The following are the person's assets: Many people choose sap because of its distinct flavor when compared to other sweeteners. Liquid from the lontar tree is biodegradable and naturally produced. No chemicals are utilized; therefore, it doesn't include any potentially harmful ingredients like preservatives, colors, or other colorings, and no waste is generated. There is far less sugar in the diet, which is great news for your health (Sukamaluddin, et al., 2016).

There is a sufficient number of workers in the region. Family members work together to make Sopi wine. Because of their location in rural areas, they are able to employ a large number of people. Raw materials are easily available. Despite the fact that many towns do not produce wine, almost every household has a lontar tree in their backyard. Because of this, sap is an easily accessible raw resource. There are other flaws to be found as well. These are the specifics: In the old-fashioned way (Sudjatha & Wisaniyasa, 2017). In the filtration procedures, Sopi is created with rudimentary technology, resulting in a product that may still be full of pollutants. The cleanliness of the production equipment has been an issue. Firewood is costly and pollutes the kitchen and the environment, making it a poor choice for cooking. There is a seasonality to the supply of resources. Producing Sopi depends on having enough sap on hand. Sap production of Lontar trees is irregular since it occurs only for 7 to 8 months of the year, from April to November. The quality of the workers is low. Sopi-making skills and knowledge aren't taught in schools or colleges; rather, they are passed down orally from one generation to the next. Ecologically and economically, firewood waste may be used to manufacture charcoal and sold as a supplementary source of income. Overall, this implies the usage of natural resources, such as lontar, may be classified as efficient and ecologically benign, especially when compared to mass production in large enterprises (Baihaqi, 2022). Below is the product image of SOPI Wine resulted from the process.

4.2 Conservation of Culture and Tradition

In Indonesia, each province is picturing their own culture that has been lived from generations to generations (Yubianto, 2023). According to Putri et al. (2023), Indonesia are also has long been known to use plants as herbal medicines to tackle health issues in the early days, and this herbal knowledge has long been passed down from one generation to the next generations. One of the traditional herbal drinks comes from the village of Penglipuran in Bali. This traditional Balinese drink has been known to be able to tackle certain diseases (Cahyawati et al., 2019). In traditions, this plants of *S. Pinnata* in Bali at the beginning called ‘catsjemtsjem’ or pronounced ‘*Kecemcem*’ and from the scientific report, this plant was the considered a native plant of Bali or Bali might have included itself in the natural distribution area of that plant (Laksemi, 2019). According to Laksemi (2019), Loloh is considered traditional drink from Bali and the one that is well known up until now is Loloh Cemcem which are made from Cemcem leaves which in other language called *S.Pinnata*. The Leave of *S. Pinnata* has been known to carry its benefit used in many countries as part of traditions, its shown on the figure below.

Table 1. *S. Pinnata* (Cemcem) Distribution, Known as its Traditional Medicinal Benefit

No	Part of plant	Country	Medicinal uses
1	Sap ⁵	India	Analgesic, bronchitis, dysentery, ulcus, diarrhoea, skin disease
2	Leaves ⁵	Nigeria	Diabetes mellitus
3	Leaves ⁵	Indonesia	Health supplement, diabetes mellitus, menstruation, dysentery, gonorrhoea
4	Bark ⁵	India	Ointment for join pain diarrhoea, dysentery, anti-emetic, antioxidant, free-radical scavenging, anti-mucositis
5	Root ⁵	India	Menstruation regulation, gonorrhoea
6	Fruit ²	Indonesia	Stomach health

Source: (Laksemi, 2019)

Traditional alcoholic drinks or Indonesian fermented drinks are alcoholic beverages made from fermented fruits and plants. This traditional fermented drink is basically the same, but the mention in each place is what makes it unique. It is impossible to separate the history of human progress from the history of alcoholic drinks. Traditional alcoholic beverages from each area of Indonesia may be found in Indonesia. Sopi is more than simply an alcoholic beverage to them; it is a treasured icon. As a companion to the ancient rites, Sopi is always present (Detik, 2020), as a result, Sopi will always be considered a part of the collective wisdom of the community. Sopi is a common greeting among the locals. Traditional celebrations in NTT have always included Sopi, which has been a constant presence since its inception. In the islands of NTT and Maluku, Sopi is a traditional drink that has been made for generations. Zoopje, the Dutch word for liquid alcohol, is the root of the Sopi drink name. Sopi is mostly grown in the islands of Rote, Sabu, Manggarai, and Flores in the NTT. There is no traditional ceremony without the presence of Sopi. That is why Sopi continues to exist in perpetuity as part of the community's indigenous wisdom (Pattiruhu & M.A. Therik, 2020).

Sopi is a common greeting among the locals. Guests are always given a Sopi as a sign of gratitude and goodwill when they arrive. In Indonesia, the practice of consuming alcoholic fermented beverages has been around for a long time and is still practiced in some locations where alcoholic beverages are still consumed. Traditional rites and cultural activities cannot be abolished from a place without the use of this alcoholic beverage (Soukatta, 2021). Then there are people who drink this alcoholic beverage every day to help warm the body and alleviate exhaustion. As part of traditional celebrations, this drink is used as well in many cultural events as well as rituals, and other religious event (Leha, 2015).

4.3 Supports Toward Local Community

As the world health is realizing the danger of tremendous usage in synthetic drugs, a herbal medicine rise to become the substitutions in a healthier options, and Loloh Cemcem has been used for this purpose in a long time (Putri et al., 2023). The presence of Loloh Cemcem in preventing and curing many diseases has been induced as well with its many benefits such as high containment of vitamin C, organic acids, and terpenoids possess antioxidant and antibacterial properties. They are known to treat internal heat, boost appetite, maintain stamina, and, most notably, aid in improving bowel movements (Pebiana et al., 2021). This has been felt by many locals and because it has been passed from many generations, the benefits of this drink has made Loloh Cemcem become publicly sold in a form of healthy drinks and sold in many stores helping the local community to generates income as well.

The Government of East Nusa Tenggara welcomes the issuance of Presidential Decree No. 10/2021 on the Investment Sector. Presidential Decree Yasonna Laoly, issued by President Jokowi on February 2, 2021, and promulgated by the Minister of Justice and Human Rights, regulates the list of business segments with specific requirements, including spirits (alcohol). Presidential Decree 10/2021 can bridge NTT's investment in local alcoholic beverages. According to Salesman et al. (2018), you can control distribution and monitor production so that the entire process complies with health standards.

Sopi Wine is a form of cultural introduction that must be maintained by the community and the Government of Labuan Bajo. however, several years ago, the government issued a policy that threatened the existence of Sopi Wine. We can see from the quality provided by this Sopi drink that it has helped several MSMEs in NTT, more specifically in Labuan Bajo to improve the regional economy. Therefore, there was a bit of public fear when this policy of reducing alcohol was circulated."Alcohol has always been a trigger for crime, so alcohol control operations will continue to be carried out. Many criminal cases and traffic accidents that cause fatalities in Kupang City are due to alcohol," said the NTT Police Chief, Brigadier General Drs. Antonius Bambang Suedi when destroying liters of alcohol at that time.

This policy turned out to be looking bad for small businesses there. In the end, it was removed. For the tourists themselves, it will actually benefit the people who manage Sopi Wine because they will go to Labuan Bajo to try this Sopi Wine. We also see that there are indeed things that are in doubt in the processing of this liquor for some residents. This is because of the alcohol content contained in this Sopi Wine. However, the government thinks differently and takes advantage of attracting tourists to visit Labuan Bajo in order to boost the regional economy. In essence, we must realize that Indonesia is not inferior to other countries that have their own liquor like Australia. The process

involved in making Sopi Wine is unique to watch. The time for making Sopi Wine also takes quite a long time, making this drink even more unique and different from other countries.

In other words, a presidential directive allows Sop wine to be used as the best natural resource to support the community from an economic point of view. The introduction of Sopi wine is also more liberal and more controlled. Indonesians may not have known much about Sopi Wine before, but now Sopi Wine will be one of the things that promote the economic prosperity of the community and attract immigrants to Labuan Bajo (Media NTT, 2021).

The findings of SOPI as a support for local community and to support the gastronomy tourism as well as Loloh Cemcem as the representative product of proud clean village of Penglipuran could be the highlight in turning local destination into sustainable gastronomy destination as well. The economic, the resources are there to be developed further and sustainable while as well attracting more customer using the culture, tradition, and stories each drink has to offer.

5. CONCLUSION

The use of Sopi wine in Labuan Bajo and Loloh Cemcem in Bali highlights how traditional beverages can contribute significantly to sustainable tourism by preserving cultural heritage, supporting local economies, and maintaining ecological balance. In Labuan Bajo, Sopi wine exemplifies this synergy by fostering the preservation of lontar palms, vital to the region's ecology and cultural identity. Beyond its role as a traditional wine, Sopi strengthens social bonds within the community, supports local small and medium businesses, and fulfills the high demand for traditional rituals. Its unique flavor and cultural significance attract both domestic and international tourists, enhancing the area's appeal while contributing to the livelihood of local families. The benefits of this drink are enormous. This is proven by the attractiveness shown by Sopi Wine itself. Many newcomers visit or vacation in Labuan Bajo to try this Sopi Wine. Of course, with an increase in interest, the supply will also increase. Similarly, Bali's Loloh Cemcem, a traditional herbal drink from Penglipuran Village, underscores the importance of integrating natural resources with cultural preservation. The village's longstanding tradition of utilizing the abundant Cemcem (*Spondias Pinnata Kurz*) plants for health-promoting beverages reflects a deep respect for nature and ancestral knowledge. This practice, passed down through generations, not only sustains the environment but also enriches the cultural identity of Bali, offering visitors an authentic taste of its heritage. These examples from Labuan Bajo and Bali demonstrate how traditional beverages can play a pivotal role in sustainable Gastronomy tourism. By blending cultural, economic, and environmental values, these initiatives serve as models for integrating local heritage into tourism development, ensuring long-term benefits for both communities and ecosystems. Further research would be to ensure the sustainability in marketing both of the products as well as to highlight each income of each beverages potential value, related with the sustainable economic development to further develop the destination of Bali and NTT.

REFERENCES

- Afendi, A. (2021, March). Peran Green Trust Dalam Memediasi Pengaruh Green Perceived Value Dan Green Perceived Quality Terhadap Green Purchase Behavior. *Optimum Jurnal Ekonomi dan Pembangunan*, 9(1), 48.
- Arif, F. M., & Kiwang, A. S. (2020, December). Perubahan Sosial Ekonomi Masyarakat Labuan Bajo Akibat Pembangunan Pariwisata. *Jurnal Studi Sosial*, 5(2), 87-97.
- Arismayanti, N. K., & Suwena, I. K. (2022). Local Community Participation in Management of Tourism Villages: A Case Study of Penglipuran Village in Bali. *Journal of Positive School Psychology*, 3723-3736.
- Baihaqi, L. (2022). Traditional Uses and Local Knowledge of Lontar (*Borassus Flabellifer L.*) in Pamekasan, Madura. *LenteraBio: Berkala Ilmiah Biologi*, 11(1), 208.
- Cahyawati, P. N., Lestari, A., Subrata, T., Dewi, N. W., & Wiadnyana, I. G. (2019). Phytochemical test on herbal drinks loloh cemcem at Penglipuran Village, Bali. *Journal of Physics: Conference Series*, 1-6.
- Curren, R., & Metzger, E. (2017). *Living Well Now and in the Future: Why Sustainability Matters*. Cambridge, Massachusetts, United States of America: MIT Press.
- Detik. (2020, December 14). Retrieved from Sopi Minuman Beralkohol Khas Maluku Lekat dengan Acara Adat Baca artikel detikTravel, "Sopi Minuman Beralkohol Khas Maluku Lekat dengan Acara Adat" selengkapnya [https://travel.detik.com/destination/d-5294862/sopi-minuman-beralkohol-khas-maluku-lekat-dengan-acara-adat](https://travel.detik.com/destination/d-5294862/sopi-minuman-beralkohol-khas-maluku-lekat-den).
- Dewi, A. A., Rahayu, M. I., & Wibisana, A. A. (2023, January). Green Tourism in Sustainable Tourism Development in Bali Based on Local Wisdom. *Jurnal Dinamika Hukum*, 23(1).
- Jong, A. d., & Varley, P. (2018). Food tourism and events as tools for social sustainability? *Journal of Place Management and Development*, 11(3), 5.
- Klarin, T. (2018, August 3). The Concept of Sustainable Development: From its Beginning to the Contemporary Issues. *University of Zagreb*, 21(1), 67-94.
- Kompas. (2020, January 13). Minuman Sophia, dari Cerita Gubernur NTT hingga Dikritik Anggota Dewan Artikel ini telah tayang di Kompas.com dengan judul "Minuman Sophia, dari Cerita Gubernur NTT hingga Dikritik Anggota Dewan", Klik untuk baca: <https://regional.kompas.com/read/2020/01>. Retrieved from Kompas: <https://regional.kompas.com/read/2020/01/13/12132521/minuman-sophia-dari-cerita-gubernur-ntt-hingga-dikritik-anggota-dewan?page=all>.
- Laksemi, D. A. (2019). Biological activity of *Spondias pinnata*: a review. *Indonesia Journal of Biomedical Science (IJBS)*, 13(2), 88-93.
- Laurentius, Y. L., & Fios, F. (2018). Human Capital Analysis on Regional Ecotourism Development Program in Indonesia: Case Study in Labuan Bajo-Flores-East Nusa Tenggara. 3, 356.
- Leha, M. A. (2015, July). Pengolahan Sopi Menjadi Minuman Anggur. 11(1), 17-25.
- Makur, M. (2020, March 22). Coronavirus cancellations continue to hit tourism in super-priority Labuan Bajo This article was published in [thejakartapost.com](https://www.thejakartapost.com) with the title "Coronavirus cancellations continue to hit tourism in super-priority Labuan Bajo". Click to read: <https://www.thejakartapost.com/news/2020/03/12/coronavirus-cancellations-continue-to-hit-tourism-in-super-priority-labuan-bajo.html>.

- Mayuzumi, Y. (2022). Is Meeting the Needs of Tourist Trough Ethnic Tourism Sustainable? Focus on Bali, Indonesia. *Asia-Pacific Journal of Regional Science*, 6, 423-451.
- Media NTT. (2021, April 1). Sopi dan Moke Bakal Punya Martabat Ekonomi Setara Wine dan Sake. Retrieved from Media NTT: <https://www.mediantt.com/2021/03/01/sopi-dan-moke-bakal-punya-martabat-ekonomi-setara-wine-dan-sake/>.
- Nasri, N. (2017). Ekologi Pemanfaatan, dan Sosial Budaya Lontar. 35-46.
- Niedbala, G. (2020, May 13). Linking of Traditional Food and Tourism. 8.
- Oase. (2018, February 03). Loloh Cemcem. Retrieved from Budaya Indonesia: <https://budaya-indonesia.org/Loloh-Cemcem>.
- Pattiruhu, G. M., & M.A. Therik, W. (2020). Sopi Maluku Diantara Cultural Capital Dan Market Sphere. *Jurnal Ilmiah Ilmu Sosial*, 6(2), 104-118.
- Paunic, M., Pivarski, B. K., Tesanovic, D., Novakovic, D., Smugovic, S., Sarenac, N., Marjanovic, J. (2024). Gastronomic Identity Factors in the Function of Sustainable Gastronomy: A Case Study of Tourist Destination in the Republic of Serbia and Bosnia and Herzegovina. *The Special Issue Sustainable Heritage Tourism*, 16(19), 1-21.
- Pebiana, N. P., Puspasar, Y. D., Dewi, R. M., & Arnyana, I. B. (2021, December). Kajian Etnobotani Loloh dan The Herbal Lokal Sebagai Penunjang Ekonomi Kreatif Masyarakat Desa Tradisional Penglipuran Kabupaten Bangli-Bali. Program Studi S1 Biologi , Universitas Pendidikan Ganesha , Singaraja , Bali , Indonesia Program Studi Pendidikan. *Jurnal Pendidikan Biologi Undiksha*, 23(2), 91-99.
- Pramana, D., Yuniastari S, N. L., & Wiyati, R. K. (2016, July). Ibm Loloh Daun Cemcem. *Majalah Aplikasi Ipteks NGAYAH*, 7(1), 71-78.
- Putri, N. P., Suryaningsih, N. P., Reganata, G. P., & Aryanata, N. T. (2023, August). Gambaran Perilaku Pemanfaatan Loloh Cemcem Sebagai Obat Herbal di Desa Panglipuran. *Journal Scientific of Mandalika*, 4(8), 113-120.
- Rachao, S., Breda, Z., Fernandes, C., & Joukes, V. (2019, September 20). Food tourism and regional development: A systematic literature review. *European Journal of Tourism Research*, 21, 35.
- Rachmawati. (2021, 08 11). Loloh Cemcem, Minuman Sehat Khas Desa Penglipuran Bali. Retrieved from Kompas.com: <https://regional.kompas.com/read/2021/08/11/164600278/loloh-cemcem-minuman-sehat-khas-desa-penglipuran-bali>.
- Richardson, L., & Fernqvist, F. (2022, April 01). Transforming the Food System through Sustainable Gastronomy - How Chefs Engage with Food Democracy. *Journal of Hunger & Environmental Nutrition*, 19(2), 260-276.
- Rinaldi, C. (2017). Food and Gastronomy for Sustainable Place Development: A Multidisciplinary Analysis of Different Theoretical Approaches. *Sustainability*, 9(10), 1-25.
- Rousta, A., & Jamshidi, D. (2014). Food tourism value: Investigating the factors that influence tourists to revisit. *Journal of Vacation Marketing*, 26(1), 73-95.
- Sachdeva, S., Jordan, J., & Mazar, N. (2015, December 15). Green Consumerism: Moral Motivations to a Sustainable Future. *Current Opinion in Psychology*, 6, 4.
- Salesman, F., Juraman, S. R., Lette, A., G.D. Gobang, Y., & Rengga, M. P. (2018). The Controversy between the Indonesian Government Policy and Manggarai's Culture Value About "Sopi" Liquor. *Journal of Drug and Alcohol Research*, 7, 3.
- Sharma, K., Aswal, C., & Paul, J. (2022, May). Fasctors Affecting Green Purchase Behavior: A Systematic Literature Review. *Business Strategy and the*

- Environment published by ERP Environment and John Wiley & Sons Ltd., 32(4), 2078.
- Shende, V., Patil, G. K., & Janbandhu, K. (2015, February 22). Impact of Human Beings on Environment. *International Journal of Researches In Biosciences, Agriculture & Technology*, 1(3), 23.
- Solissa, R. F., & Imlabla, W. N. (2024). Kontribusi Usaha Nila Aren yang Dijadikan Sopi Terhadap Pendapatan Petani Sopi di Negeri Hatusua Kecamatan Kairatu Kabupaten Segam Bagian Barat. *Marsegu Jurnal Sains dan Teknologi*, 1(3).
- Soukatta, F. (2021). Perlindungan Hukum Terhadap Pengetahuan Tradisional Minuman Sopi. Retrieved from opac.fhukum.unpatti.ac.id: opac.fhukum.unpatti.ac.id.
- Statista. (2022, March 7). Number of international visitor arrivals Indonesia 2012-2021. Retrieved from Statista: <https://www.statista.com/statistics/707633/number-of-international-visitor-arrivals-in-indonesia/>.
- Sudjatha, W., & Wisaniyasa, N. W. (2017). Teknologi Fermentasi Hasil-Hasil Pertanian (Wiiine, Sake, Brem Bali, dan Vinegar). 4.
- Sukamaluddin, Mulyadi, Amir, F., & Pertiwi, N. (2016). Conservation Status of Lontar Palm Trees (*Borassus flabellifer* Linn) In Jeneponto District, South Sulawesi, Indonesia. *Journal of Tropical Crop Science*, 3(1), 28-30.
- World Data. (2020, January 2). Tourism In Indonesia. Retrieved from World Data: <https://www.worlddata.info/asia/indonesia/tourism.php>.
- World Resources Institute. (2020, April 2). WRI Indonesia. Retrieved from World Resources Institute: <https://www.wri.org/asia/wri-indonesia>.
- Yamin, M., Darmawan, A., & Rosyadi, S. (2021). Analysis of Indonesian Tourism Potential Through the Sustainable Tourism Persepective in the New Normal Era. *Jurnal Hubungan Internasional*, 1(1).
- Yeoman, I. (2016, March 22). The Future of Food Tourism. *Journal of Tourism Futures*, 2(1), 95-98.
- Yubianto, S. D. (2023). Understanding The Role of Local Culture and Local Food in Indonesia's Gastronomy Tourism. *Jurnal Hospitality dan Pariwisata*, 9(1), 1-6.



Volume 7 Issue 2, December 2024, pages: 159-170

DEVELOPMENT OF MANAGEMENT TRAINING SYSTEM IN PROVIDING TRAINEE AT WEDDING ORGANIZER DELAPAN PLANNER, DENPASAR, BALI

Raisya Putri Aprilia^{1*}, A. A. Nyoman Sri Wahyuni², Nelsye Lumanauw³
Convention and Event Management Study Program, Politeknik Internasional Bali^{1*23}
raisyaputrioofficial02@gmail.com

Received: 21/10/2024

Revised: 23/12/2024

Accepted: 27/12/2024

Abstract

Delapan Planner is one of the recommended wedding organizers in Bali. The training management system at Delapan Planner is self-taught and conducted directly in the field. However, the trainees lack learning references, leading to less efficient work performance. The purpose of this study was to develop a training management system for the trainees at Delapan Planner to enhance their efficiency and effectiveness. This study employed a qualitative descriptive research method. Data collection techniques included observation, interviews, and documentation. Data were analyzed using a fishbone diagram to identify the root causes of the problem, focusing on four factors: methods, people, materials, and measurements. Additionally, the POAC Theory (Planning, Organizing, Actuating, Controlling) was applied. The results revealed that project improvements in the training management system were developed and systematically structured using the POAC theory. These improvements included creating training guidelines, refining training SOPs, and enhancing team communication. The study suggests that Delapan Planner updates its training management system by implementing a more structured training program. This approach is expected to improve the quality of service provided to trainees, thereby enhancing the company's overall performance more effectively and efficiently.

Keywords: Management Training, Trainee Provision, Wedding Organizer

1. INTRODUCTION

Tourism is one of the largest sectors contributing to foreign exchange in Indonesia. The rise of tourism activities began with the advent of travel from one place to another. Travel occurs due to motivations that encourage people to explore. The growth of tourism activities is also balanced by the increasing wants and needs of tourists (Suwena & Widyatmaja, 2017). When discussing tourism, Bali is one of the most renowned islands in Indonesia, celebrated for its tourism and stunning natural beauty. Bali is a favorite destination for both domestic and international tourists, catering to a range of interests, including family vacations, solo travel, and couples seeking a romantic setting for their wedding. The island's exotic charm creates an unforgettable atmosphere for tying a once-in-a-lifetime sacred promise.

According to Angela Tanoë Soedibjo, Deputy Minister of Tourism and Creative Economy, in a press release in 2022, Bali is one of the best wedding destinations in the

world. It is a top choice for prospective brides from various countries to hold their wedding ceremonies. Quoted from CNN Indonesia, the latest Bounce survey revealed that Bali was ranked the second most popular wedding destination in the world in 2024, after Tuscany and Lake Como in Italy. Bali offers a wide array of wedding venues, ranging from indoor settings to outdoor locations with views of the blue ocean waves and breathtaking sunsets. The island also boasts quality vendors providing accommodation, transportation, documentation, and professional wedding organizing services.

Delapan Planner is one of the most recommended wedding organizers in Bali. It not only focuses on managing weddings but also provides pre-wedding and post-wedding services, such as pre-wedding photography, engagements, wedding anniversaries, honeymoons, hospitality, transportation, and more. According to *Honeycombers*, Delapan Planner is highly experienced in attracting prospective brides with its diverse offerings and exceptional service. These include assisting clients with budget allocation, renting decorations, and organizing transportation for guests from accommodations to the venue. Delapan Planner also maintains strong relationships with vendors and clients, collaborating to create engaging photo and video documentation, from initial preparations to the wedding day.

However, based on initial observations, the management training system at Delapan Planner for training trainees has not been operating optimally. In an interview with the Chief Executive Officer (CEO) of Delapan Planner, Jessica Helen Melania Saputra, in March 2024, it was revealed that the current management training system is self-taught and conducted directly in the field on the wedding day. A survey conducted in April 2024 with three trainees at Delapan Planner revealed that they lacked access to learning references for activities specific to their departments and did not receive adequate guidance from the company. As a result, the trainees often worked inefficiently and struggled to master their job descriptions.

Trainees expressed the need for basic knowledge about their roles before undertaking tasks to work more effectively and efficiently while minimizing errors. The training equips participants with a clear understanding of their tasks while boosting their confidence in serving guests. According to Saraswati et al. (2020), the program lays a foundation for critical thinking, enabling participants to recognize and utilize resources effectively. It also helps them hone their potential to improve family welfare, particularly in Yogyakarta. Additionally, the program fosters motivation by encouraging participants to explore their skills through courses in areas such as skin and hair beauty and culinary arts.

Based on these observations, the author recognizes the need for a review of the management training system at Delapan Planner. Consequently, the author proposes a project improvement titled “Development of a Management Training System for Trainee Debriefing at Delapan Planner Wedding Organizer, Denpasar, Bali”.

2. LITERATURE REVIEW

2.1 Management Training

Management training is an activity that focuses on the development of soft skills to enhance individual abilities, ultimately improving teamwork to make it more effective and efficient (Ikhsan, 2019). The management trainee program is a process aimed at identifying and developing human resources with specific qualities, preparing them to take on managerial positions within a company. This program is often described as a special initiative designed to cultivate future company leaders.

Management training is also conducted at the Job Training Center under the West Aceh Regency Transmigration and Manpower Service. However, a significant challenge at DISTRANAKER, particularly in the UPTD BLK (Technical Implementation Unit of the Job Training Center Service), is the shortage of teaching personnel or instructors due to the high number of retirements (Levina & Safrida, 2022). In contrast, Wedding Organizer Delapan Planner Denpasar has not yet implemented a management trainee program, leaving trainees to learn through self-study.

According to Kumar & Siddika (2017), the benefits of management training include:

- a. Increasing efficiency at work.
- b. Enhancing knowledge and skills.
- c. Boosting self-confidence and motivation at work.
- d. Helping trainees become more competent in their roles.
- e. Improving employee capacity to adopt new technologies and methods.
- f. Facilitating trainees' adaptation to and understanding of the company's culture and conditions.

2.2 Trainee Briefing

Training is an essential activity for participants, equipping them with the tools and knowledge needed to develop their potential while contributing to the achievement of company goals. This includes orientation on company culture, core responsibilities, and the use of relevant technology or work tools.

Effective human resource development depends on several factors, including personal and interpersonal inputs. Personal factors are related to cognitive abilities, while interpersonal factors focus on fostering collaboration within a community. One of the significant benefits of effective human resource development is increased self-confidence in individuals and enhanced teamwork within the organization.

Ekhsan et al., (2023) highlight that trainee programs improve the communication skills of SMK Bina Industri students through talent management training. This is a vital step in preparing students for career success in the industry. Collaboration with industry experts and practitioners provides students with access to knowledge and hands-on experience relevant to current industry demands. In addition to enhancing communication skills, these programs build professional relationships and networks that will be valuable in the future. Given the importance of providing trainees, the author proposes a project to improve management training systems.

2.3 Wedding Organizer

According to Law Number 1 of 1974, marriage is a physical and spiritual bond between a man and a woman as husband and wife, with the goal of forming a happy and eternal family (household) based on belief in Almighty God. A wedding organizer is a service provider that helps prepare all the necessities required for organizing a wedding event (Wibowo, 2013).

A wedding organizer as an institution or agency that provides specialized services for managing wedding events. They assist prospective brides and grooms in organizing every aspect of the event, from concept to execution, ensuring the event runs smoothly and aligns with the couple's vision. Wedding organizers play a crucial role, especially given the busy schedules of prospective couples and their limited knowledge about the procedures and requirements for hosting a wedding.

Typically, many vendors are involved in weddings, including caterers, makeup artists, photographers, videographers, musicians, MCs, venue providers, decorators, and others. Wedding organizers assist couples in identifying high-quality and professional vendors that meet their criteria, simplifying the planning process and ensuring the event's success.

According to Hariani (2021), challenges in event management at Allana Wedding Organizer in Yogyakarta—using the POAC framework (Planning, Organizing, Actuating, Controlling)—arise when tasks are delegated to inexperienced team members, often leading to problems and complaints. Effective wedding organizer management requires discipline, friendliness, high initiative, strong communication skills, and quick, accurate decision-making. Therefore, training programs for trainees are essential.

3. RESEARCH METHODS

This study uses a descriptive qualitative research method, which is necessary to carefully examine the object of study. Meanwhile, a research method is defined as a scientific way to obtain data with specific goals and purposes (Sugiyono, 2019). According to Sugiyono (2020), a qualitative method is used because the problem is unclear, holistic, complex, dynamic, and full of meaning. This makes it impossible to collect social situation data using quantitative research methods with instruments such as tests, questionnaires, or structured interview guidelines.

Data Collection techniques include observation, interviews, and documentation. Interviews were conducted with the CEO, Human Resource Development staff, permanent employees, and training participants at Delapan Planners. After the data was collected, it was analyzed using a fishbone diagram to identify the root causes of the problem based on four causal factors: methods, people, materials, and measurements. The Analysis of the four factors is as follows:

a. Methods:

- The training system operates in an autodidactic manner.
- There are no clear standard operating procedures (SOPs).
- Monthly evaluations are not conducted.
- Job descriptions are monotonous, with trainees working continuously in the same field.

b. People:

- Trainees do not fully understand their job descriptions due to self-taught learning and immediate fieldwork.
- Trainees lack a clear understanding of the company's SOPs.
- There is insufficient product knowledge among trainees.

c. Materials:

- There are no formal training guidelines.
- Worksheets or "to-do" lists are not provided.
- Equipment lists are incomplete.

d. Measurements:

- No evaluations are conducted.
- Trainees have limited practical experience ("flight hours").
- There is inadequate supervision of details.

The analysis employs the POAC Theory (Planning, Organizing, Actuating, and Controlling) to address and improve these issues.

4. FINDINGS AND DISCUSSION

From the results of the interviews that have been conducted, it will be analyzed using a fish bone diagram to get significant problem identification results.

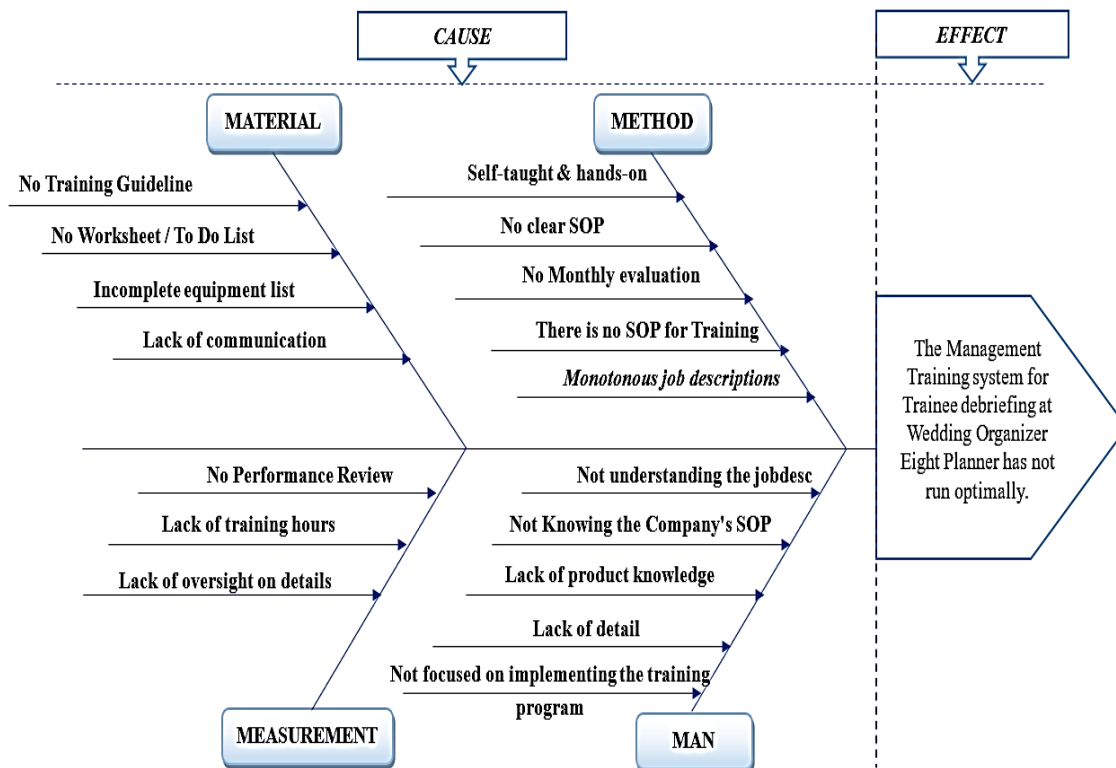


Figure 1. Fish Bone Diagram Analysis of the Possible Causes of the Management Training System for Trainee Debrief at Wedding Organizer Delapan Planner

Source: Interview and Brainstorming Results with Eight Planner Companies and Trainee

Based on the Fish Bone Diagram that has been compiled, it can be found that the root causes of the problem of the management training system for trainee debriefing at the Delapan Planner wedding organizer need to be reviewed are as follows:

1. There is no training guideline for trainees, resulting in one of the biggest effects, namely trainees do not understand their job desc properly in implementing the training program and trainees do not have product knowledge.
2. No worksheet / to do list for trainees.
3. Lack of explanation of the training SOP.
4. Trainees go directly to the field to learn by themselves which leads to trainees not understanding the work to be done due to lack of experience and understanding.
5. Lack of clear communication causes trainees to be less detailed in carrying out their work.
6. The absence of a monthly evaluation or performance review means that neither the trainee nor the company can see any significant progress from the training process.

From the root causes of the problem above, the following chart is made which contains an easy-to-understand identification of the root causes of the problem with the center column being the problem under study.

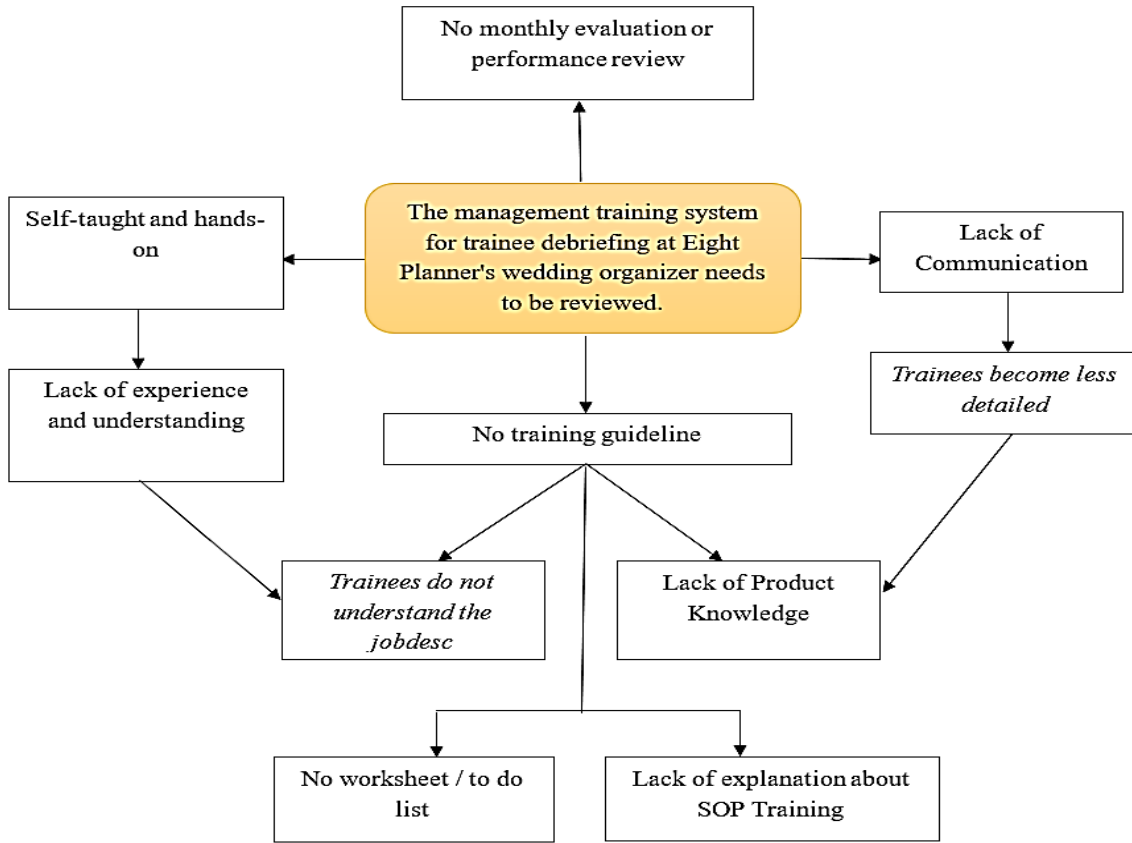


Figure 2. Root Cause Identification Chart
Source: Fish Bone Diagram Analysis

Table 1. Determination of Alternative Solution

Root of the Problem	Solution	Consideration Factors	Alternative Solution	
			Yes	No
The management training system for trainee debriefing at the Delapan Planner wedding organizer has not been running optimally.	Create Training Guideline	<ul style="list-style-type: none"> - For trainees to have a learning reference - Trainees can record the activities they have done - Trainees have a to do list - Trainees become more familiar with their job descriptions - Trainees can understand product knowledge - Take the time to conduct monthly performance reviews or evaluations so that trainees' progress can be seen. 	✓	
	Update Training SOP	<ul style="list-style-type: none"> - Trainees can be more focused in implementing the training program. - Trainees can improvise skills in accordance with company SOPs 	✓	
	Improving communication	<ul style="list-style-type: none"> - Reduce misunderstandings with each other that can lead to things being less detailed - Accompany trainees when setting up equipment boxes 	✓	

Source: Fish Bone Diagram Analysis

Table 1 above is an analysis of problems, root causes and solutions related to the trainee training system at wedding organizer Empat Planner, Denpasar, Bali. The main problem formulation regarding the trainee provision system and project improvement of the training management system, the root of the problem is that the training management system is not yet optimal, there are no guidelines, and training SOPs. The proposed solution is to create training guidelines, update training SOPs and improve communication.

In this part of determining alternative solutions, there are 3 (Three) alternative solutions that have been agreed upon through brainstorming sessions with companies in the process of developing a management training system for trainee debriefing at the Delapan Planner wedding organizer. The following are alternative solutions that have been agreed upon along with their consideration factors:

1. Create Training Guideline

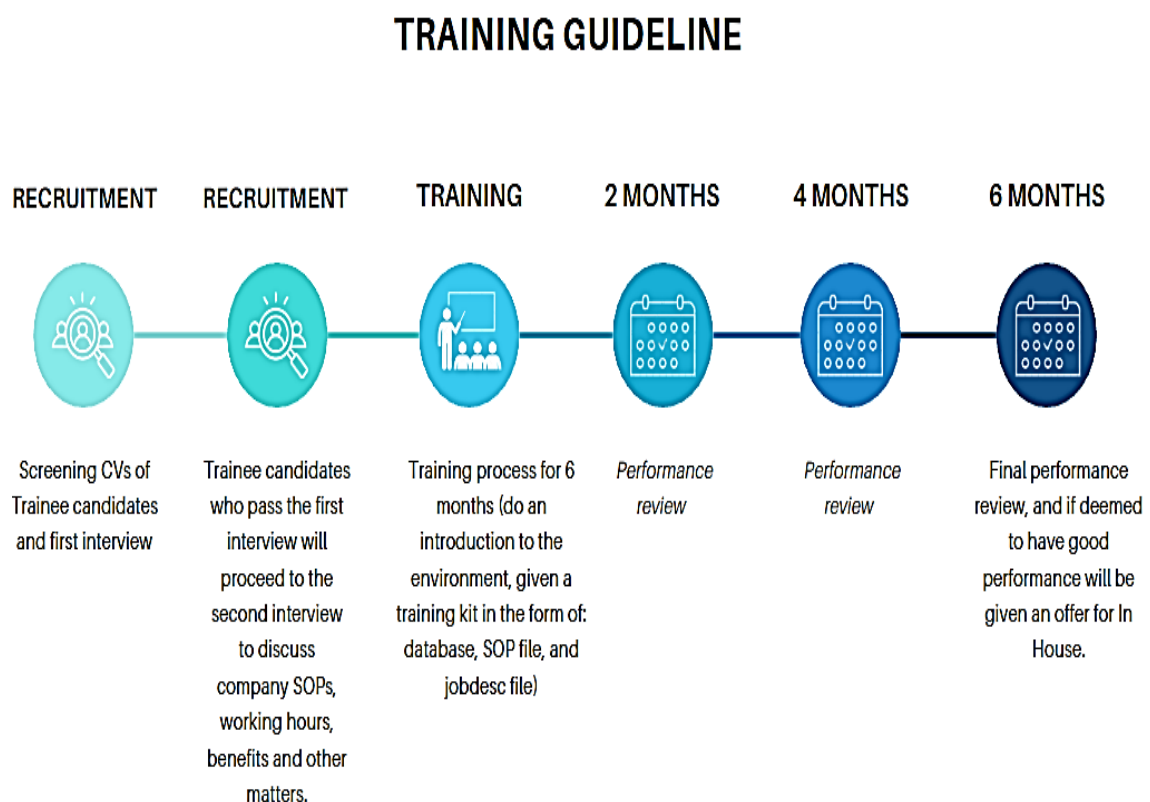


Figure 3. Training Guideline
Source: Analysis of Alternative Solution Results (2024)

Figure 3 above explains the Training Guide which details the recruitment and training process for trainee candidates, from start to final evaluation over a 6 month period. Recruitment (Stage 1) carries out screening of trainee candidate CVs and a first interview for initial selection. Recruitment (Stage 2): Candidates who pass the first interview will proceed to the second interview which includes SOP, Working hours, Benefits provided, and other things. Training (Training Process), Candidates undergo a 6-month training process. In the training, they will introduced to the work environment, Given training materials in the form of: Database, SOP (Standard Operating Procedure) File, and Job description File. 2 Months The first performance evaluation is conducted to review the progress of the trainee. 4 Months: The second performance evaluation is

conducted to continue monitoring development. 6 Months The final performance evaluation is conducted, If the trainee shows good performance, they will be offered to become part of the company full time (in-house). This guide shows a clear training structure to ensure candidates understand the work environment and meet company standards.

The factors that are considered in making this Training Guideline are intended so that Trainees can have the right learning references in understanding their job descriptions and Trainees can understand the company's product knowledge. In addition, training participants can further improve their abilities and correct mistakes made through performance assessments. done every two months.

2. Update the training SOP

Table 2. Training SOP Update

OLD SOP	NEW SOP
The rules are implemented in different ways by each wedding planner.	The rules are carried out by each Wedding Planner in a unidirectional manner in accordance with the company's agreement.
Self-taught learning and direct entry into the field	<i>Trainees will be given a training kit in the form of a file containing :</i> <ol style="list-style-type: none"> 1. Company Profile 2. Product Knowledge 3. Required Vendor and Wedding Venue Data 4. Explanation of the division and responsibilities of each jobdesc 5. Basic list of equipment that must be brought during the event
Freedom of office hours for trainees and no minimum working time as long as the work is completed on time.	<i>Trainees are not required to enter the office every day and may WFH provided that a minimum of 20 working hours per week is achieved or the equivalent of 5 working days with a division of 4 hours per day.</i>
<i>Trainees are free to take activities/work outside the office</i>	<i>Trainees are free to take activities / work outside the office with a record of prioritizing the schedule of activities in the office, such as: site inspection, food testing schedule, pre-wedding preparation, wedding day, etc.</i>
<i>Trainees are allowed to wear free clothes to the office and clothes in accordance with the wedding planner's rules on the day of the wedding.</i>	<i>Trainees are allowed to wear free clothes to the office and clothes in accordance with the wedding planner's rules on the day of the wedding.</i>
There is no monthly evaluation, if trainees make mistakes, they will be reprimanded on the spot.	If Trainees make mistakes, they will be immediately reprimanded and given improvements, in addition, an evaluation will be held at least once every 1 - 2 months to see the development of trainees' knowledge and abilities during the training program.

Source: Analysis of Alternative Solution Results (2024)

Figure 5 above compares the Old SOP with the New SOP in managing trainees at Wedding Organizer Eight Planners, regarding implementation rules, training approaches, working hours and attendance, activities outside the office, work clothes, and work evaluation. Core Changes, New SOP is more structured with clear training guides (training kit), minimum measurable working hours, periodic evaluations to monitor progress, emphasis on trainee task priorities in the office and in the field. This change aims to improve the quality and consistency of trainee training in Eight Planner.

The factors considered in updating the SOP Training are so that trainees can be more focused in carrying out the training program and trainees can improvise skills in accordance with the company's SOP.

3. Improve Communication

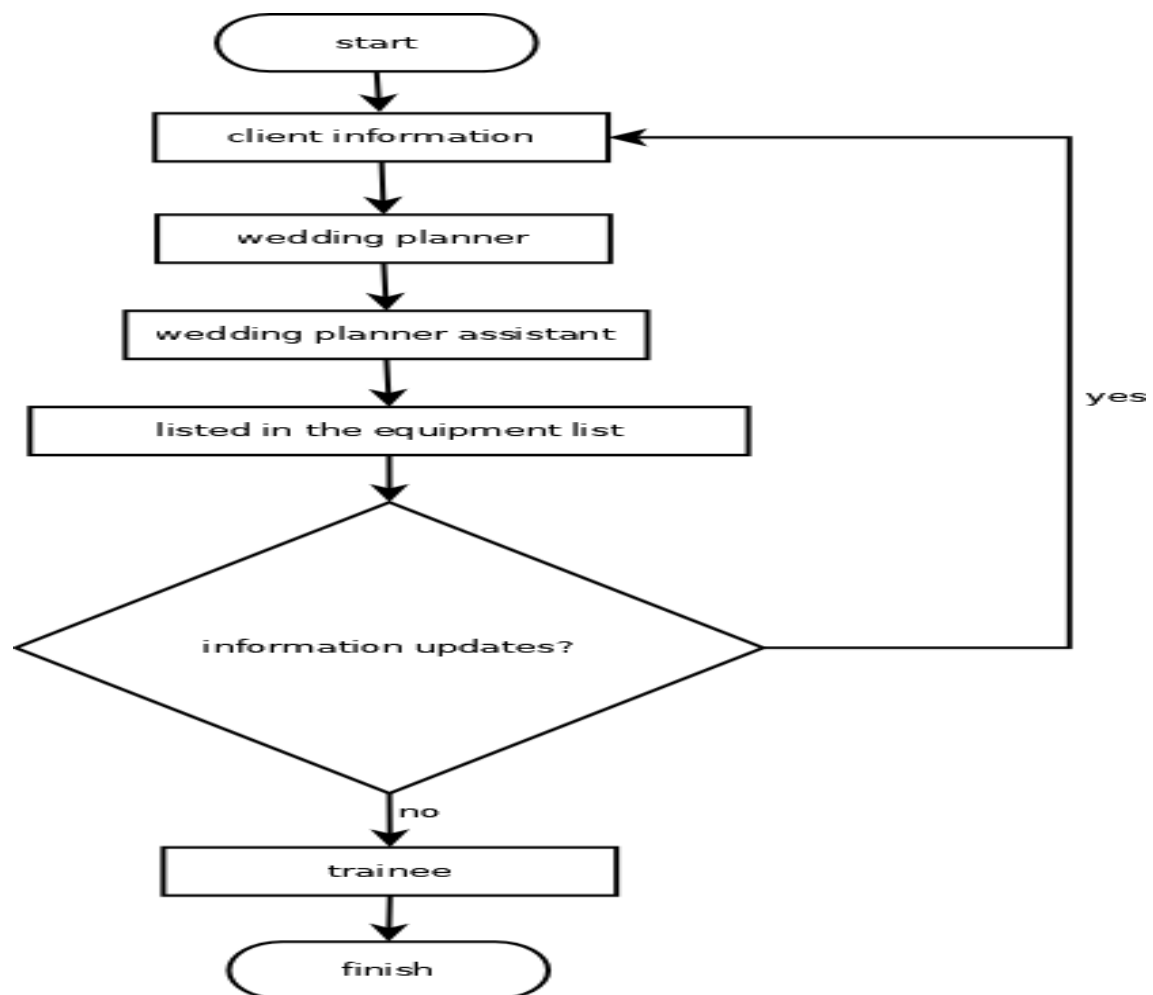


Figure 4. Structured Communication Flow
Source: Analysis of Alternative Solution Results (2024)

The consideration factor in improving this communication is to reduce misunderstandings with each other that cause things to be less detailed. The flow of communication will be made more structured, starting from the delivery of Client information through the Wedding Planner which will then be conveyed to the Wedding Planner Assistant to be included in the equipment list which will eventually be given to the trainee to prepare.

The main contribution of the development of this management training system is to increase efficiency, quality, and professionalism in wedding organizer operations. This not only has a positive impact on trainees and companies, but also supports the development of the wedding organizer industry in Bali, providing long-term benefits to the local economy and creative community.

Implications beyond the limitations of the research show that the management training system developed not only has an impact on the Eight Planners and their trainees, but also on the wedding organizer industry in general, HR management, local tourism, as well as the Balinese economy and community. This research paves the way for cross-sector collaboration, technology applications, and future innovation.

5. CONCLUSION

Based on the discussion above, conclusions can be drawn about the development of a management training system for trainee debriefing at the wedding organizer Delapan Planner, Denpasar, Bali. The improvement project to be carried out on the training management system for trainee debriefing at the wedding organizer Delapan Planner, Denpasar, Bali is developed and structured systematically using POAC theory which results in the evaluation of the best solution as follows:

a. Planning

This is done by developing a training guideline plan, developing a training SOP plan that is more specific and easily understood by trainees, and improving the communication system between teams to minimize errors.

b. Organizing

Organizing is done by educating the entire team about the plan that has been designed and explaining the purpose of the plan so that the entire team can take part so that the plan can run smoothly.

c. Actuating (Pelaksanaan)

The implementation process is carried out in accordance with the planning that has been compiled and organized.

d. Controlling

The supervision process is carried out during the implementation process, providing corrections if an obstacle occurs, and conducting performance reviews to see significant developments

Based on the conclusion above, the author provides recommendations to the wedding organizer company Delapan Planners should be able to update the training management system by providing more structured training programs, so as to improve the quality of service provided by training participants and improve company performance more effectively and efficiently. The following research is recommended, namely the Effectiveness of the Training Management System at the Eight Planner Wedding Organizer.

REFERENCES

- Ekhsan, M., Badrianto, Y., Juariah, S., & Astuti, D. (2023). Meningkatkan Keterampilan Komunikasi Siswa Melalui Pelatihan Talent Management untuk Karir Sukses di Industri. *Jurnal Lentera Pengabdian*, Vol. 01 No. 03. <https://pdfs.semantic scholar.org/1801/010698eaf6754e6f75ca77672d9409dfb790.pdf>.
- Hariani, F. (2021). Analisis Management Event Wedding Organizer Di Daerah Khusus Ibu Kota Jakarta. *Prosiding Pendidikan Teknik Boga Busana FT. UNY*, Vol. 16, No. 1. <https://journal.uny.ac.id/index.php/ptbb/article/view/44663>.
- Kumar, D., & Siddika, H. (2017). Benefits of Training and Development Program on Employees' Performance: A Study with Special Reference to Banking Sector in Bangladesh. *International Journal of Research-Granthaalayah*, 5(12), 77. <https://doi.org/10.5281/zenodo.1133603>.
- Levina, I., & Safrida. (2022). Management Management of Human Resources Development Training at Work Training Centers at The Transmigration and Manpower Department of Barat Aceh District. *Restorica Jurnal Ilmiah Ilmu Administrasi Negara Dan Ilmu Komunikasi*, Vol. 8 No. 1, 35–40. <https://doi.org/10.33084/restorica.v7i>.
- Ikhsan, N. (2019). Development of Management Trainee Program (Case Study On PT.X Consumer Goods Company in Jakarta). *Procuratio: Jurnal Ilmiah Manajemen*, 7(1). <http://www.jhpiego.org>.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabet.
- Sugiyono. (2020). *Metode Penelitian Pariwisata (Kuantitatif, Kualitatif, Kombinasi R & D)* (M. Dr. Nining Yuniati SS, Ed.; 1st ed.). ALFABETA.
- Suwena, I. M., & Widyatmaja, I. G. N. (2017). *Pengetahuan dasar ilmu pariwisata*. Pustaka Larasan.
- Wibowo, A. P. (2013). *Banjir uang dengan bisnis event organizer dan wedding organizer: Tutorial praktis*. FlashBook.



Volume 7 Issue 2, December 2024, pages: 171-180

STRATEGY ANALYSIS OF TRAIN JOURNEY TOURISM PACKAGES IN IMPROVING HOTEL OCCUPANCY DURING THE COVID-19 PANDEMIC AT AMANJIWO RESORT, MAGELANG REGENCY, CENTRAL JAVA

Ni Wayan Lisnawati¹, Dinar Sukma Pramesti^{2*}, Victor Bangun Mulia³
Hospitality Management Study Program, Politeknik Internasional Bali^{1,2,3}
dinar.pramesti@pib.ac.id

Received: 20/12/2024

Revised: 23/12/2024

Accepted: 27/12/2024

Abstract

The Train Journey tour package is the latest innovation launched by Amanjiwo Resort during the Covid-19 pandemic to help increase hotel occupancy. The aim of this research is to analyze the strategies implemented in the Train Journey package and the efforts made to increase hotel occupancy during the Covid-19 pandemic at Amanjiwo Resort. The research method is qualitative, with data collection through interviews. The study uses the marketing mix theory (7P). The results reveal that the strategies implemented are as follows: from the product aspect, Amanjiwo Resort plans to add 2-3 Train Journey trips per month after the Covid-19 pandemic; from the price aspect, the price of the Train Journey trip remains in line with the room type; from the place aspect, Amanjiwo Resort focuses on the Jakarta-Yogyakarta route by increasing the number of trips; from the promotion aspect, Amanjiwo Resort selects media for promotion carefully; from the people aspect, the staff serving the Train Journey guests consists of 6 people, with a guest capacity of 8-12 pax; from the process aspect, the Train Journey is inspired by the Orient Express and then modified; and from the physical evidence aspect, Amanjiwo Resort continues to utilize the facilities provided by PT KAI (Indonesian Railways). The development strategies that can be implemented to increase occupancy include: from the product aspect, Amanjiwo Resort does not need to add more train carriages, but can increase the number of Train Journey trips or combine it with other tour packages; from the price aspect, Amanjiwo Resort can increase the price of the Train Journey trip during certain periods; from the place aspect, Amanjiwo Resort can add a new route, namely Surabaya-Yogyakarta; from the promotion aspect, Amanjiwo Resort should target more travel agents; from the people aspect, Amanjiwo Resort should engage in discussions with guests regarding meal schedules; from the process aspect, Amanjiwo Resort needs to introduce the Train Journey trip to guests; and lastly, from the physical evidence aspect, Amanjiwo Resort should coordinate with PT KAI (Indonesian Railways) to select specific dates for additional Train Journey trips.

Keywords: Covid-19 Pandemic, Hotel Occupancy, Tour Package Strategy, Train Journey

1. INTRODUCTION

The World Health Organization (WHO) announced the global pandemic status for the Coronavirus Disease 2019 (COVID-19) on March 11, 2020 (Suprihatin, 2020). Indonesia is one of the countries affected by COVID-19, and the pandemic phenomenon has brought many changes, including social, economic, and behavioural shifts in society (Nurbaity, 2020). The government issued several new policies to address the pandemic, including Large-Scale Social Restrictions (PSBB), New Normal protocols which include Health Quarantine, followed by the Implementation of Public Activity Restrictions (PPKM), and the Procurement and Implementation of Vaccinations for COVID-19 mitigation. These policies were aimed at minimizing and controlling the spread of the COVID-19 virus. As a result of these policies, the economy has slowed down due to reduced economic activities, leading to the closure of many businesses, and even the temporary layoff of employees. One sector affected by this is tourism, with tourist attractions, hotels, and restaurants forced to cease operations due to a lack of visitors and no tourists coming from both domestic and international markets (Suprihatin, 2020).

The Indonesian Hotel and Restaurant Association (PHRI) reported that 1,642 hotels across Indonesia had to close due to the COVID-19 pandemic (Diayudha, 2020). During this pandemic, each hotel or resort implemented various strategies and promotions to increase occupancy or hotel room occupancy. In Central Java Province, the number of tourist visits in 2019 was 58,592,562 people, whereas in 2020, the number dropped to 8,829,656 people. In Magelang Regency, the number of tourist visits in 2019 was 3,715,625 people, while in 2020, it dropped to 719,781 people. Based on the number of tourist visits from 2019 to 2020, the number of visits in Central Java Province and Magelang Regency experienced a drastic decline due to the impact of the COVID-19 pandemic (Badan Pusat Statistik, 2020).

Amanjiwo Resort, located in Majaksingi Village, Borobudur District, Magelang Regency, Central Java, is one of the accommodations affected by the COVID-19 pandemic. Amanjiwo Resort implemented various strategies to maintain and continue hotel operations during the pandemic. One of the new tourism packages introduced by the resort is the Train Journey package. The Train Journey is a new way to offer a unique experience to guests during the pandemic. The hope is that this Train Journey package can attract tourists and increase the occupancy rate of Amanjiwo Resort. Based on the issues outlined, research on the Analysis of the Train Journey Package Strategy to Increase Hotel Occupancy During the COVID-19 Pandemic at Amanjiwo Resort, Magelang Regency, Central Java is necessary. The general aim of this research is to analyze the tourism package strategies used by hotels to increase hotel occupancy. The specific objective of this research is to analyze the Train Journey package strategy that has been implemented and efforts made to increase hotel occupancy during the COVID-19 pandemic at Amanjiwo Resort, Magelang Regency, Central Java. The benefit of this research is to add information about hotel promotions to increase hotel occupancy and be useful for the industry and accommodation service providers in creating strategies that attract tourists.

2. LITERATURE REVIEW

The development of tourism packages has been widely discussed in the literature, with a focus on the role of marketing strategies in increasing tourist visits and boosting occupancy rates, particularly during challenging periods such as the COVID-19 pandemic. Several previous studies highlight the importance of strategic planning in the

tourism sector. For instance, Stevanie (2021) discusses the marketing strategy at PT. Mutiara Holidays Tour and Travel, focusing on inbound tour packages aimed at attracting international tourists. This study uses a 7P marketing mix strategy to promote inbound tours, emphasizing product development and promotional strategies. The research underscores the role of marketing in enhancing tourist visits, aligning closely with the objectives of this study, which aims to analyze the strategies implemented at Amanjiwo Resort to increase hotel occupancy during the pandemic.

Similarly, Wicaksono (2017) in his research on Kampung Seni and Budaya Jelekong's promotional strategies for its tourism packages reveals the importance of tailored marketing efforts to increase sales and awareness of local tourism attractions. This study also relies on the marketing mix to understand the promotion of cultural tourism, which mirrors the approach taken by Amanjiwo Resort in promoting its new Train Journey package. Wicaksono's findings on the need for effective promotional channels and understanding consumer needs are highly relevant when evaluating the promotional efforts made by Amanjiwo Resort to sustain its occupancy rates during the pandemic.

Furthermore Widuri (2017) explores the creation of rural tourism packages in Koto Sentajo Village, aiming to enhance visitor numbers through unique tourism offerings. This study, while focused on rural tourism, also draws on the marketing mix concept, specifically highlighting the importance of product offerings, accessibility, and promotional strategies in increasing visitor interest. The relevance of this research lies in its exploration of creating attractive tourism packages that meet the needs of tourists, similar to Amanjiwo Resort's development of its Train Journey package.

To understand the effectiveness of the strategies implemented by Amanjiwo Resort, this study draws on several key concepts, particularly the marketing mix theory, which is essential in guiding the development and execution of tourism package strategies. According to Kotler & Armstrong (2012) the marketing mix consists of seven elements: Product, Price, Place, Promotion, People, Process, and Physical Evidence. Each of these elements plays a crucial role in creating a cohesive and effective strategy for enhancing customer experiences and increasing sales. For example, the product aspect of Train Journey, inspired by the Orient Express, emphasizes a unique and private experience for guests, which is crucial for distinguishing the package in a competitive market.

The price is carefully aligned with room types, offering a consistent value proposition. Place refers to the Jakarta-Yogyakarta route, which is strategically chosen for its popularity, while promotion focuses on targeted channels such as travel agents and social media to attract guests. The people aspect is critical, as a dedicated team of staff ensures quality service, while process focuses on a smooth and efficient booking and service system. Lastly, physical evidence is represented through the luxurious train carriages and the seamless integration of facilities provided by PT Kereta Api Indonesia.

The marketing mix model is particularly relevant for analyzing the Train Journey package at Amanjiwo Resort, as it allows for a comprehensive understanding of how the resort's offerings can be aligned with customer expectations and market demands. The integration of these seven elements ensures that every aspect of the service, from the product to the promotional strategies, is carefully considered to increase occupancy rates and provide a unique and satisfying experience for guests.

3. RESEARCH METHODS

This research uses a qualitative descriptive research method is a design process involving decisions on how to collect, analyze, and interpret data to ultimately answer the research problem. In this study, the research design includes six key elements: 1) Research objectives, 2) Type of research, 3) Researcher's intervention level, 4) Study setting, 5) Unit of analysis, and 6) Time horizon. These elements are important in creating a comprehensive research framework to ensure accurate and meaningful findings.

Qualitative research is particularly useful for exploring the relationship between collected data and observations. As stated by Sugiyono (2017), qualitative research is grounded in post-positivism and is used to study natural objects, where the researcher plays a key role as the main instrument. Data collection in qualitative research is often done through triangulation, using multiple methods to increase the validity of the findings. The data analysis in qualitative research is inductive, focusing on interpreting the data's meaning rather than making generalizations. This approach is particularly suitable for understanding complex social phenomena in their natural settings.

The research data used in this study consists of qualitative data gathered from both primary and secondary sources. Primary data was collected through direct observations and interviews with relevant informants, such as front office managers and staff, food and beverage managers, chef de cuisine, HRD, and sales marketing staff. The secondary data was obtained through literature reviews, which included books, articles, journals, and other supporting documents that provided background and context for the study. The combination of primary and secondary data ensures a comprehensive understanding of the topic under investigation.

The study was conducted at Amanjiwo Resort, located in Desa Majaksingi, Borobudur District, Magelang Regency, Central Java. This research also covered the Train Journey route, which runs between Jakarta and Yogyakarta, with a travel time of seven hours. By focusing on these locations, the research aimed to gather specific insights into how the Train Journey package can impact hotel occupancy during the COVID-19 pandemic.

Research instruments for this study included writing tools, recording devices, cameras, and interview guides. The interview guide was designed to address the research objectives and facilitate the gathering of relevant information. It served as a guide during the interview process, allowing the researcher to explore the data in depth. The interview guide was flexible, adapting to the flow of the conversation to encourage a more natural and comprehensive exchange of information.

Data collection was carried out through various techniques to ensure comprehensive and reliable findings. These techniques included observation, which involved systematically observing and recording the phenomena under study at both Amanjiwo Resort and Tugu Yogyakarta Station. Interviews were conducted with relevant stakeholders at Amanjiwo Resort and Tugu Yogyakarta Station to gather in-depth insights. These interviews were unstructured to allow for open-ended responses, enabling the informants to share their perspectives freely. Additionally, a documentation study was conducted to gather secondary data from written sources such as institutional records, articles, and other relevant documents.

Data analysis followed a three-stage process. First, data reduction was carried out by summarizing the information collected during interviews and observations. This reduced data was then analyzed and linked to existing theories and literature to draw meaningful insights. Finally, conclusions were drawn and refined based on the analysis

to provide a comprehensive understanding of the findings. The data was presented in both narrative form and, where applicable, in tables to facilitate clarity and comprehension. This approach ensured that the research findings were presented in a structured and easily understandable manner. In summary, the research design, data collection, and analysis methods were carefully chosen to address the research objectives and provide a detailed examination of the Train Journey package at Amanjiwo Resort. The combination of qualitative methods and triangulation allowed for a thorough exploration of the topic, ensuring that the findings were both valid and meaningful.



Figure 1. Amanjiwo Resort
Source: Amanjiwo Resort (2021)

4. FINDINGS AND DISCUSSION

4.1 Analysis of the Strategy of the Train Journey Tour Package Implemented to Increase Hotel Occupancy During the COVID-19 Pandemic at Amanjiwo Resort, Magelang Regency, Central Java

Based on the marketing mix theory (7P) by Kotler & Armstrong (2012), Amanjiwo Resort has implemented a marketing mix strategy as follows:

- a. **Product:** Amanjiwo Resort aims to expand its Train Journey offering by increasing the number of trips to 2-3 times per month after the pandemic. This decision reflects the resort's focus on enhancing its product offering and providing more opportunities for guests to experience the unique Train Journey, which is positioned as a luxurious and exclusive travel experience, inspired by the renowned Orient Express.
- b. **Price:** The pricing strategy for the Train Journey remains consistent with the resort's room rates, ensuring alignment between the accommodation experience and the journey. This approach helps maintain the luxury brand's image while keeping the price accessible for guests booking the experience. The resort understands that pricing consistency is important to maintain customer satisfaction and loyalty.
- c. **Place:** The destination for the Train Journey is the Jakarta-Yogyakarta route, with Amanjiwo Resort increasing the number of trips along this popular route. By focusing on this route, the resort aims to cater to domestic tourists who are interested in experiencing the historical and cultural landmarks of Yogyakarta while enjoying the comfort of the Train Journey. This strategic decision helps position Amanjiwo as a key player in regional luxury travel.

- d. Promotion: Amanjiwo Resort carefully selects promotional channels to ensure its Train Journey reaches the right audience. The resort uses various platforms to promote the package, including social media, travel agents, its website, and loyal guests. This selective approach ensures that marketing efforts are directed at potential customers who are most likely to appreciate the exclusivity and luxury of the Train Journey.
- e. People: The human resource aspect of the Train Journey is integral to its success. Amanjiwo Resort employs six dedicated staff members to serve guests on the Train Journey. These staff members are trained to provide a personalized and high-quality experience to groups of 8-12 people, ensuring that guests feel valued and receive the highest level of service throughout their journey. The team's professionalism and hospitality play a crucial role in creating a memorable experience for guests.
- f. Process: The operational process for the Train Journey is inspired by the famous Orient Express but has been adapted to meet local needs and preferences. This includes ensuring that all aspects of the journey, from boarding to the in-train experience, are smooth and provide guests with a seamless and luxurious experience. The process also incorporates health and safety measures, which are crucial during the ongoing pandemic.
- g. Physical Evidence: Amanjiwo Resort continues to use facilities provided by PT KAI (Indonesian Railways) for the Train Journey. The physical environment, including the train carriages and the amenities provided onboard, is an essential aspect of the experience. These facilities are maintained to ensure comfort, cleanliness, and safety, creating a sense of luxury and exclusivity for guests during their travel.



Figure 1. Train Journey
Source: Lisnawati (2021)

The findings of this study align closely with existing literature on tourism marketing and package strategies, particularly during periods of crisis like the COVID-19 pandemic. Stevanie (2021) and Wicaksono (2017) both emphasized the role of the marketing mix in promoting tourism packages and increasing tourist visits, which is consistent with Amanjiwo Resort's use of tailored promotional channels and product development strategies. Furthermore, Widuri (2016) and the application of the 7P model demonstrate the importance of product offerings and promotional efforts in boosting tourism during uncertain times, directly reflecting the resort's focus on product enhancement, pricing strategy, and targeted marketing. Overall, the integration of the 7P marketing mix elements by Amanjiwo Resort was essential in developing an effective strategy that met the needs of its guests, attracted new customers, and maintained high occupancy rates during the pandemic. The lessons learned from the pandemic, such as the flexibility in pricing, the importance of personalized service, and targeted promotions, will continue to benefit the resort in the post-pandemic era as it adapts to the evolving tourism landscape.

4.2 Analysis of the Train Journey Tour Package Strategy to Increase Hotel Occupancy During the COVID-19 Pandemic at Amanjiwo Resort, Magelang Regency, Central Java

Based on Kotler & Armstrong (2012), marketing mix theory (7P), there are several strategies that Amanjiwo Resort can implement to further enhance hotel occupancy during the COVID-19 pandemic while maintaining a high standard of service. These strategies focus on refining each of the 7P components, which are critical to developing an effective marketing approach.

- a. **Product:** Amanjiwo Resort can increase the appeal of the Train Journey package by expanding the number of trips offered. Instead of adding more train carriages, which may require significant investment, the resort could focus on increasing the frequency of Train Journey trips. Additionally, the resort could combine the Train Journey with other tour packages, creating a more comprehensive and attractive offer for potential guests. This strategy would allow for more flexible scheduling and provide added value, enhancing the overall guest experience.
- b. **Price:** Adjusting the pricing strategy based on demand is a crucial tactic for maximizing revenue. Amanjiwo Resort could consider increasing the price of the Train Journey during high-demand periods, such as holiday seasons or special events. This price adjustment could reflect the exclusivity and premium nature of the service, thereby maintaining a balance between affordability and profitability. Implementing a dynamic pricing model would ensure that the resort can capitalize on peak demand while still offering competitive rates during off-peak times.
- c. **Place:** Expanding the geographic reach of the Train Journey package is another potential strategy for increasing occupancy. Amanjiwo Resort could introduce new routes, such as a Surabaya-Yogyakarta connection, in addition to the current Jakarta-Yogyakarta route. This expansion would open up the product to a broader market and cater to tourists from different regions, potentially increasing the number of bookings and enhancing brand awareness in new areas. By offering more diverse routes, Amanjiwo Resort could also improve its competitive advantage over other tourism offerings in the region.
- d. **Promotion:** A focused promotional strategy is essential to increasing awareness and attracting new guests. Amanjiwo Resort could increase its efforts to reach travel agents, who play a significant role in promoting the Train Journey package. By building stronger relationships with travel agents, the resort can leverage their networks and expertise to expand its customer base. Additionally, the resort could invest in targeted advertising, especially in digital media, and make use of social media platforms to engage with potential customers. Offering exclusive promotions, such as discounts or bundled packages, could further entice travelers to choose Amanjiwo Resort.
- e. **People:** A personalized experience is crucial to maintaining high levels of guest satisfaction and fostering repeat visits. Amanjiwo Resort can engage directly with guests to discuss their preferences, such as meal schedules and any other specific needs. This personalized service helps to build a connection with guests, ensuring that their experience is memorable and tailored to their individual desires. Training staff to anticipate and meet the needs of guests will be key to maintaining a high standard of service during the pandemic, where comfort and safety are paramount.
- f. **Process:** Clear communication and proactive engagement are important for ensuring that guests are aware of the Train Journey package and are excited about it before

their visit. Amanjiwo Resort should make efforts to introduce the Train Journey package to potential guests well in advance, perhaps through pre-arrival emails, website information, or marketing materials provided at the time of booking. This early introduction would allow guests to plan their visit and help build anticipation for the experience.

- g. **Physical Evidence:** To reinforce the luxury experience and ensure smooth operations, Amanjiwo Resort should work closely with PT KAI (Indonesian Railways) to select specific dates for additional Train Journey trips. Coordination with PT KAI would help streamline logistics and ensure that the physical infrastructure, such as the train carriages, is adequately prepared for the added trips. This collaboration will also ensure the resort can meet the growing demand without compromising on the quality of service provided to guests.

These strategies can help to improve the overall guest experience, enhance brand visibility, and maintain a higher occupancy rate at Amanjiwo Resort, especially during the challenging period of the COVID-19 pandemic. By adapting the marketing mix strategies effectively, Amanjiwo Resort can ensure that it remains competitive and resilient in the hospitality industry. As the COVID-19 pandemic has gradually been controlled and restrictions have eased, the strategies implemented during this period can still be highly beneficial for Amanjiwo Resort in the post-pandemic era. The lessons learned from the adaptability required during the pandemic, such as flexible pricing, increased promotional efforts, and personalized guest services, can be adapted to a more stable environment to further enhance the resort's market position. For instance, the expanded frequency of Train Journey trips, which was initially introduced to accommodate pandemic-related travel restrictions, can now serve as a key differentiator in attracting tourists seeking unique, immersive travel experiences. Similarly, the dynamic pricing model, once used to manage demand during fluctuating circumstances, can be optimized for peak seasons and special events, ensuring that the resort maximizes revenue without deterring potential guests.

Moreover, the promotion efforts that were focused on reaching travel agents and leveraging social media platforms during the pandemic can now be maintained to target a wider audience, including international travelers, who are increasingly eager to experience local and authentic offerings. The personalized service model, which became crucial in maintaining guest satisfaction during the pandemic, can now be further refined to meet the growing expectations of guests looking for memorable, customized experiences. As the tourism industry rebounds, these strategies will help Amanjiwo Resort not only recover but also thrive in the post-pandemic market, ensuring long-term success by maintaining a competitive edge and a strong brand reputation.

5. CONCLUSION

This study aimed to analyze the strategy of the Train Journey tour package implemented by Amanjiwo Resort to increase hotel occupancy during the COVID-19 pandemic. The analysis was conducted using the marketing mix theory (7P), as developed by Kotler & Armstrong (2012). The results revealed that the resort employed a comprehensive marketing strategy, focusing on enhancing the product (Train Journey), adjusting pricing strategies, refining promotional efforts, expanding geographical reach, and ensuring personalized services for guests. Specifically, Amanjiwo Resort focused on increasing the number of trips for the Train Journey, maintaining pricing alignment with the room type, and expanding the route options to attract more guests. Furthermore, the

resort's approach to promotional efforts, including selective media channels, and targeting travel agents, was crucial in reaching the appropriate audience. The collaboration with PT KAI (Indonesian Railways) ensured smooth logistics and the luxury experience for guests. These strategies were crucial in maintaining a higher occupancy rate during the challenging pandemic period, and the lessons learned can continue to benefit the resort in the post-pandemic era.

This research has some limitations. First, it focuses on a single resort, which may not fully represent broader trends in the hospitality industry. Second, due to the pandemic, direct observations and interviews were limited, particularly in public spaces like train stations, which restricted the data collection process. Lastly, the study relied primarily on qualitative data, such as interviews and observations, which could be influenced by interviewer bias or limited participant perspectives.

While this research provides valuable insights into the strategies used by Amanjiwo Resort during the pandemic, it does have certain limitations. One limitation is the focus on a single resort, which may not fully represent the broader trends within the hospitality industry. As the study was conducted during the pandemic, there were restrictions on direct observations and interviews, especially in public spaces such as the train stations. This limited the scope of data collection and may have affected the comprehensiveness of the findings. Additionally, the research relied heavily on qualitative data, such as interviews and observations, which can be subject to interviewer bias or limited participant perspectives.

This study provides a basis for future research on marketing strategies in the hospitality sector, especially post-pandemic. Future studies could expand the sample size to include multiple resorts for broader comparisons and conduct quantitative research to evaluate the effectiveness of the Train Journey strategy in terms of guest satisfaction and revenue. Research could also focus on the long-term effects of pandemic-related strategies on guest experiences and brand loyalty, as well as the integration of sustainable practices in tour packages and their impact on profitability and guest perception. These insights would help both Amanjiwo Resort and other hospitality players adapt to the post-pandemic landscape.

REFERENCES

- Badan Pusat Statistik. (2020). Jumlah Perjalanan Wisatawan Nusantara (Orang). https://www.bps.go.id/indikator/indikator/view_data/0000/data/1189/sdgs_8/1.
- Badan Pusat Statistik Kabupaten Temanggung. (27 April 2020). Kabupaten Temanggung Dalam Angka 2020. Diakses pada 17 Desember 2022, dari <https://temanggungkab.bps.go.id/id/publication/2020/04/27/beb2622ba2c1f66e0a1b0398/kabupaten-temanggung-dalam-angka-2020.html>.
- Diayudha, L. (2020). Industri Perhotelan Di Indonesia Pada Masa Pandemi Covid-19: Analisis Deskriptif. *Journal FAME: Journal Food and Beverage, Product and Services, Accomodation Industry, Entertainment Services*, 3(1), 41–45. <https://doi.org/10.30813/fame.v3i1.2166>.
- Kotler, P., & Armstrong, G. (2012). *Principles of Marketing*. Pearson Education.
- Nurbaity, A. (2020). *Optimalisasi Penerimaan Pajak Restoran Di Era Pandemi Covid-19 Pada Badan Pendapatan Daerah Kabupaten Banyumas Provinsi Jawa Tengah*. Diploma thesis, IPDN Jatinangor.
- Sugiyono. (2017). *Metodologi Penelitian Bisnis : Metode Penelitian Bisnis (Vol. 1)*. Salemba empat.

- Stevanie, C. (2021). Strategi Pemasaran Paket Inbound Tour Pada PT. Mutiara Holidays Tour and Travel Dalam Meningkatkan Minat Kunjung Wisatawan Mancanegara. *Jurnal Pembangunan Wilayah & Kota*, 1(3), 82–91. <http://repositori.usu.ac.id/handle/123456789/10508>.
- Suprihatin, W. (2020). Analisis Perilaku Konsumen Wisatawan Era Pandemi Covid-19 (Studi Kasus Pariwisata di Nusa Tenggara Barat). In *Jurnal Bestari* (Vol. 19, Nomor 1).
- Wicaksono, G. U. P. (2017). Strategi Promosi Paket Wisata Di Kampung Seni Dan Budaya Jelekong. [http://repository.stp-bandung.ac.id/bitstream/handle/123456789/1177/Goesti Utomo Putro Wicaksono 201319033-2017.pdf?sequence=1](http://repository.stp-bandung.ac.id/bitstream/handle/123456789/1177/Goesti%20Utomo%20Putro%20Wicaksono%20201319033-2017.pdf?sequence=1).
- Widuri, F. (2017). Paket Wisata Pedesaan Koto Sentajo Kabupaten Kuantan Singingi. *Jom Fisip*, 4(2), 15–38.

JOURNEY

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

POLITEKNIK INTERNASIONAL BALI

Implementation Of Hazard Analysis And Critical Control Point At The Marriott Marquis Queen's Park Hotel Kitchen, Bangkok Heru Pramudia, Muhammad Arsyad Rafi Canon	1
Determining The Theme For Architectural Design Of Tourist Accommodation Based On Big Data In The Canggu Village Area, Badung, Bali I Wayan Widanan, Made Suryanatha Prabawa, Made Mas Surya Wiguna	15
Analysis Of Intelligibility And Connectivity-Integration Relationships In The Canggu Village Space Network Based On Space Syntax Made Suryanatha Prabawa, I Wayan Widanan, Made Mas Surya Wiguna, Made Jaguandana Dwi Putra, I Made Rudita Antara	29
Camping Ground Potential To Improve Mangrove Beach Tourism Marketing Muhammad Rizki Lubis, Ikhlas Ramadhan	41
Is Developing New Café & Co-Working Space In Canggu-Bali Still Feasible? (A Marketing Perspective) Jonathan Dharma Pramono, Rimalinda Lukitasari, I Ketut Wibawa	51
Implementation Of Digital Content About Sacred Bali As A Means Of Education For Tourists In Preserving The Culture Of The Island Of Bali I Wayan Agus Selamat, I Made Weda Satia Negara, Ni Putu Tiya Paristha, Ni Wayan Purnami Rusadi, Ni Kadek Sri Hendrayani	65
Innovation Of Adding Green Mustard To Rice Crackers Billy Tanius, Heru Pramudia, Iwan Surjawan	75
Development Strategy Of Spring Roll Gang Lombok Semarang Based On SWOT Analysis Ni Nyoman Widani, Heru Pramudia	85
Implementation Of Event Experience Design In Joyland Festival Salsabila Ramadita	97
Navigating Linguistic Challenges: The Use Of Balinese Terminologies By Tourism Actors In Rural Villages Luh Sri Damayanti, I Wayan Adi Pratama, I Ketut Wibawa	107
Go-Tour Based Semarapura-Bali City Tour Package Model Ida Ayu Etsa Pracintya, Putu Eni Oktaviani, Putu Agung Surya Prawira	121
The Effect Of Physical Facilities Quality On Tourist Satisfaction At Taman Ayun Temple Attraction By Vitruvius Theory As A Moderating Variable Retno Juwita Sari, Tasya Winston, Putu Agung Surya Prawira, Ida Ayu Etsa Pracintya	133
Sustainable Gastronomy Practices In Indonesia's Island Tourism: A Focus On Bali And Labuan Bajo Sandy Dwiputra Yubianto, Aditya Nova Putra	143
Development Of Management Training System In Providing Trainee At Wedding Organizer Delapan Planner, Denpasar, Bali Raisya Putri Aprilia, A. A. Nyoman Sri Wahyuni, Nelsye Lumanauw	159
Strategy Analysis Of Train Journey Tourism Packages In Improving Hotel Occupancy During The Covid-19 Pandemic At Amanjiwo Resort, Magelang Regency, Central Java Ni Wayan Lisnawati, Dinar Sukma Pramesti, Victor Bangun Mulia	171



PIB Press

Publisher & Printing: PIB Press
Email: pibpress@pib.ac.id
lppm@pib.ac.id
Website: <https://jurnal.pib.ac.id>

